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Copyediting and Publishing Certificate

Short Vine Literary Journal
Internship

Supervisor: Dr. Alecia Beymer
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I had the opportunity to perform several roles throughout my internship position with Short Vine Literary Journal. I took on the role of social media manager, which included creating, editing, and posting content for Short Vine's three social media channels—Instagram, Twitter, and Facebook—two to three times every week. I also helped market the journal through the creation of an email list and the distribution of flyers throughout campus. In addition, I handled back-end processes on Submittable by creating groups for our editorial genre teams and assigning submissions to the appropriate editors in a timely manner. Lastly, I assisted in the digital production of the journal and worked with editors in the class to create the ordered format that we would publish the pieces in.

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Introduction

Throughout Fall 2022 semester, I interned for Short Vine Literary Journal. Reference Appendix A (pg. 14) for a complete log of my internship activities and responsibilities during the semester.

Why I Chose This Internship

I had previously worked on the journal during the Spring 2022 semester through UC's Creative Writing and Literary Publishing course. I found my previous experience as an editorial coordinator for the journal to be valuable in learning more about the publishing industry in general, as well as the literary journal publishing industry specifically—something that I had known little about before partaking in the course. After such a positive experience with the journal, I was interested in taking my experience and expanding on the work I could do for Short Vine through an internship position.

New Perspective Working on the Journal

This internship opportunity was particularly intriguing to me because I was in a position to gain additional publishing industry skills through new responsibilities and a different role. In my previous experience working as an editorial coordinator for Short Vine's literary nonfiction group, I gained a passion to play an active role in producing the best journal possible with the larger editorial team. I found carefully selecting, editing, and proofreading pieces for the journal to be a gratifying process, and, by the end of Spring 2022 semester, I felt as though I could take great pride in the journal that we were able to produce.

When the opportunity to continue my work with Short Vine arose, I knew that undertaking this new role would be especially beneficial to my editorial and professional development. I was excited about the opportunity to continue this passion for creating an excellent journal through the following semester from the fresh perspective of an intern. When I was an editor for the journal, I worked closely with the Spring 2022 interns, and I was curious about what other responsibilities I could take on for the journal.

Collaborative Team Environment

Another reason why I was so eager to continue my work with Short Vine as an intern is because of the supportive and collaborative team environment that the journal thrives on. I know that my professional goals align directly with helping others; one of the biggest reasons I am interested in pursuing a career in editing is to help others produce the best work possible. When I was an editorial coordinator, the Spring 2022 interns were a helpful resource to ask questions to or bounce ideas off of, and I knew that I would love an opportunity to take on a role where I could help others navigate the production process of the journal in a similar way.

What I Learned from This Experience

From this experience, I gained practical publishing and editorial skills as well as a greater understanding of publishing industry roles other than editorial positions. In addition, I gained experience working closely with an editorial team and navigating creative freedom for independent projects.

Publishing Industry Knowledge

Through this internship, I learned about several aspects of the publishing industry that I had not yet had the opportunity to gain hands-on experience with. During the first week of classes, I was able to sit down with Dr. Beymer, my internship supervisor, and have a conversation about what I wanted to gain from the internship and what roles I would be interested in taking. By having this opportunity to take agency over my position, I was able to craft my responsibilities with Dr. Beymer to make the experience the most beneficial to my professional development. During this internship, I took on roles in social media managing, assistant managing editing, marketing for the journal, and digital journal design. In addition, similar to the Spring 2022 interns, I served as a resource to editors in the class that had questions about submissions, guidelines, or the journal production process. Although I had previously worked on the journal, all of these roles and responsibilities were entirely new to me—thus allowing me to have a more well-rounded experience in all sides of the publishing process for a literary journal.

Overall, through this experience, I learned about other aspects of the publishing industry in addition to editing, copyediting, and proofreading, such as marketing, author communication, social media management, and managing submissions. Since I am interested in pursuing a career in this industry, understanding what different roles look like is vital to my professional success. From this experience, I can take away a key understanding of what roles in the publishing industry I would be interested in pursuing and what skills I need to gain to pursue those roles going forward.

Working on an Editorial Team

In addition to the concrete editorial and publishing industry skills that I learned from this internship, I also learned more about working on a team, and more specifically, how to manage multiple perceptions, expectations, and opinions about how to foster the growth of a successful publisher. Because of the collaborative nature of the journal, everyone's opinion is considered and respected, and it would be nearly impossible to never have a disagreement about an aspect of the journal. For example, we had to decide as an editorial team whether we would accept submissions from editors in the class, and if so, what that process would look like. Many editors in the class had differing strong opinions about what we should do. From this experience, I learned from Dr. Beymer how to facilitate a productive conversation when an editorial dispute arises. During the class period, we held an open discussion that allowed everyone to express their opinions fully without judgement. From there, Dr. Beymer created an anonymous Google Form to make a final democratic decision about what to do moving forward. Although the issue of editors submitting their own work may be unique to a university literary journal, knowing how to mediate disagreements between editors can be applied to nearly every type of publishing.

