

Internal Communications and Social Media Presence in Global Technology Solutions

2020 Internship Showcase

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Goals to Increase Internal Communications and Social Media Presence



1. Create a communications plan for Global Technology Solutions (GTS).
2. Write and publish articles on LinkedIn; track metrics.
3. Gain experience in a business environment.

1. Create a Communications Plan

- How?
 - Use Gartner resources—
“Effective Communications:
How to Develop a
Communications plan.”
 - Collaborate with intern team.
 - Research and create an
understanding of current GTS
communication strategy.
- Why?
 - Creating a communications
plan allowed us to share our
vision and goals with GTS
leadership as well as
Corporate Communications.



Communication Plan

Global Technology Solutions

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2. Write and Post Articles to LinkedIn; Track Metrics

- Conduct interviews with staff members.



- Research industry-relevant materials.



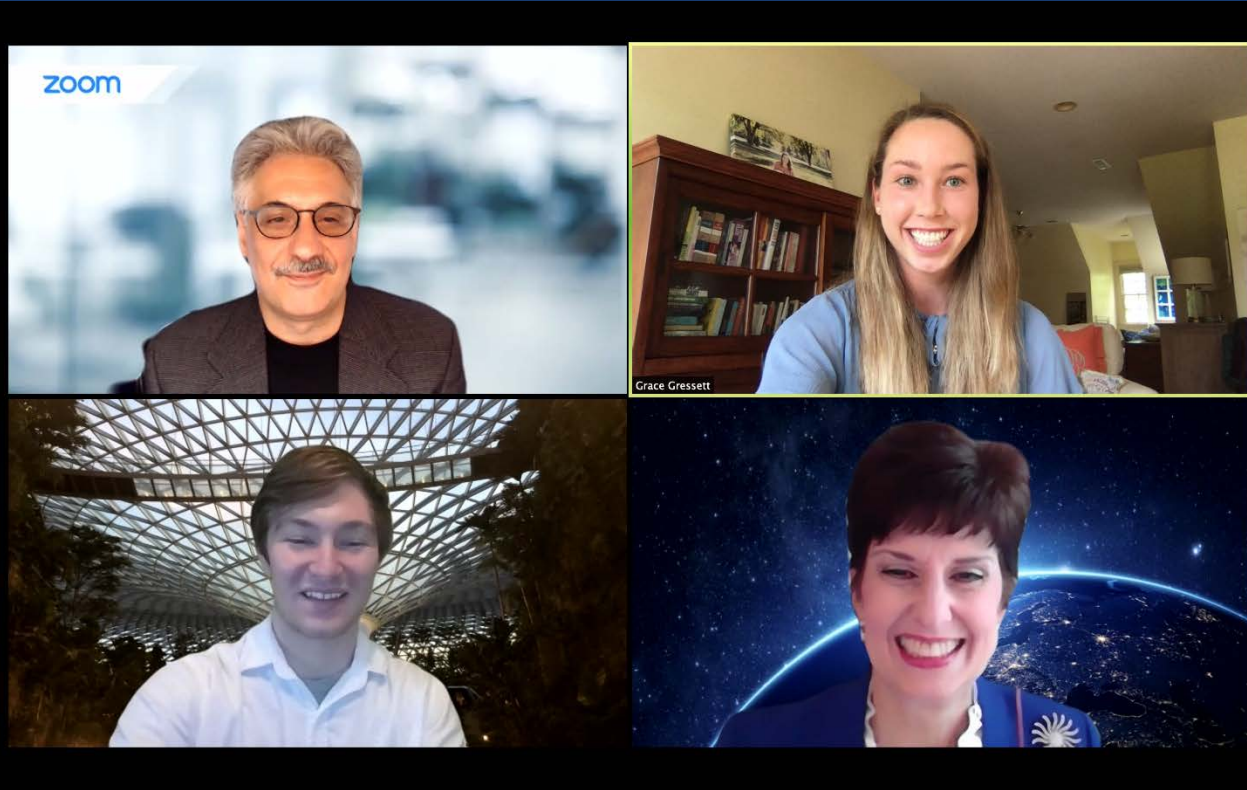
- Publish on LinkedIn.



- Track metrics with Hootsuite.



3. Gain Experience Working in a Business Environment



Working with Teena Piccione, Executive Vice President and Chief Information Officer (CIO), gave us the opportunity to experience meetings between organizations.

In the picture above, we got to sit in on a CIO-to-CIO meeting about Zoom technologies.

