**Sidney Severson**

**U0687916**

**Form 9a**

**Bi-Weekly Reflective Journal Entry**

***In addition to the bi- weekly reflection based on this form, please reflect on one question per journal entry from the next page. One journal entry every two weeks for a total of six during the semester.***

Student Name: Sid Severson Week: 3&4 Dates: 06/11/15 – 06/24/15

Internship Hours: Two Week Total: 90

Cumulative Total to Date: 130

Supervisor: Becca Gerber

Agency: R&R Sports – Aloha Ski and Snowboard

Brief description of the past two-week’s duties:

My task for week 3 was to straighten out our Google places, as it sits right now we only had 3 of 8 locations correctly listed with Google. Obtaining ownership of new locations is actually a pretty extensive task. Google goes through the proper measures to ensure someone random can’t gain access to a business that they do not own. The verification process even includes sending a unique code via printed mail to each location of the business.

The main focus of this task was to ensure all the map markers were correct. Because Aloha has so many locations (7) within an area as small as Park City, people are often very confused as to which is which. With this winters connection of Park City and Canyons Resort, combined with the rebranding and renaming of the entire resort its important that we stay on top of the information that our Google information is portraying to the general public.

I started my social media content calendar a week or so ago, first things first I created an excel file that clearly organized promotions, special dates, and deadlines for email blasts. Corresponding with the calendar is an organized folder that holds all the content and files for each post.

After I Got that all laid out, I began to create content for each important date on the calendar. Filling up the folders for each month. I really pay attention to the quality of the images, making sure they are eye catching, themed, and simple yet informative.

How are you experiencing a relevant and challenging use of your skills?

I really struggle with the use of calendars, not only creating them, but checking them for said tasks. Becca has really pushed me into the creation of calendars. I’m getting better but I need to push myself to utilize the calendar come this winter.

These past couple weeks are really testing my organizational skills, the more organized I make these files, the better off ill be when I go to utilize them.

What did you learn from the experience?

I learned the importance of Google Places. Without a Google place your business search essentially doesn’t exist. The world is so well linked right now this also means you wont show up on android or IPhone interface map searches either. Something this small can mean so much when it comes to customers being able to locate your business, and even more so when your business has multiple locations.

What worked well? What would you change next time?

I was very pleased with the customer service and professionalism that I experienced with my interactions with Google. I came into the task thinking that I would be re-directed and placed on hold for substantial amounts of time. I was completely wrong. I called them on numerous occasions unfortunately our Marketing director had lost her login information for the accounts. Switching them over to a new account was a task in itself. In hindsight, for how large of a company Google is they are very easy to work with, goes to show why they are one of the top companies in the world.

As far as change, when I started the task I linked 3 of the locations to my business google account, and the other 4 are with the marketing directors account. Which is fine but if I were to do it again I would have used the same account for everything.. (Transferring ownership of accounts is very difficult…)

Please describe the supervision you are receiving.

Becca is still doing great, she is very on top of her tasks and very organized. She has started her Park City council campaign, which hopefully means that a little more work is coming my way! Other than that she is in the office pretty much 7 days a week, for how busy she is, she balances her priorities very well.

Reflective Journal #2

Overall I feel like I have a very positive attitude towards coming to work, I enjoy the people in the office and everyone that works in the shops. As far as tasks go, I need to focus on going above and beyond, in a creative sense. I’m a very task oriented person; I see the task, take care of it and move onto the next task. I need to focus on expanding my opportunities and see what else I could do to improve the outcomes, maybe even change the task all together. I think that I could learn a great deal and gain some experience if I branched out and got a little creative, even if it means getting shut down once in a while.

One thing that really stands out in my opinion is being prompt when it comes to communication. Whether it be emails, texts, or phones calls, I am constantly working on being a good communicator. It shows professionalism in this day and age, to be on top of your emails and organized, especially when its so easy to procrastinate.

Lastly I’m going to make it a point to be on time 100% of the time. My father taught me along time ago that if your not 15 minutes early your late. I’ve lived by that motto ever since, and take it to hearts. Granted there are unforeseen circumstances, handling these in a professional manner and letting my supervisor know the situations. So far in my internship I have been 15 minutes early every single day, I plan to continue this through the duration of my internship.