Working Independently

From my experience leading Short Vine's social media, I also gained a position where I had a large amount of responsibility and independence. In my previous work experiences, it was rare that I would have a project that I had complete creative control over. Although I sought out and welcomed opinions about social media content from Dr. Beymer and the editors in the class, including the social media team, I brainstormed, created, and posted the vast majority of social media content on my own. When I started this role, the amount of personal and creative control I had over social media was slightly

overwhelming, but as I fell into the role, I greatly valued an opportunity to take on all stages of a project on my own. From this experience, I learned how to execute tasks independently while always keeping group goals and the mission of the journal in mind. The experience of having to reconcile my goals and the journal's goals in social media management is another important skill that can be applied to working for a myriad of different publishing companies and organizations.

Description of Organization – Short Vine Literary Journal

Short Vine Literary Journal is the University of Cincinnati's undergraduate literary journal that publishes undergraduate writing and art from around the world. The journal is produced through UC's Creative Writing and Literary Publishing class, where students can get hands-on experience working in editorial groups to select, edit, and publish these submissions, which, as I mentioned previously, is where I got my start with Short Vine.

Mission

According to Short Vine's mission statement, the journal seeks to publish bold and vibrant works of literary nonfiction, fiction, poetry, art, photography, and hybrid forms. During the Fall 2022 semester, the editors in the class were especially passionate about elevating the caliber of the journal to help the journal grow into an even more well-respected body of work.

Hierarchical Structure

Because of my opportunity to play multiple roles in this internship position, I also held different places in the journal's hierarchical structure depending on which aspect of the journal I was working on. For all decisions, Dr. Beymer, the professor of the course and my supervisor, holds the highest power, although most decisions made were done through a collaborative group discussion or anonymous voting format. Because of this, although Short Vine does have a defined hierarchical structure, it truly feels like every voice and opinion is respected in the production of the journal, which is one thing that I greatly enjoyed about my experience.

From Dr. Beymer's position, my responsibilities branch off into managing Submittable submissions and organizing the digital format of the journal. In my editorial roles, I do not have more power over the editors about any editorial decisions on whether to accept a piece, but I do serve as a resource if they have questions or want advice, so I am not organizationally above the class editors in that regard. From there, each of the four genre groups are led by an editorial coordinator (the role I previously took on) with the remaining editors underneath them. Figure 1 shows how editorial decisions are hierarchically organized.

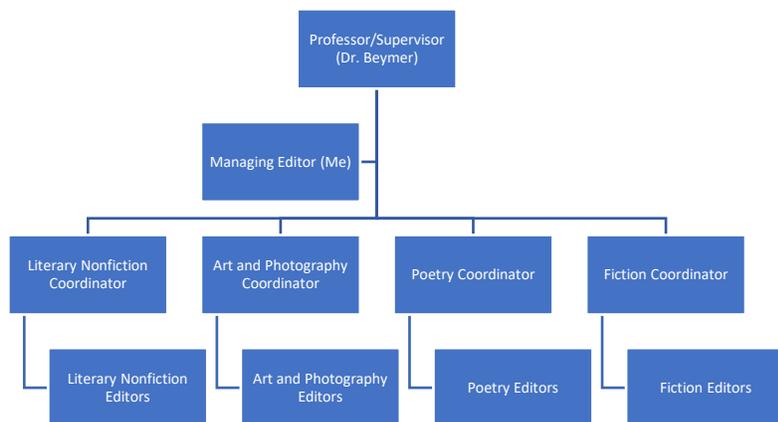


Figure 1: Editorial Hierarchical Structure

The hierarchy for social media management operated differently from editorial decisions. Since I took on the social media manager role, I had the highest position of authority regarding brainstorming, creating, and posting social media content (although I would run decisions by Dr. Beymer occasionally to make sure that I was on track with the goals of the journal). From there, I had a group of four editors in the class who volunteered to be part of my social media team. During the start of the semester, when they did not have any submissions to read yet, this group helped brainstorm ideas for the journal. I found my meetings with the social media group to be really helpful to get outside opinions on different types of content, how often to post, and what platforms would make the biggest impact. Despite the fact that my social media pursuit was largely solitary, I enjoyed always having this group and Dr. Beymer to bounce ideas off of. At the start of the semester, each member of this group also made one post to go on Short Vine’s social media channels, but once they got busier with submissions, I assumed all content creation moving forward.

