

Isabella Stevens, 2nd Year Biological Sciences

The Charity:

[Pure Leapfrog](#) is a charity that enables communities to take power over their own clean energy future. They provide affordable finance, expertise and support to community energy projects, enabling them to create the clean, green and sustainable energy system that they want to see.

The Project:

I worked with Pure Leapfrog on improving their social media strategy in order to reach more audiences. This project consisted of three key stages of reviewing, analysing and making recommendations on social media content.

Over the four weeks I learnt a lot about the world of work and the way smaller organisations work, both with the public and each other. Firstly, learning to manage my own time and work, whilst maintaining availability to also undertake any work I was given by my supervisor was challenging. This forced me to have more flexibility about timetable than I was used to for my coursework, a skill which I hope will be useful for my ability to adapt around the ever-changing nature of the workplace, compared to my heavily scheduled course at Imperial.

Secondly, I learnt to adapt how I communicate to different individuals and organisations. Whilst this skill is common in the sense that I would talk differently to my peers than I would my lecturer, I was not used to this in a professional context. It was very interesting to see how behaviours and tone changed for each new situation, especially when I had a good sense of what everyone wanted from the exchange.

Overall, in the time I worked on this project I realised the importance of maintaining a polite and respectful countenance and the importance of delivering on your word. The skills I have learnt in communicating with different individuals whilst being flexible with my time have been incredibly valuable and I have very much enjoyed my experience with the Charity Insights scheme.



Highlights:

- It was great to be able to see how my ideas sparked a change in outlook of what could be talked about.
- Meetings were really exciting as it was so different to the atmosphere I am accustomed to at university and opened my eyes to a more realistic view of what companies can look like.
- I got a job! I have been asked to continue on as a paid employee of the charity implementing the social media strategy I set out in my report.

