



GE VERNOVA | GridOS™

GE VERNOVA & GRID SOFTWARE

INTERNSHIP CAPSTONE PRESENTATION

SUMMER 2025

Emma Glendenning & Drue Hamlet



OVERVIEW

1. Competitor Social Media Analysis
2. GE Vernova & GEV Grid Software Actionable Takeaways



COMPETITOR SOCIAL MEDIA ANALYSIS

**Analyzed posts from Instagram and LinkedIn during the timeline of December 30, 2024 to July 1, 2025*



COMPETITOR #1

SIEMENS

Siemens Digital Industries Software

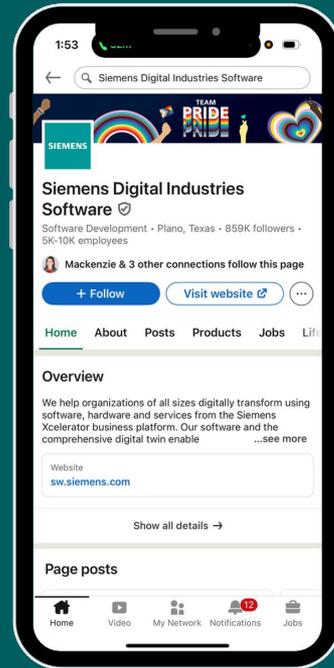
859,000 +

Siemens Electric
LinkedIn Followers

compared to

3,000,000 +

GE Vernova LinkedIn
Followers



What is Siemens Digital Industries Software?

- Computer Software Company
- Manufacturing, Auto, Electronics

Social Media Audit

- Instagram format is not consistent and there are too many reels
- 1-3 posts/week

Content Themes

- Case Studies
- Reels
- Blogs/Webinars





TOP PERFORMING POST

460

Likes

15

Reposts / Shares

7

Comments

Conference Recap

Realize LIVE Americas 2025



Siemens Digital Industries Sof... + Follow

851,479 followers
2w · 🌐

Realize LIVE Americas 2025 has officially come to an end. 🎉🌍

3 days, nearly 3,000 attendees and 400 sessions with 50 hands-on trainings, new insights from our experts, partners and customers covering top tech from the Siemens Xcelerator portfolio.

Thank you to all the attendees who joined us in Detroit for our biggest event yet. 🙏

Now, it's time for a Realize LIVE recap of some of the most impactful moments from our event, including insightful sessions about competing in complex industries to real-world insights and inspirational stories about digital transformation. 🤖💡🌱:

- Remarkable customer success stories including **Workhorse's** accelerated EV development, **Arc's** electric marine innovation and **Stoneridge's** advancements in truck safety
- The Solutions Center and Sandbox space which hosted product demos, thought leadership presentations, real-world insights and interactive learnings
- Student innovations like the Sustainability Design Hack won by **Wayne State University's** Greenprint Team

Thanks again for all who joined and helped make this an unforgettable event. Don't forget — Realize LIVE Europe (June 30 to July 2) and Asia-Pacific (August 5 to August 6) are right around the corner! Can't wait to see you there.

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If you're looking for more news or dates for future events, be sure to check out the link in the comments. 🔗

[#RealizeLIVE](#) [#DigitalTransformation](#) [#DigitalInnovation](#) [#SiemensXcelerator](#)



   460

7 comments · 15 reposts



COMPETITOR #2



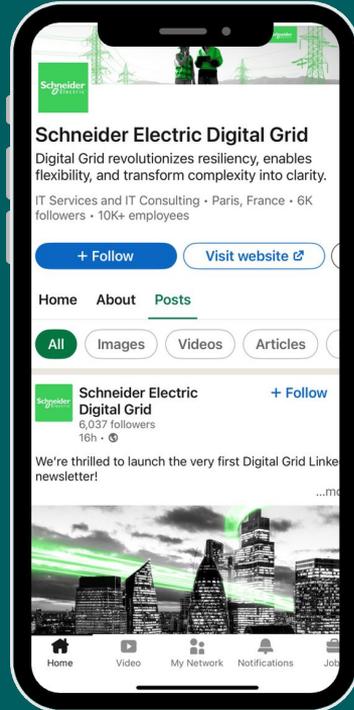
6,000 +

Schneider Electric
LinkedIn Followers

compared to

307,000 +

GE Vernova Grid Software
LinkedIn Followers



What is Schneider Electric?