When members of the social media group created content, I approved, edited, and did the actual posting of the content, as I was the only one who was given access to our account passwords. In addition, several times throughout the semester, either through class discussion or a Google Form, I sought out feedback from all the editors in the class on what we could do differently or if there was anything that they wanted to see from our social media accounts. In this independent role, I actively made ways to get this feedback to make sure that we could all be proud of Short Vine’s social media content and accounts. Figure 2 shows an organizational chart of how social media management is hierarchically structured.

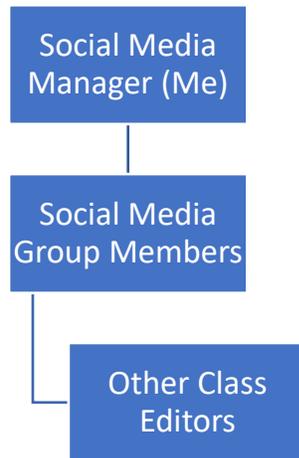


Figure 2: Social Media and Marketing Hierarchical Structure

Production Process

Since this journal is run by a class, the entire production of the journal—from theme ideation to publication—is done during the sixteen weeks that the semester allows. The first six weeks of the journal’s production were spent deciding on theme, creating our social media plan, and preparing our Submittable page for submissions to start coming in. During this time, I helped set up the Submittable groups and created content calendars for September and October so that we could have a good start on social media once we started posting.

From September 29th to November 18th, the editors were reading, selecting, and editing submissions for publication. During this time, I implemented our social media campaign to attract submitters and build a community of writers and artists around Short Vine. I focused most of my efforts on trying to get as many submissions as possible for the journal through social media, as well as other marketing efforts such as flyers and creating an email list of other undergraduate journals and creative writing programs. I also continuously assigned submissions through Submittable to the appropriate editors and kept track of roughly how many submissions we had of each genre to see where we need to focus our marketing efforts on. Once the deadline passed, I assisted in the creation of the digital journal. I worked with editors in the class to create a cohesive order of the pieces we were publishing and created the rough ordered draft that the class could proofread and review.

During Fall 2022, the Short Vine class met in person once a week, which differed from my previous experience with the class as entirely asynchronous, apart from genre group meetings. I greatly enjoyed having the opportunity to connect with the students in the class and Dr. Beymer face-to-face and found that this created an even stronger editorial team. Specifically for my internship experience, it was beneficial to have a weekly guaranteed checkpoint with my supervisor to make sure that I was on track with all expectations and tasks. Since we had a dedicated time to meet and discuss our goals for the journal, we were able to execute the journal’s mission on a more personal level. Because of this, the atmosphere of the team environment was one of innovation and a group dedication to make the journal the best that it could possibly be. I enjoyed working with a group of editors who took a similar sense of integrity in the journal and in an environment where we all pushed to publish the best possible journal.

Description of Position and Responsibilities

Through this internship I took on four major roles: social media manager, marketer, assistant managing editor, and assistant designer and publisher.

Social Media Manager

Throughout the entire semester, I consistently created and posted content to Short Vine’s three social media channels: Instagram, Facebook, and Twitter. As mentioned previously, I also led a group of four editors who assisted in the early stages of social media.

Social Media Group Leader

During the first six weeks of the semester, before the journal started accepting submissions and before I began posting on social media, I held a meeting with the social media group to discuss what our goals were. In addition, we decided the process for content creation: any content that the group members made would be sent to me two or three days before they are scheduled to be posted, and I would review and approve the post as well as write the caption. To aid in this process, I created a content repository and calendar in Microsoft Excel where we could keep track of who was doing which posts and when the deadline to get the posts to me would be. I also used the content repository to keep track of all of the captions, which helped me to stay on top of writing, editing, and proofreading all captions as well as organizing the captions with accompanying posts. Figure 3 shows a screenshot of the content repository. Figure 4 shows a screenshot of part of the October posting calendar.

