cvTwitter Project Blog -

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I think you’ll agree the best place to start a social media account for a young technical apprentice is Twitter.

It’s really hard to give people an insight into what I do at Covea Insurance and Calderdale College. Ultimately, this is the whole point why I’m making the Twitter account as I want to try and interest new people into the technical community, along with showing them what I do.

Firstly, I knew I wanted a platform where people were a similar age to me and at first I thought Instagram would have been great. However, Instagram has lots of different groups of people on it and the technical community isn’t very big on there. With a little bit of research and a few meetings we figured out that the technical community on Twitter is huge, the age range is a bit different as people are slightly older than what I originally aimed for. However, it’s better to get a follower of a different target audience rather than struggle to get one at all.

With another quick search, I found hundreds of accounts that are doing a similar thing that what I am doing. It’s great to see so many accounts doing this as they all have a great following of people and I can take inspiration and some ideas from them. For example: #100daysofcode and #learntocode. The creativity and ideas that can be used from different accounts is endless, meaning I will never struggle for content for the Twitter account.

I also did some research into some of what I like to call “Holiday Tweets”. These are basically different events that happen throughout the year and have a trending hashtags. Some examples of these are: #WorldPhotographyDay, #VideoGamesDay, #WorldAnimalDay. Although these don’t have much to do with the technical community or programming, we want to make the account enjoyable. With adding these “Holiday Tweets” it means that some people may come visit the account just because we’re a fun account, rather than just been concentrated on programming and technical things.

I am currently in the process of sorting through and separate amount of interview questions for the different departments in Covea Insurance so that we have lots of content to use. In the current situation with Covid-19 we are struggling to get back into the office and move around different teams like I was meant too at the start. Therefore, I decided that if we asked some question we could move their answers into things that we are doing or can look forward too. Content is a huge part of the Twitter and by using this information would help our account massively.

My team have also set up a Trello board which also helps my personal and organisation skills. We put tasks that need completing onto the board and them when they are finished we move them to the done section. Work is completed much faster and to a better standard as we know what we need to do all the time.

Finally, I am going to put some of the different projects/tasks that I have completed at Covea Insurance on the account. For example, I did the huge Lego project which was then presented to a small group of senior school students. There were lots of different tasks and problems that we had to work around so I won’t go in depth here. However, I will be putting the processes of the Lego project onto the Twitter account to give people the insight to how good Covea Insurance really is. From this we could hopefully interest people in taking a similar direction to me as I’m showing programming isn’t just been sat at the desk all the time.

A few weeks ago I and Oliver finally made a move with the interviews completed one. To begin with, we interviewed the interns so that if we got anything wrong we could learn from it. I feel that the interview went very well and we had some good feedback in how to improve in the future. From the interview we can now also give an insight onto the way the interns have got to the position that they are.

A meeting with the Marketing team was scheduled to present the Twitter project to them. For the meeting, the main thing that changed is that the Twitter project will now be made more personal with me and Oliver having our own accounts rather than a joint one. Marketing said that this would help us to develop our own personal branding so that if one day we wanted to leave Covea it would be a lot easier.

On Tuesday the 1st of September, another interview was completed with the UX team. As I didn’t know the UX team as much as I do the interns, this was more out of my comfort zone. However, I’d say that the interview went very well and we got lots of information such as how the UX team work in an agile way and how they work with other departments. Again, by using this information we can use this and content for the Twitter page.