- Digital Grid Division
- Large focus on sustainability

Social Media Audit

- LinkedIn is the only segmented channel
- 2-4 posts/week on LinkedIn
- Highest performing: Sustainability

Content Themes

- Digital Webinars
- Events
- Employee Highlights (Storytelling)



TOP PERFORMING POST

194

Likes

12

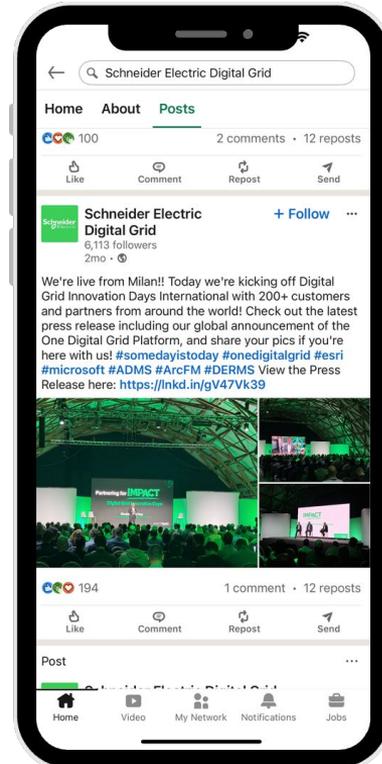
Reposts / Shares

1

Comments

Digital Grid Innovation Days

Carousel Post





COMPETITOR #3



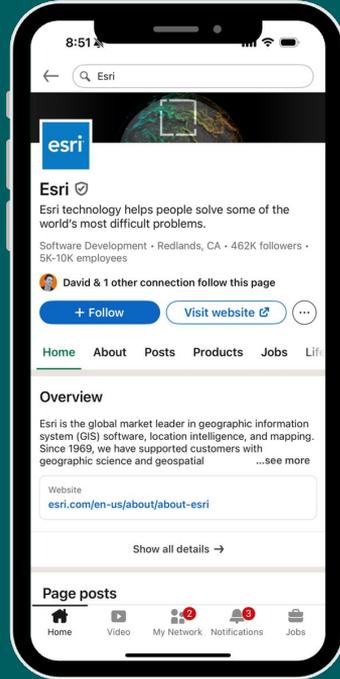
462,000 +

Esri LinkedIn Followers

compared to

307,000 +

GE Vernova Grid Software
LinkedIn Followers



What is Esri?

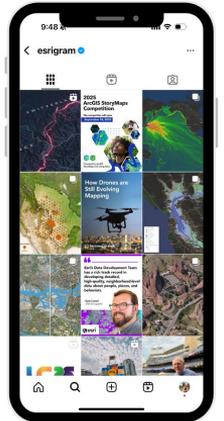
- Geographic Information Systems
- GridOS Competitor

Social Media Audit

- LinkedIn content is similar to Instagram
- 3-4 LI posts/week and 2-3 IG posts/week
- Graphics

Content Themes

- Data Visualizations
- Product Features/Tutorials
- Maps





TOP PERFORMING POST

2,593

Likes

345

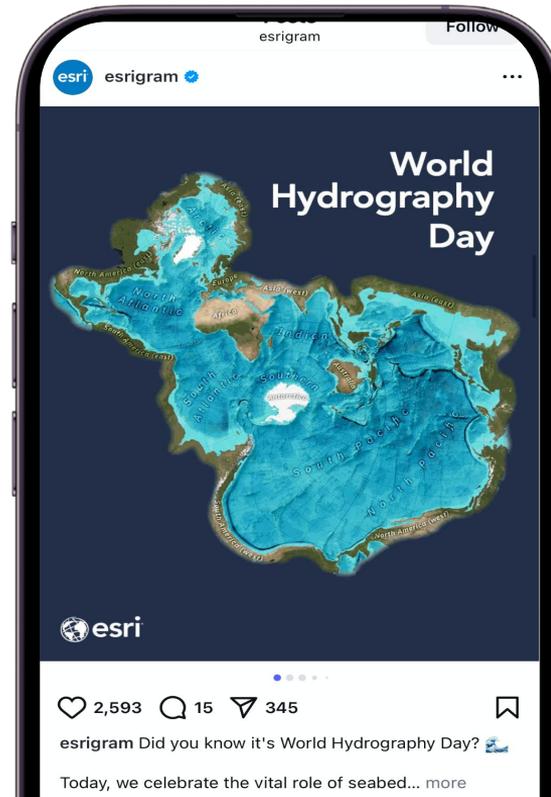
Reposts / Shares

15

Comments

World Hydrography Day

Graphic





COMPETITOR #4



53,000 +

Baker Hughes
Instagram Followers

compared to

16,000 +

GE Vernova
Instagram Followers



What is Baker Hughes?

