



Community For Hope

Social Media Client Report

Kurt Ness

nessk02@uwosh.edu
kurt@kurtisness.com

Ryan Taylor

taylor76@uwosh.edu

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The University of Wisconsin Oshkosh

800 Algoma Boulevard

Oshkosh, WI 54901

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Summary:

Community For Hope is a nonprofit organization that seeks to end suicide in the Winnebago County, and provide support to the families and friends of those who suffer from mental and emotional distress.

This campaign seeks to improve the quality of their social media account, expand on them, provide new resources for them to use, and help with their goal of removing the stigma of mental and emotional distress and ending suicide. This will be done by addressing the content they post currently, offering suggestions as to what content they can pursue in the future, and providing guidance on how to make these changes.

Organizational Analysis:

Community For Hope was originally founded in 2001 in response to 7 teen suicides that took place within 14 months. They are currently located inside the Mercy Medical Center. Their mission involves providing support for those with suicidal thoughts, and helping people that suffer from suicidal thoughts, or know someone that does. They focus specifically on Winnebago County and work with different organizations in the area to host events and programs to meet their goals. However, in the past couple of years, they have only hosted a handful of events.

Community For Hope has a relatively small online presence currently. A thorough search on Google will result in archived newsletters, and a few external news sources. They started the newsletters in 2010 and continued publishing one monthly until the beginning of 2015, at which point they stopped posting them online.

They are very active on Facebook but the majority of the content is curated, not created. Their Facebook posts seem to be very casual and vary in content. The content they post covers a

variety of topics, such as covering community members, humorous photos or videos, support information, and articles/videos on mental and emotional distress. They also share posts by other organizations or groups that have similar goals to them.

Client Information:

Community For Hope is an organization serving Winnebago County for the prevention and intervention of suicide and grief support for individuals who lost someone to suicide. They have a grief loss support group and after a volunteer started a Facebook campaign they saw an increase in attendance of the support group. This increase came from people in their 70's who are parents of someone who committed suicide.

They are now looking to start a second support group for people who are in their teens and twenties, because as friends of victims to suicide, they need support that differs from that of family members. They are hosting a few upcoming events, one is a fundraising campaign and the other is a promotion for their Walk for Suicide Awareness. Community For Hope also received a \$15,000 match grant, so they are looking to start a fundraiser.

Community For Hope serves on different panels and committees regarding suicide in Winnebago County. They provide support, not only to those who are dealing with thoughts of suicide, but to friends and family of those people as well. Debbie Peters, the Executive Director, is the only paid employee for Community For Hope, the other people working in the operation are volunteers. Their goal is to ultimately improve access to mental health resources, and eliminate the stigma around mental and emotional distress.

Similar Services:

Within the Winnebago County there are no organizations that serve exclusively as a suicide prevention resource. NAMI (National Alliance on Mental Illness), based in Oshkosh, focuses on mental health awareness, along with suicide awareness and prevention. Within the Fox Valley, there are two organizations, Prevent Suicide Fox Cities in Appleton, and The Center for Suicide Awareness in Kaukauna, which are built around preventing suicide within the Fox Cities. Fond du Lac, Winnebago, and Outagamie counties have crisis centers that provide services to individuals who are in crisis. There are also national services for suicide prevention such as the National Suicide Prevention Lifeline, which offers nationwide suicide prevention services through their crisis centers, and The Trevor Project, which offers suicide prevention and other crisis services for LGBTQ youth under the age of 25.

Content Strategy:

The organizations to emulate would be the National Suicide Prevention Lifeline, and American Foundation for Suicide Prevention (AFSP). Both of these companies follow similar practices on their Facebook pages. They post multiple times a day, and almost all of their content is blogs or articles that focus on depression, anxiety, and what to do in the event someone is, or knows someone else, that is suicidal. They also frequently share humorous videos and pictures in.

Both organizations post original content sparingly, which usually takes the form of event photos, or occasionally they will share their own blog posts. They also sometimes share content from each other's pages. They both have Twitter accounts, which Community For Hope does not currently have. Their content on Twitter is very similar to their Facebook content, with most of it

being mirrored (meaning the posts are identical from platform to platform). The main difference in their posting strategies between Facebook and Twitter, is the content that they are curating for their pages differs slightly due to certain platforms being more vocal on Twitter. They both frequently post content from themighty.com, which Community For Hope could also look at sharing from.

To improve their Facebook content, Community For Hope could utilize websites like canva.com, which is a free website that allows users to make professional looking posts or profile images for their social media sites. Some examples can be found in the appendix.

The websites are also structured very similarly. They focus on how to contact them, and providing resources on what suicide is and how to prevent it. This is the most notable difference between AFPS and the National Suicide Prevention Lifeline, when compared to Community For Hope is that their websites are cleaner and more current, with more video content and are easier to navigate layout.

