

Improving Global Technology Solutions Communications and Organizational Visibility

2020 Internship Showcase

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Project 1: GTS Communications Improvement

Identified Issues

- Unclear terminology and structure within service maintenance emails
- Lack of awareness regarding GTS functions and platforms, such as GTS Insider and Yammer

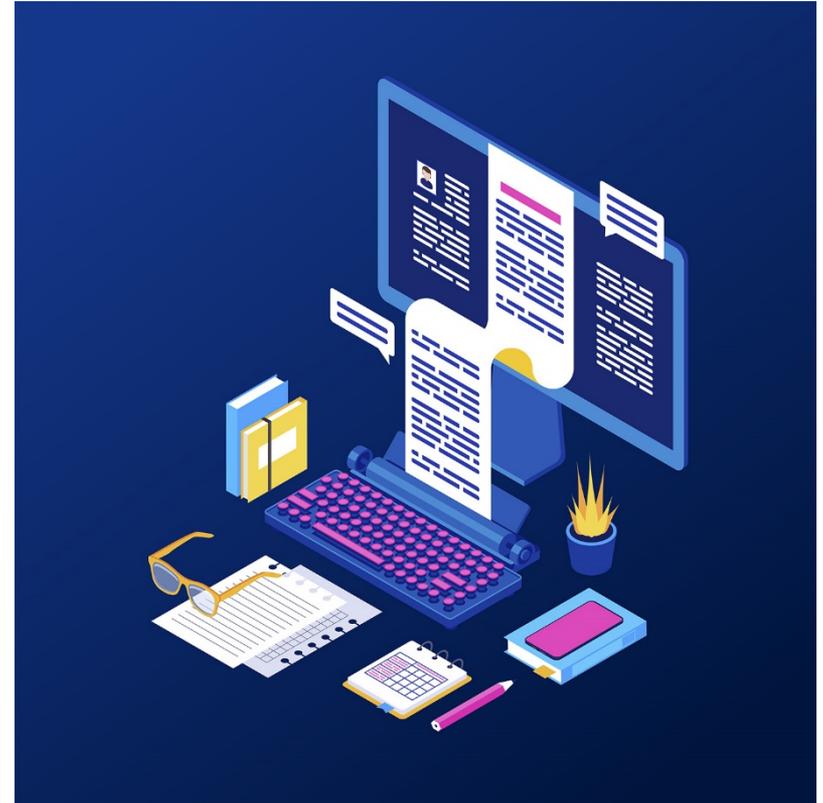




Project 1: GTS Communications Improvement

Proposed Solutions

1. Conducting communications research
2. Creating a Comprehensive communication plan
3. Applying changes to GTS communications and platforms





Project 1: GTS Communications Improvement

- **Published Outcomes**
 - Improvements to GTS Insider page
 - Need to promote GTS projects and employees while also providing links to FAQs and other technical information

- **Yammer Tips and Tricks Posts**

Work From Home Tip #3

Unique Backdrops

Have you noticed your co-workers taking their Zoom calls with picturesque backgrounds? Unfortunately, many of our summer vacations have been postponed or canceled. However, you can add a backdrop of your favorite place to bring some excitement and individuality to your Zoom meeting. Go to **Settings > Virtual Background**; there you can choose a background or upload a photo to serve as your background.

Try adding a photo of your favorite place or somewhere you wish to travel to bring some more individuality and conversation to your calls.

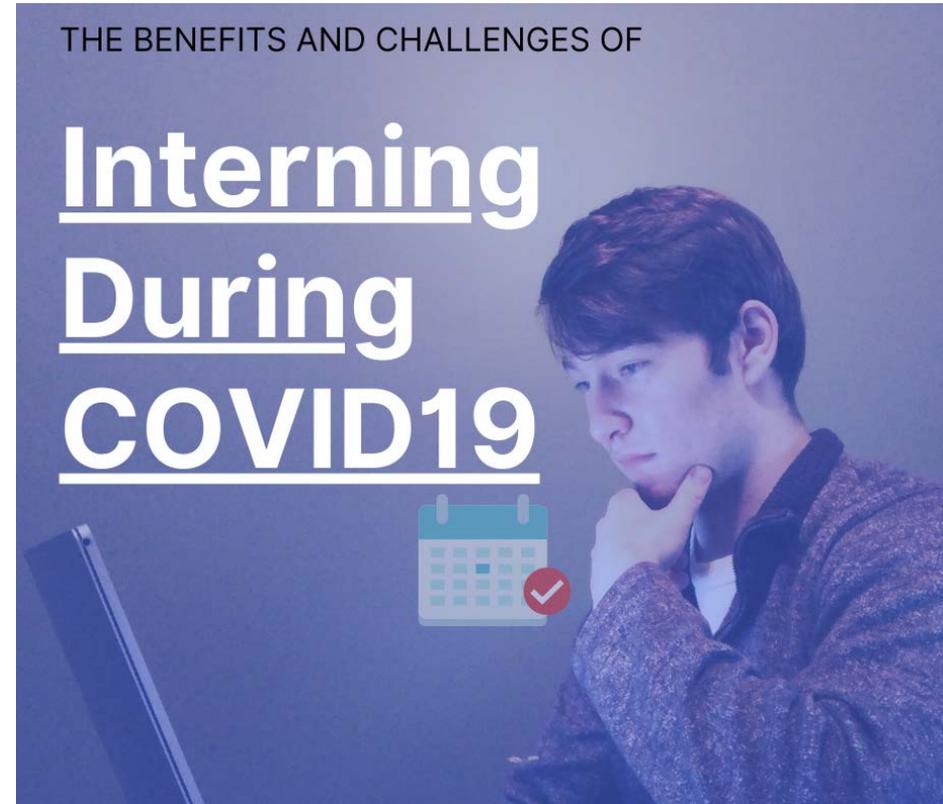
GTS Help Desk:
Website: gtshelp.rti.org
Email: helpdesk@rti.org
Phone: 919-541-6600





Project 2: Stories from GTS

- Objective: Humanize the organization (GTS) by creating internationally focused articles
- Outcomes: Published articles on LinkedIn, GTS Insider, and Yammer





Project 2: Stories from GTS

○ El Salvador Article Series

Locked Down:



**How Strict Quarantine policies
are Affecting El Salvador and
Central America**



**DISASTER IN THE
MIDDLE OF A
PANDEMIC:**



**A PERSONAL
ACCOUNT OF THE
RECENT FLOODING
IN EL SALVADOR**



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Image Sources

- **Getty Image 1:** <https://www.gettyimages.com/detail/illustration/question-icon-question-mark-royalty-free-illustration/1005214200?adppopup=true>
- **Getty Image 3:** <https://www.gettyimages.com/detail/illustration/copywriting-content-creation-illustration-royalty-free-illustration/1168068190?adppopup=true>
- **LinkedIn Interning During COVID-19 Link:** https://www.linkedin.com/pulse/interning-during-covid-19-benefits-challenges-working-jesse-ingham?articleId=6689531220704952320#comments-6689531220704952320&trk=public_profile_article_view

Image Sources

- **Flooding in El Salvador Article LinkedIn Link:**
https://www.linkedin.com/pulse/disaster-middle-pandemic-gtss-williams-joaqin-shares-his-jesse-ingham?articleId=6691341631095894016#comments-6691341631095894016&trk=public_profile_article



Thank you

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