- Global energy technology company
- Large focus on collaboration

Social Media Audit

- 1-2 posts/week on Instagram & LinkedIn
- Highest performing: People-focused, candid content

Content Themes

- Employee Highlights (Storytelling)
- Partnerships / Collaborations
- Events



GE VERNOVA | GridOS™

TOP PERFORMING POST

1,619

Likes

8

Reposts / Shares

16

Comments



GE VERNOVA | GridOS™

North Sea Campaign

Instagram Carousel



COMPETITOR INSIGHTS

Siemens

Strengths: LinkedIn engagement is consistent and high compared to GE Vernova.

Weaknesses: Needs more consistent and diversified Instagram content.

Schneider Electric (Digital Grid)

Strengths: Industry collaborations, strong video assets, launched first LinkedIn newsletter

Weaknesses: Lack of engagement, lack of post copy consistency

Esri

Strengths: Highlights internal company on LinkedIn

Weaknesses: Text and graphic based content on Instagram. Not a lot of content featuring employees and real events.

Baker Hughes

Strengths: Candid / relatable content + not too text / graphic heavy on Instagram, brevity with captions on LinkedIn, overall specific target audience for each channel

Weaknesses: Not a lot of product-focused content + weak imagery on Instagram, lacking diverse content themes on LinkedIn



GE VERNOVA | GridOS[™]

GE VERNOVA & GRID SOFTWARE

ACTIONABLE TAKEAWAYS

PRODUCT FOCUSED CONTENT

GE Vernova
2,208,347 followers
4d · Edited · 🌐

🔥 Big news!

We are thrilled to share that GE Vernova will be delivering 29 aeroderivative gas turbine packages to Crusoe to help meet their rapidly growing energy demand for data centers powering AI applications. These units will be equipped with Selective Catalytic Reduction (SCR) technology to reduce emissions, making them among the lowest emitting gas turbine technologies available today.

Read more here: <https://vernova.is/46jMFLT>

#Aero #FastFlexibleSustainable #DataCenters

Each modular LM2500XPRESS is 95% pre-assembled in the factory and can provide:

- 34 MW net output
- 98.5% efficiency
- 5 min. start time
- 98.5%/98.7% availability/reliability

GE VERNOVA | vernova.is/crusoe-aeros | vernova.is/gas-power-datacenters

1,690 | 46 comments · 73 reposts

Example 1

489 | 7 | 66

Example 2

GE Vernova's Grid Software
GridOS™

Amazon Web Services (AWS) is now using GE Vernova's Smallworld Network Inventory to manage and scale its global fiber-optic network. ...more

1 comment · 11 reposts

Example 3

GE Vernova's Grid Software
306,542 followers
2mo · 🌐

With GE Vernova's Grid Software GridOS™ DERMS, utilities can turn distributed energy resources (DERs) into a strategic asset. This can help keep the lights on at a lower cost while maximizing network efficiency and value. Our upcoming ...more

104 | 1 comment · 14 reposts

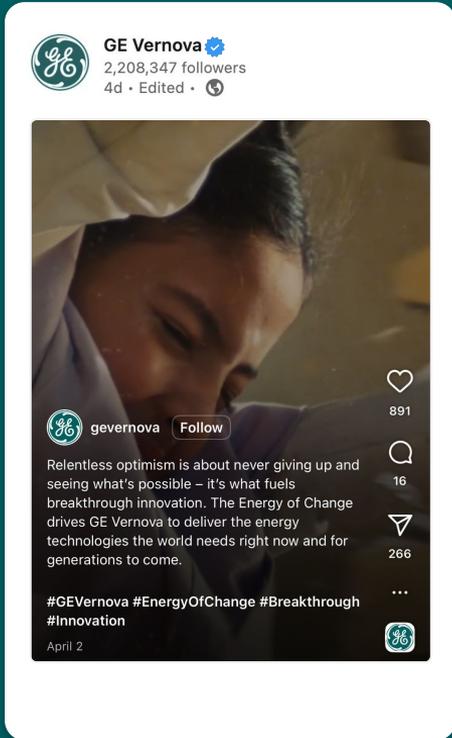
Product-focused content is key on these platforms which are there to produce content that attracts customers, tech-enthusiasts, grid operators, IT managers, and employees. This type of content is what makes GE Vernova and GEV Grid Software stand out as industry leaders.



