

Heather Kim

Spring 2025

Professor Renata Bertotti & Owen Placido

EVST 3999:UConn Climate Corps

This semester, I had the amazing opportunity to work with Megan Granato and Alexis Torres from the Town of Groton on their Extreme Heat Social Media Outreach Campaign. My project objectives were to complete six social media posts that included five infographics and one video that will be used in the summer of 2025 on the Town of Groton's official Instagram account called @ResilientGroton to foster awareness on extreme heat. The extreme heat social media content was designed to provide tips for residents on how to stay cool during high temperatures as well as resources that can be used to better prepare for extreme heat.

Some challenges I faced were making the infographics informative and engaging at the same time. I wanted to make sure there was not too much information to the point where the post became boring, or too little information. I was able to tackle this challenge by arranging weekly meetings with Alexis, as well as the help of Professor Renata and Owen. They offered helpful guidance for improvement with the design and the clarity of the message throughout the semester. This guidance allowed me to produce high-quality infographic posts and videos that the town of Groton can use this summer. Through this experience I learned the importance in balancing both the visuals and the content. Additionally, I developed an understanding of feedback and collaboration with others when working on a town based project and learned how vital it was to educate the community.

My favorite part of the project was the opportunity to be creative in an environmental project that can help people. It allowed me to pursue my passion for addressing environmental issues and social media while expressing my creativity for Groton residents in the summer. This

project allowed me to think strategically about how the layout, colors, themes, fonts, and imagery can influence how residents will retain and receive this important information. It is rewarding to know that my design and messaging could have a strong impact on the Groton community.

By the end of the semester, I had achieved my goal, and the scope of work really helped me to stay on top of my work. Another challenge was to stay on top of my project. This was a learning experience for me because this was the first project where I did not turn in anything until the end of the semester. I learned to stay on top of my work through communication with my community partners and professor. Constantly reminding myself to get my infographics done was vital. If I was behind, I made sure to plan my schedule accordingly to catch up so that I did not continue to fall behind. As a result, I developed valuable time management skills and self-motivation to stay on task. Additionally, I gained more confidence as a student as well as a person, understanding that it was okay to reach out and ask for help and feedback throughout the semester, and adjusting my approach when circumstances change. This opportunity and experience have educated me on how to be responsible for future projects that I will manage and staying productive throughout the process.