1	Content Type	Accounts Posting On	Caption Text	Visual	Post Creator	Deadline	Posting Date
2	Introductory Post	Twitter, Instagram, Facebook	Theme Announcement: Moving Between The Haze: A	Canva Graphic (two slides)	Zoe	n/a	9/22/2022
3	From the Editors - Meet th	Twitter, Instagram, Facebook	Want to know more about the people behind the scene	Canva Graphic (five slides)	Whitney	9/24/2022	9/27/2022
4	Deadline Reminder	Twitter, Instagram, Facebook	Short Vine's submissions are officially open for Fall 20	Canva Graphic (two slides)	Zoe	n/a	9/29/2022
5	Writing Help	Twitter, Instagram, Facebook	Want to submit to Short Vine but not sure where to sta	Canva Graphic (five slides)	Marianna	9/30/2022	10/4/2022
6	Deadline Reminder	Twitter, Instagram, Facebook	Reminder: the Deadline to submit to Short Vine is Nov	Canva Graphic	Felicity	10/4/2022	10/6/2022
7	Writing Prompt	Twitter, Instagram, Facebook	Need some inspiration to spark an idea for your next w	Canva Graphic	Zoe	n/a	10/7/2022
8	Author Q&A	Twitter, Instagram, Facebook	This week, we talked to author Rachel Prather, who pu	Canva Graphic (three slides)	Zoe	n/a	10/11/2022
9	Deadline Reminder	Twitter, Instagram, Facebook	Calling undergraduate artists and authors! Short Vine i	Canva Graphic (two slides)	Zoe	n/a	10/13/2022
10	Writing Prompt	Twitter, Instagram, Facebook	Need some inspiration to spark an idea for your next w	Canva Graphic	Zoe	n/a	10/17/2022
11	Community Engagement	Twitter, Instagram, Facebook	Are a writer at UC and are looking for a community of	Canva Graphic (two slides)	Zoe	n/a	10/18/2022
12	Deadline Reminder/Submi	Twitter, Instagram, Facebook	Have you always wanted to get your work out there? H	Canva Graphic (four slides)	Zoe	n/a	10/20/2022
13	From the Editors - Q&A	Twitter, Instagram, Facebook	This week, we talked to one our wonderful poetry editi	Canva Graphic (four slides)	Zoe	n/a	10/25/2022
14	Deadline Reminder - AM	Twitter, Instagram, Facebook	Head over to our Instagram Stories or comment below	Canva Graphic	Zoe	n/a	10/27/2022
15	Artist Q&A	Twitter, Instagram, Facebook	This week, we talked to artist Amena Sheikh, who has	Canva Graphic (three slides)	Zoe/Mae	10/31/2022	11/1/2022
16	Deadline Reminder - with	Twitter, Instagram, Facebook	Short Vine's submissions are only open for two more w	Canva Graphic	Zoe	n/a	11/3/2022
17	From the Editors - Q&A	Twitter, Instagram, Facebook	This week, we talked to one of our fantastic poetry edi	Canva Graphic (four slides)	Zoe	n/a	11/8/2022
18	Deadline Reminder - Ther	Twitter, Instagram, Facebook	This week, we asked our editors what pieces of media	Canva Graphic (two slides)	Zoe	n/a	11/10/2022
19	Fall Fiction Reading List	Twitter, Instagram, Facebook	Need some inspiration on what to read next? Our edito	Canva Graphic (three slides)	Zoe	n/a	11/14/2022
20	Author Q&A	Twitter, Instagram, Facebook	TBD. Mae is working on it	Canva Graphic (four slides)	Zoe/Mae	n/a	11/15/2022

Figure 3: Social Media Content Repository

Oct-22							KEY
							Deadline Reminder
							From the Editors
							Writing Help
							Community
							Author Q&A
							Writing Prompt
							Meeting
							Journal checkpoints
SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	
Week Six							1
		Meet the Editors Post	Class Meeting	Deadline Reminder			
SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	
Week Seven	2	3	4	5	6	7	8
		How to Submit to Lit Journ	Class Meeting	Deadline Reminder	Writing Prompt		
SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	
Week Eight	9	10	11	12	13	14	15
		Author Q&A - Rachel Prath	Class Meeting	Deadline Reminder			

Figure 4: Partial October Content Calendar

In the social media group meetings, we also decided that it was important to us to have a consistent color scheme and aesthetic for the journal, especially because we planned to create an Instagram account for Short Vine as the journal previously only had Facebook and Twitter accounts. Mae, one of the members of the social media group, expressed interest in creating templates for the social media content and created several color palette options for the group to vote on. Thus, even when I was largely designing and creating content myself, I would stick to the running aesthetic we decided on as a group. Because all of post visuals were being created through Canva, I also organized a Canva group where we could work collaboratively. Throughout the semester, I sent out weekly emails to the social media group to keep them updated and open up any opportunities for them to create posts if they wanted to. Through this group, I wanted to foster a space where we could all gain the experience we had wanted from working in social media, while also leaving flexibility for the editors to focus on submissions once they started coming in. I really enjoyed having this group to support me as I worked in social media throughout the semester, and I am glad that I had the opportunity to gain this invaluable leadership experience.

Content Creation

Through my social media manager role, I created and implemented a social media content campaign. At the beginning of the semester, I thought of five main posting categories: author Q&As, editor Q&As, publishing tips and resources, community engagement posts, and general deadline reminder posts. In addition, with the advice of the social media group, I decided to post every Tuesday and Thursday, with Thursdays being deadline reminders and Tuesdays being all other types of content. I created these posts through Canva and adapted the templates that Mae had made with consistent fonts, colors, and design elements throughout the posts. I strived to create content and have captions written at least one week in advance of posting so that I would have ample time to review and copyedit my posts and captions. Figures 5 and 6, shown below, show the first slide of two social media posts that I created.