GE VERNOVA

GridOS

EMPLOYEE FOCUSED CONTENT



Example 1



Example 2



Example 3



Some of the top performing posts from the last 6 months are all employee-focused!



WHAT IS WORKING?

→ Diverse Content Themes & Remaining Consistent

EX: After analyzing our direct competitors, it is clear Grid Software's LinkedIn covers a variety of topics. The content is strategic and follows a unique template. Our posts do not feel "spammy" like some of our competitors because each post of ours comes across as intentional.

→ Relatable Concepts

EX: Our target audiences should remain on the forefront of our minds, but concepts like "Hot Weather Ahead" are an excellent opportunity to tap into wider markets.



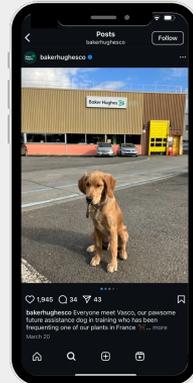
HOW CAN WE IMPROVE?

→ Prioritize Engagement

EX: Community management could be a starting place here. If we want engagement on our content, we must engage with others (customers, industry leaders, even competitors)! In addition to this, we can improve our numbers by further tapping into relatable concepts which are proven to garner higher engagement across wider audiences.

→ Find our Niche

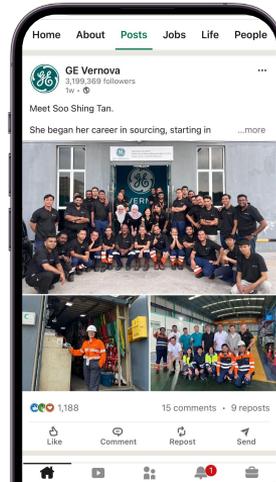
EX: Grid Software is no longer the primary digital energy grid provider on the market. We need to delve deeper into what the brand stands for, how GridOS uniquely serve its customers, and what diverse perspective our content can contribute to the larger conversation.





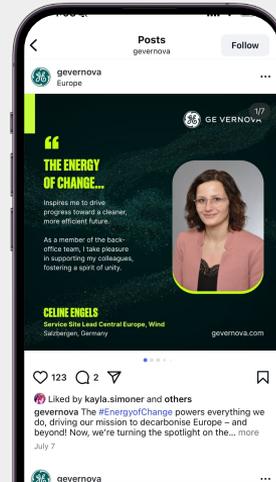
WHAT IS WORKING?

- Employee-focused content is getting the most interaction on socials
- LinkedIn is our strongest performing platform
- Content Consistency



HOW CAN WE IMPROVE?

- Instagram following and engagement is very low compared to our competitors
- Comment section engagement





CULTURAL MOMENT I

A reel featuring employees from the different GEV Grid Software branches around the world and creating a message that ties them all together under the vision statement.

This can be conceptualized as a 1-2 minute reel with video content featuring GEV GridOS employees doing their day to day job.



GE Vernova's Grid Software

306,530 followers

1h · 🌐

We unite as one to share a common goal: Bring the energy to create incredible opportunities. (more...)



👍❤️👍 973

18 comments · 364 reposts



Like



Comment



Repost



Send



CULTURAL MOMENT 2

Feature a popular influencer, like Aspyn Ovard, and showcase how GE Vernova powers her home and everyday life.

Any family-oriented influencers would be a great way to incorporate trending topics with the power of GE Vernova.

A 3-4 image carousel with a quote and summary included.



governova ✓



governova At GE Vernova, we take pride in powering future generations. @AspynOvard shares how we assist in powering her home...

GRID SOFTWARE INSIGHT SUMMARY

1.

Grid Software is successfully producing strategic content on LinkedIn. The posts cover a wide variety of topics that result in follower growth and high reach rates.

2.

The brand needs to prioritize engagement from internal audiences, find ways to collaborate with other technology partners, and utilize events to produce engaging people-focused content that can serve as evergreen posts.

3.

There is a lot more opportunity for collaboration between GEV Software and GE Vernova. These instances can be used to better differentiate the two and establish each brand's niche.

GE VERNOVA INSIGHT SUMMARY

1.

GE Vernova is doing a great job of keeping socials across all channels consistent compared to our competitors. Continue keeping our brand voice concise and clear.

2.

Drive engagement across socials, specifically Instagram and comment sections

3.

Start tapping into trends outside of the energy industry by implementing influencers into our marketing campaigns and global internet trends.



GE VERNOVA | GridOS™

THANK YOU.
QUESTIONS?