



Smart Ways to Use Summer Interns in Any Business



Summer is a great time to consider the advantage of temporary labor. *You know that project you've been putting off? How about the organization structure you wanted to build? What about that technology trial?* Or maybe there's something you've been doing that could easily be managed by someone else so you can free up your time for things that require your attention...

As vacations loom and customer buying patterns shift, it's an ideal time to explore temporary hires or interns. According to the [National Association of Colleges and Employers](#), businesses expect to hire 3.9% more interns than in the previous year, and 81% say they plan to increase or maintain intern hiring. But if you think you can just bring in an intern, hand over a pile of small tasks, and call it a program, you're missing a bigger strategic opportunity.

The smartest businesses do something different. They don't use interns just to fill a chair or display them to the community to look like a business that's worried about the future workforce. They use them to tackle work that matters. Don't think your business could use an intern? Think again. Here are a few ingenious ways to get things done with the "summer help":

Process Detective

One of the best ways to use an intern is as a process detective. Every business has systems that have grown messy over time. Maybe your onboarding is inconsistent. Maybe client files are stored in three places, and no one knows which version is right. Maybe your front desk, inbox, or quoting process depends too much on tribal knowledge.

An intern can document workflows, identify bottlenecks (they provide fresh ideas because they don't know the history), and help organize procedures in a way that saves your team time long after summer ends. It's not glamorous work, but it's high-value work and the intern can learn a lot about process, efficiencies, and operations.

Customer Experience Reviewer

Interns can also be incredibly helpful as customer-experience reviewers. When you're inside your own business every day, it becomes hard to see friction points. An intern has fresh eyes.

Ask them to walk through the experience as if they were a customer. Could they find the right information on your website? Was the contact process clear? Did your social media tell them what you do? Was your location easy to navigate? In almost every industry, there are blind spots the employees stopped noticing years ago.

Content Miner

Another strong use for interns is content mining. This is especially useful for businesses that know they should be marketing more consistently but never seem to have the time.

An intern can help turn existing knowledge into usable content. They can gather frequently asked questions, interview staff, organize customer success stories, pull together blog topic ideas, or help sort photos and video clips you already have. They may not be your final decision-maker, but they can absolutely help uncover the raw material your business has been sitting on. Put them to this task and you may uncover six months' worth of content that no one can produce but you—an excellent way to stand out on social media.

Researcher

Summer interns are also well suited for research projects that tend to get pushed aside. Maybe you want to understand what competitors are doing, what events are worth attending, what partnerships might make sense, or what new audience segments you should be reaching. Maybe you want a clearer picture of local market trends or customer reviews. Interns can gather and organize that information (or use AI to do it) so leadership can make smarter decisions without spending hours chasing data.

Internal Knowledge Organizer

Another overlooked role is internal knowledge organizer. In many small and midsize businesses, important information lives in emails, sticky notes, shared drives, and one very loyal employee's head. That isn't a system. It's a problem waiting to happen. What becomes of your operations if something happens to that employee? At some point every employee leaves. What information would walk with them?

An intern can help create shared resources, update templates, build simple reference guides, and make day-to-day information easier for everyone to find. That kind of cleanup can be the difference between having information at your fingertips or having to leave countless messages for past employees.

Event Planner or Worker

If your business hosts events, supports the community, or depends on local visibility, interns can help there too. They can assist with planning checklists, event follow-up, sponsorship tracking, guest communication, and post-event recaps.

They can help your business show up more professionally and more consistently. As we head into a season when networking, festivals, community programs, and business events often increase, that kind of support can make a noticeable difference.

But none of this works if the internship is built around filler. Interns don't need to run your business, but they do need real assignments, some context, and a sense that their work matters. It's good for them

and for you. NACE notes that [organized internship programs](#) are linked to better conversion outcomes, and interns who are satisfied with their experience are far more willing to accept an offer from that employer later on.

If you're bringing in summer help, think beyond the 2026 version of coffee runner. Think about what your business needs that your team never has time to tackle. Consider the projects that improve efficiency, strengthen visibility, and make future growth easier. That's where interns can shine and that's a much better use of a summer and a desk.

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