What I Have Accomplished So Far

Completed the Communications Plan

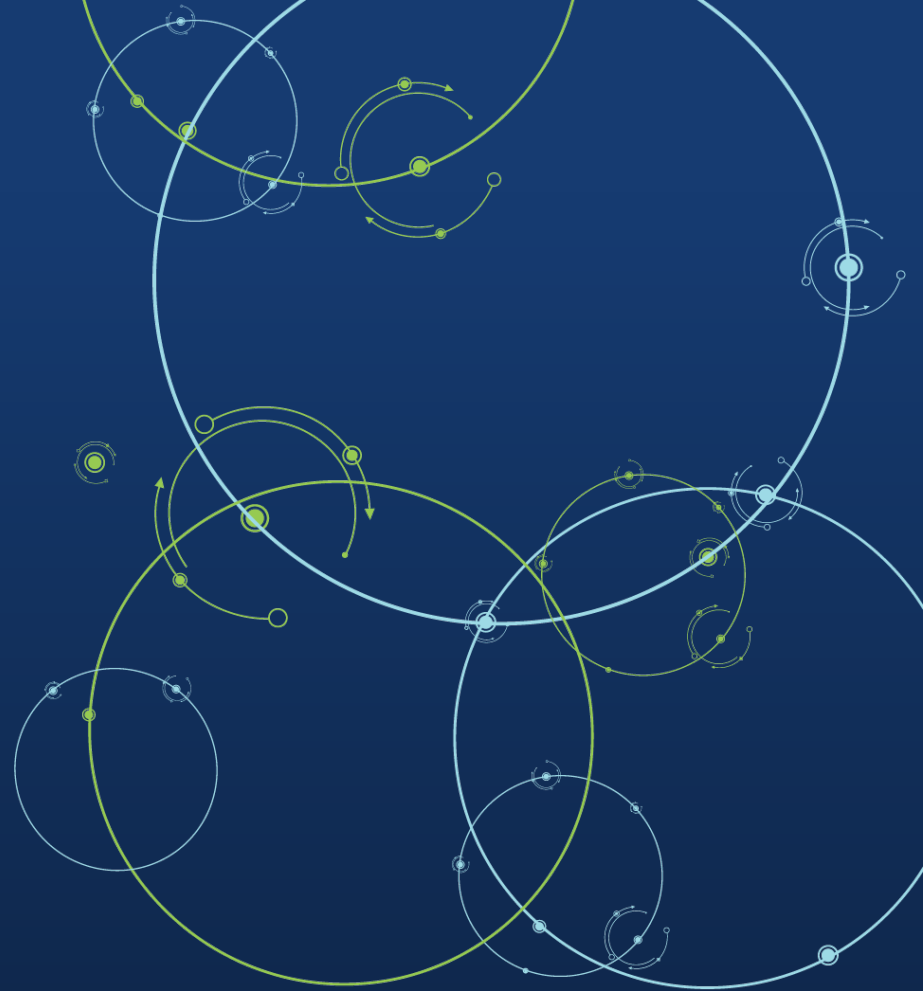
- GTS Insider
- Newsletter
- Maintenance emails

Published 4 articles to LinkedIn

Updated the GTS Insider page – create a Women in Tech series spotlighting GTS staff

Published articles on Insider and GTS Insider

Assisted with research on presentations and business profiles for Teena Piccione, EVP and CIO



Key Skills Learned



Virtual workspace
and time
management



Corporate
communications
and planning



Cybersecurity and
management

The Team

Teena Piccione

- Manager: established projects, edited articles, invited us to sit in on meetings, and supported LinkedIn postings

Bernice Bond

- Mentor: served as a sounding board for projects and helped connect me with people through GTS

Intern Teammates

- Jesse Ingham and Elena Price; collaborated on projects, peer review

GTS Intern Cohort

- Met weekly to get to know each other and collaborate, creating an office-like comradery over Zoom

Acknowledgements

- I greatly appreciate the guidance and mentorship offered by my manager, Teena Piccione
- Beth Brill was integral to helping me contact people throughout the organization and was always available as a sounding board
- Jesse and Elena, my fellow interns, were a huge help in making every project and task a success
- A special thanks to Yonas and Emily, the interns of interns, who brought great energy and friendship to the GTS Cohort

Sources

- <https://www.gettyimages.com/detail/photo/woman-sketching-a-business-plan-at-a-creative-royalty-free-image/912338074?adppopup=true>
- <https://www.gettyimages.com/detail/photo/business-video-conference-royalty-free-image/1214822053?adppopup=true>
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Thank you

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