



It was my privilege to define, shape and author BMS' first editorial strategy. The strategy defines many core elements of BMS news, including:

- What *is* the news? What qualifies?
- How to effectively write, produce, curate and publish news
- Message tone, style and voice
- News tiering based on its relevance to strategic priorities
- Basic governance model
- How to approach analytics
- Appropriate balance between internal and external content
- Increasing the employee engagement with the news

As the Public Affairs lead and IT liaison for the redesigning of the corporate intranet, I had an opportunity to bring the editorial strategy to life. The design of this page represents the tiering of news; news most closely aligned to strategy is at the top, while less important news is displayed below.

I pushed for interactive elements (e.g. likes, shares, trending news) in order to increase employee engagement.

In close partnership with my matrix colleagues, we designed a site that meets employees' expectations how they receive news, inside the company and outside.

***Beautiful, relevant, modern, mobile-first content***