



## Molly McGiles

### Collegiate Communications Editor

Section: University of Illinois at Urbana-Champaign

Introduce a Girl to Engineering Day is becoming a much more widely celebrated event by professional and collegiate sections alike. As an Outreach Director for the Illinois chapter, I used online communications to make our IGED the best it could be. I created FlipGuides to help students and parents find activities around them to explore, sent emails and advertised events on over 5 different social media platforms, organized online feedback forms for participants and volunteers, and collaborated with the local professional

and other collegiate sections. These editions have been very successful and I have a strong desire to share these relations and social media skills and tips with other sections to increase awareness within SWE. A Pinterest page with cool engineering activities, a blog/vlog about the happenings of our region, and tutorials on how to utilize social media and other online communication platforms, are all experiences I not only have, but want to incorporate into SWE on a larger scale with a position on the RCT. I also want to use the social media accounts already created, to help local collegiate chapters transition into the new format SWE is taking on as an organization. Posting blogs and articles about decisions being made and having an open question and answer form or Twitter poll to create a friendly and comfortable environment to ease tensions. I am extremely passionate when it comes to communication and to utilizing the internet to spread as much information and data as possible in a positive way. I have created YouTube channels, and own various Twitter and Instagram accounts. I have held blogs while traveling abroad and while simply being a normal college student. I have marketed my brand online to others by being personable and accepting. I have grown from my mistakes and from the feedback and collaboration of others. And I have organized timelines, deadlines, and goals to balance the big picture and the small details. Altogether, SWE has made me the leader I am today, and I plan on using that leadership to help make SWE the best it can be as the Region H RCCE.