CLUB SPOTLIGHT



Writing Community
WRITER'S CIRCLE UC

Club Description: Many people want to become better writers but struggle with devoting time to practice their skills, especially if they are working on their own. Writing is lonely enough! Writer's Circle UC seeks to provide a focused environment for students to dedicate their time towards becoming better writers!

Follow @ucwriters_circle on Instagram for more information

Meeting time & location: Thursdays 5-6 pm in A&S Rm. 43

Upcoming Event: Writer's Circle UC will be hosting a Halloween Party on October 27 at 5 pm in A&S Rm. 43. All are invited to socialize and get to know your fellow writers!

Figure 5: Club Spotlight Post

Q & A with **RACHEL PRATHER**



SHORT VINE

Rachel published her creative nonfiction piece "Before You Know" in *Short Vine's* Spring 2022 edition. Read to learn more about Rachel, her work, and her tips for other writers.

Figure 6: Editor Q&A Post

In the middle of the semester, I brainstormed more posting categories to build off of what we already had and to draw additional engagement and submissions to Short Vine. The new posting categories that I implemented were: Short Vine's reading list, favorite quotes, and writing prompts. I also decided that I would post three times per week some weeks to bring more traction to our social media channels. Figures 7 and 8, shown below, are a couple of examples of social media posts that I created from these new categories in the later half of the semester.

WRITING PROMPT

What is your state of mind?



Are you sitting with memories and bouts of déjà vu? How has your reality been shaped, moved, situated in the face of contemporary reality?

Submit to: shortvinejournal.submittable.com

Note: Short Vine will be accepting both themed and general works of Literary Nonfiction, Fiction, Poetry, Art, and Photography.

Deadline to submit: 11/18/22

Figure 7: Writing Prompt Post

FALL READING LIST

Not sure what book to read next? Need some inspiration to read? Here's what our editorial board is reading this fall!



We are accepting works of poetry, literary nonfiction, fiction, art, and photography until November 18th. Please visit shortvinejournal.submittable.com to learn more and to submit your works!

Figure 8: Fall Reading List Post

Managing Social Media Accounts

In addition to creating content for the social media accounts, I also oversaw general activity and engagement on all three channels. I checked in on the three accounts at least three to four times per week to monitor comments, likes, followers, and to make sure that everything was running smoothly on the accounts. In addition, I created the Instagram account from scratch and updated the Facebook and Twitter banners to match the theme for Short Vine’s social media for this semester. Because the Instagram account was brand new this semester, and because our class agreed that most submitters would be on Instagram over the other accounts, I focused more effort on building up our Instagram community. Throughout the semester, I gained 73 followers on the Instagram account and had consistent engagement with all posts through likes on feed posts and views on Instagram Stories. Figures 9, 10, and 11 show the three Short Vine social media account pages.



Figure 9: Facebook Profile Page



Figure 10: Twitter Profile Page

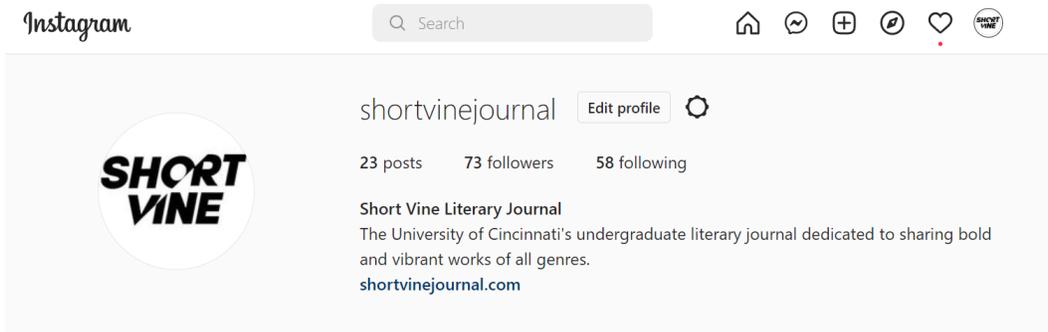


Figure 11: Instagram Profile Page

Marketer

In collaboration with my social media marketing efforts, I also took an active role in marketing the journal through making and distributing flyers and through networking with other literary journals and creative writing programs.

Flyers

I used Canva to create different flyer variations to distribute around campus to advertise that the journal is open for submissions. I based these flyers off of the decided color schemes from social media and used similar font and design elements to keep the image of the journal consistent. Once I made the flyers, Dr. Beymer printed them, and then I was in charge of distributing the flyers around campus. From there, members of the class and I strategically hung-up flyers in spots that we thought would attract the most attention: A&S Building, outdoor common areas, local coffee shops, as well as other buildings around campus such as Swift, Braunstein, and the Rec Center. Figures 12 and 13 show two of the flyers I created.



Figure 12: Flyer Version 1



Figure 13: Flyer Version 2

Email List

Another project that I took on was creating a list of undergraduate literary journals and emails that we could use to advertise our call for submissions. I researched undergraduate journals that were still active, found contact information, and organized my findings into a chart. Dr. Beymer also formulated a list of undergraduate creative writing programs to send a similar email to. From there, I created an email template to send out to journals on the list, shown in Figure 14. Once the template was approved by Dr. Beymer and the class, I was in charge of sending the emails and monitoring any responses that we received.

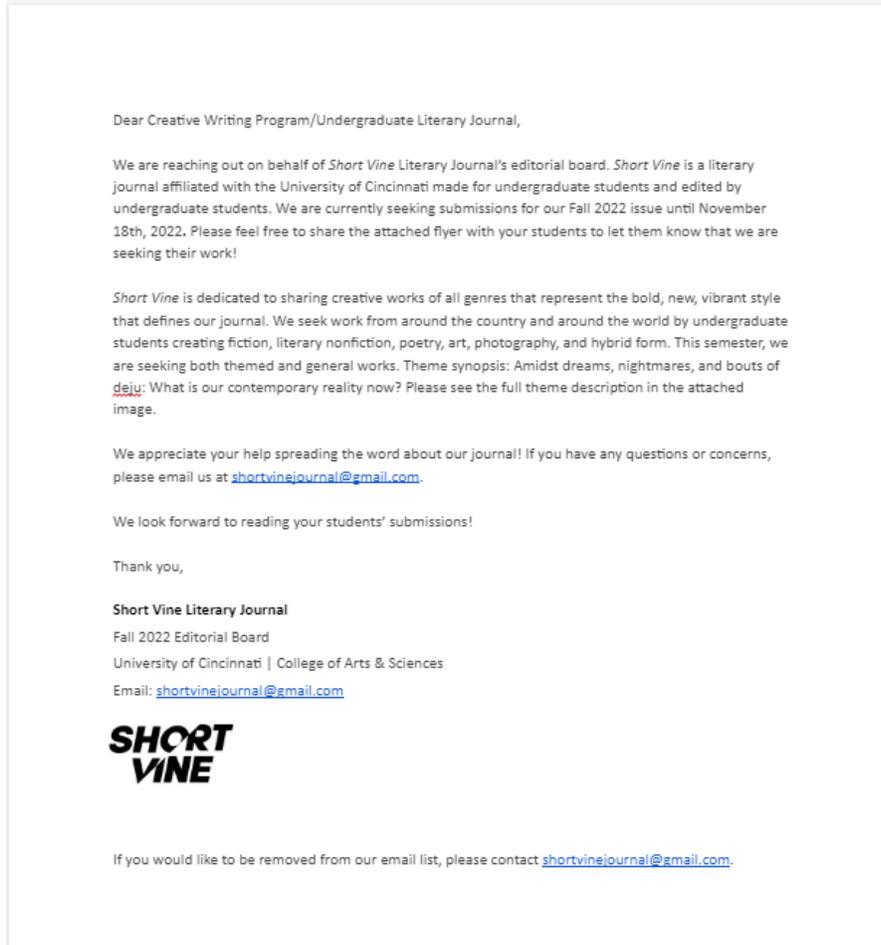


Figure 14: Email Template for Marketing to Other Journals and Creative Writing Programs

From my research in undergraduate literary journals, I also created an additional resource for editors in the class to use to help them find journals to submit their own work to, which is shown in Figure 15. This chart became a collaborative document as I gave access to editors in the class to add in any journals that they found or are submitting to. Although this resource does not directly relate to marketing Short Vine specifically, it helps connect UC students working on the journal with other undergraduate literary journals and fosters a more collaborative community of undergraduate literary journals.

Undergraduate Literary Journal Resource List:
Literary journals that any undergraduate student can submit to (Fall 2022)

Journal Name	University	Theme?	Website/Where to Submit	Deadline
Polaris	Ohio Northern University	No	Send to email depending on genre: https://polarisliterarymagazine.com/guidelines/	February 1st
Susquehanna Review	Susquehanna University	No	https://susquehannareview.submittable.com/submit	February 22nd (plus year-round rolling submissions)
Folio	American University	Yes - all horror issue	https://foliolithjournal.submittable.com/submit	December 3rd
The Broken Plate	Ball State University	No	http://thebrokenplate.submittable.com/submit	October 31st
Mid-American Review	Bowling Green State University	No	Multiple options: https://casit.bgsu.edu/midamericanreview/ways-to-submit/	Rolling submissions
Rainy Day	Cornell University	No	Email: rainydaycornell@gmail.com	Rolling submissions
Periphery	Drake University	No	https://peripheryjournal.submittable.com/submit	November 18th
Slab	Slippery Rock University	No	http://www.slablitmag.org/submissions/	February 14th
Spectrum Literary Journal	UC Santa Barbara	No	Google forms: https://spectrum.ccs.ucsb.edu/submission-guidelines	December 31st
Glass Mountain	University of Houston	No	https://glassmountain.submittable.com/submit	Rolling submissions
Sole Literary	University of	No	Send to:	November 18th

Figure 15: Screenshot of Resource List for Short Vine Editors

Assistant Managing Editor

In addition to running social media and marketing efforts for the journal, I handled back-end processes for submissions through the Submittable platform. At the beginning of the semester, I assisted Dr. Beymer in organizing our editorial team and assigning editors to their appropriate genre groups and positions. I also assisted in editing, proofreading, and uploading the submission guidelines to Short Vine’s Submittable profile, as well as deciding what our submission categories would be. Ultimately, because we accepted both themed and general submissions, we decided to create two categories based on theme or no theme, rather than splitting the categories up by genre. Because of this, I needed to assign each individual submission to the appropriate genre group as the submissions came in. I checked on our Submittable page to update submissions once per day to ensure that our editors would receive submissions in a timely manner and the journal would not fall behind in production.

I really enjoyed doing the assistant managing editorial role. I found it interesting to see a side of Submittable that I had not seen before, and I know, moving forward, I would be able to operate a Submittable page with confidence because of this experience. In addition, this role was particularly gratifying to me because it helped me to stay connected with what submissions were coming in. I genuinely enjoyed logging onto Submittable and seeing what submissions we had gotten because of our group’s marketing efforts. This role felt very well-suited to my personality as I love any task that requires organization.

Assistant Designer and Publisher

Lastly, once our submissions closed, I helped format and order the final journal. I created the rough ordered draft that the editorial board and I used to complete the final proofreading. The draft that I created is linked [here](#) (note: the highlighted information in this draft shows where I needed to confirm any discrepancies in names with editors and authors). The process of creating this document included cross-referencing all author names, titles of pieces, and author bios to ensure consistency throughout the journal and adding in any appropriate content warnings. I also ordered the ten themed pieces by grouping pieces that flowed thematically to create a cohesive section. I found the experience of ordering the themed section to be both engaging and valuable in growing my skills as an editor and publisher; I found great satisfaction in drawing connections between pieces and helping to create an order that would allow our published pieces to shine. From this draft, I then completed the first proofreading of the entire journal.

Once I finished ordering and proofreading the journal, I sent the draft to Dr. Beymer and the graphic designer, Mae, to finalize the design for the journal. From there, the editorial board and I did a final proofreading of the designed journal. Once the journal was finalized, I helped Dr. Beymer upload the digital journal to the website using the program Flipsnack. In my previous experience with working on Short Vine, I had not been involved with the digital production of the journal, so I enjoyed gaining additional skills and learning new programs that could be applied to many editing positions.

Conclusion

My experience working with Short Vine this semester has been something that I will truly value as I move forward in my professional and academic career. I will be able to take both the hard skills of editing, marketing, and publishing and the soft skills of leadership, team collaboration, and communication with me. Specifically, the leadership experience I gained through this role has helped me grow as an editor and as an effective leader. I enjoyed the opportunity to take initiative in a project, and I feel a great sense of pride in the work that I have done on the journal and the relationships I was able to forge with the editorial team.

The variety of roles that I had the opportunity to take on has given me an invaluable insight into what positions I would like to pursue in the future. I know that if I were to take on a role in social media, editing, marketing, designing, or publishing, I would be able to use my background from this experience to be able to be an effective member of any editorial teams I would work on.

Appendix A: Activity & Responsibility Log

Week	Tasks/Responsibilities
8/24-8/30	<p>Met the short vine class and introduced myself. Had a brainstorming meeting with Dr. Beymer to discuss what my responsibilities would look like for the rest of the semester.</p> <p>For the following week, I prepared a social media strategy page where we could get some ideas for different types of content to post, themes, and accounts to post on.</p>
8/31-9/6	<p>Led a meeting with other four students in the course that were interested in helping with social media for Short Vine. In this meeting, we planned our September and October content, decided what our general strategy would look like, and brainstormed additional strategies to get Short Vine exposure and submissions.</p>
9/7-9/13	<p>Met with the Short Vine class and shared the takeaways from our meeting and the proposed posting calendar with Dr. Beymer. Organized an official calendar through Excel as well as a content repository for the other people in the class to add to for their individual posts.</p> <p>Prepared information to share with the rest of the class regarding social media strategy.</p>
9/14-9/20	<p>Presented Short Vine social media strategy to the class to get approval and feedback. Worked with the social media group to finalize a color palette and templates for the Short Vine social media accounts.</p> <p>Created Introductory Post that will be ready to be posted during Week Five’s social media push.</p> <p>Finalized content plan and set deadlines for content completion for Week 5 and 6 posts. Created an Author Q&A form to use for future author spotlight content and secured the first author (Rachel Prather) to interview.</p> <p>Collaborated to brainstorm potential social media theme blurbs/titles we can use.</p>
9/21-9/27	<p>Created and posted a theme announcement post on the Twitter, Instagram, and Facebook accounts.</p> <p>Created an Instagram account for Short Vine and started gaining followers/sharing the account. Prepared and edited captions for Week Five and Six content. Updated Twitter and Facebook banners to match the current theme.</p> <p>Updated the social media group about content posting plans and coordinated group posts and deadlines to get posts in by. Sent out Author Q&A form for the first author spotlight.</p>
9/28-10/4	<p>Posted “Meet the Editors” post. Edited and updated submission opening announcement post to be posted on social media and sent out in the English newsletter. Posted on Twitter, Instagram, and Facebook.</p>

	<p>Prepared captions for Week 7's posts. Met with the class and Dr. Beymer and confirmed the plan for the following posts. Developed and finalized posts for next week.</p>
10/5-10/11	<p>Met with Short Vine class and learned how to do back-end assigning submissions on Submittable. Updated everyone's Submittable status and assigned all available submissions (12 total).</p> <p>Posted content on social media on Tuesday, Thursday, and Friday. Created and updated content plan for the next week.</p>
10/12-10/18	<p>Met with class to check in on social media. Posted content on Tuesday and Thursday and prepared content for the following week. Corresponded with social media group to bounce ideas back and forth and keep them in the loop about posting activity.</p> <p>Checked in on Submittable routinely and assigned submissions as needed. Made flyers and brainstormed locations to distribute around UC's campus. Started drafting an email list of other undergraduate literary journals that we could collaborate with for Dr. Beymer.</p>
10/19-10/25	<p>Focused on some marketing efforts to spread the word about submissions for the journal and social media. Reached out to a group of journalism students to ask them to submit any work that they have. Continued working on creating and posting content for the journal.</p> <p>Researched some additional options to mix up Short Vine's social media to draw in more engagement and submissions for the journal. A few options include hosting a AMA, post content regarding Short Vine's reading list, and use the editorial team's favorite quotes in posts. Researched TikTok options for Short Vine's potential use for next semester.</p> <p>Continued monitoring submissions on Submittable and answering questions from editors as they came up.</p> <p>Researched a wide range of undergraduate literary journals and worked with Dr. Beymer to compile a list of journals that we could add to an email list. Made a secondary list of literary journals that students can submit to right now to help the students in the course get their work out.</p>
10/26-11/1	<p>Met with Dr. Beymer to discuss new ideas for social media and what we could realistically do for the journal for the rest of the semester. Clarified any issues with submissions (one submission was submitted under two genres).</p> <p>Shared the undergraduate literary journal list with the class. Drafted an email template that we could use to send out to undergraduate literary journals and creative writing programs to ask for submissions. Distributed flyers around campus and in the class to spread the word about submissions.</p> <p>Created and shared an editor content survey to get some response regarding the editorial board's favorite books, quotes, poems, etc. to use for content ideas. Continued working on social media content and posting twice per week. Hosted an AMA on Instagram on Thursday.</p>

11/2-11/8	<p>Revised email template based on class feedback. Sent out a call for submissions email to five creative writing programs and five undergraduate literary journals to try to gain more submissions for the journal.</p> <p>Continued making content for social media and conducted another Editor Q&A to post on all three channels. Started planning and creating content for the week 13 social media push leading up to the submission deadline.</p>
11/9-11/15	<p>Posted content on Tuesday and Thursday. Planned and created content for the final social media push week for the last week of the submission window being open. Planned social media posts for after submissions and journal promotion.</p> <p>Reviewed the production plan and timeline with the class and Dr. Beymer. Continued assigning submissions in Submittable and keeping track of how many submissions we are getting.</p>
11/16-11/22	<p>Met with the Short Vine class and confirmed the final production schedule. Prepared social media posts to go up while we are finalizing the journal. Started planning and creating social media posts for promoting the journal. Reached out to authors/artists about getting permission to post a snippet of their content on social media.</p> <p>Continued assigning and managing Submittable submissions until the deadline.</p>
11/23-11/29	<p>Created, edited, and posted content to highlight published pieces. Continued planning final journal promotion content.</p>
11/30-12/6	<p>Created and posted highlighted piece content for social media. Created posts to promote the journal in preparation for the journal to go live.</p> <p>Collaborated with the editors in the class to decide on final design choices for the journal. Created the final manuscript of accepted pieces. Ordered the themed section of the journal based on the flow of ideas between pieces. Copyedited and proofread the entire journal, including confirming all author names, bios, and titles of accepted pieces as well as adding content warnings to applicable pieces.</p>
12/7-12/9	<p>Participated in the final proofreading of the journal. Posted final content to promote the journal to social media.</p>