As a nonprofit, Community For Hope should develop targeted campaigns to assist with reaching their target audience. They need to interact with followers by replying to comments on posts. TeamUp, which is a company that focuses on calendar building, and scheduling, recommends to post consistently to help build trust. They also recommend that the organizations should only post or share articles from reliable sources. These articles should be reviewed frequently to prevent the spread of misinformation, and to prevent any insensitive information from being accidentally shared. If the content has graphic material, they suggest adding a content warning to the post so that individuals are prepared for the content and can choose to avoid it if they want.

It would be in Community For Hope's best interest to create a podcast instead of a blog. A blog would've been beneficial if the organization itself was larger, and they had more resources to dedicate to managing and posting a blog. An issue with running a blog is that a blog on suicide would need to be very sensitive, and if done poorly it could do more harm than good. A blog on topics such as anxiety and depression would also be problematic because it would most likely be seen as shallow if the blog was written by someone who is neither an expert, or dealing with anxiety/depression themselves.

This is why opting for a podcast would be a better option. The time commitment for it is more dependent on how long of a podcast Community For Hope would decide to make. It would also allow for a slightly more flexible posting schedule. Instead of posting weekly, like a blog, a podcast can be posted bi-monthly, and still maintain an audience.

The most difficult aspect is that it would rely on external sources for information, whether it be psychologists, therapists, counselors, or people who have struggled with anxiety, depression, or suicide. However, this would also provide more information for Community For Hope's audience, and a podcast could be facilitated by someone who is not an expert. This circumvents the issues faced by running a blog.

The overall advantage to this approach is that it would set Community For Hope apart from other organizations that focus on suicide prevention, because many of them do not host podcasts or blogs, and instead rely on other sources for their information. By hosting this podcast Community For Hope can become a source of information for other organizations to use.

Target Audience:

Community For Hope's target audience is anyone who struggles with mental and emotional distress that could lead to suicide, and the family members and friends of those individuals. Their initial focus when they began was teenagers, but since then they have expanded their operations to include older generations. Currently middle-aged white men are at the highest risk of committing suicide in the Winnebago area, so there is an emphasis on that demographic of individuals.

Key Messages:

The main messages are that people are not alone, support is out there for people struggling with mental and emotional distress, and suicide is preventable. Community For Hope's main goal is to supply information about how to address these issues, and also offer grief support. They refer people to other support lines in order to provide in the moment support.

The emphasis is on these preventative measures, and working to develop interpersonal communication skills within groups of friends and families so that they can properly address the issues surrounding suicidal thoughts. They do this by focusing on the messages mentioned above, with special emphasis on the message that suicide does not need to exist and can be stopped.

These messages need to be tailored for three different groups, the at risk individual, the families of at risk individuals, and friends of at risk individuals. Each will respond better to different message formats. At risk individuals need reassurance and help on how to handle their mental and emotional distress. Family members and friends need the resources that will allow

them to identify warning signs and address them, and they will also need separate types of grief counseling in the tragic event that there is a suicide.

Objectives:

The objectives of this campaign are to increase awareness and engagement of the services that Community For Hope offers, and to provide the tools to those who struggle with mental and emotional distress. This is all for the ultimate goal of ending suicide. To do this, this campaign focuses on improving Community For Hope's current social media platforms, expanding on those platforms, and providing new content for them to share.

Strategies and Tactics:

Sharing Expertise

A podcast is the recommended format, opposed to a blog. As covered earlier, a podcast would allow Community For Hope to provide information on a variety of topics through Q&A sessions, roundtables, and discussions about upcoming events. The advantage to a podcast is that anyone can host it while bringing in outside opinions from professionals. This is preferable to a blog, because if a blog is written by someone who is neither a medical professional, nor dealing with mental and emotional distress themselves, it can be seen as not genuine.

Social Networks

Community For Hope wants to target teens and young adults that may be struggling with mental and emotional distress, or who may have lost someone to suicide. In order to reach this target audience, it is recommended they increase their presence on Facebook and Twitter.

Facebook is useful for getting in touch with people of all age ranges. According to a Pew social report, over 80% of people ages 18-49 use Facebook, and over 60% of people ages 50+ use Facebook, which is the largest user base of any social media platform. Based on the data, the best day and time to post on Facebook is on Sunday, Thursday, Friday, or Saturday, and are at the times of 9 a.m., 1 p.m., and 3 p.m. The content calendar follows the times and days roughly to encourage engagement. It is recommended to post at least 3 times per week on Facebook, however, if you are able to post more than that, it can help your engagement rate. Facebook users expect some consistency from Facebook pages for organizations and expect to see some created content on the page as well. It would be recommended to add about 20% of Facebook content to be created, and the other 80% of content to be curated. Posting on a regular schedule based on days and times, would help engagement on Facebook.

Twitter is also recommended for targeting youth. Twitter also has a large user base, 40%, who are between the ages of 18 and 29. That provides added exposure to the younger audience, and allows Community For Hope target the younger audience specifically. Based off of research, it is recommended to post on Twitter at least once per day, as once you post it, it will disappear and doesn't resurface, as everything on Twitter is based on the time of posting. It is recommended to post at 12 p.m., 3 p.m., 5 p.m., and/or 6 p.m. for maximum engagement. The content calendar roughly follows the times for the maximum engagement.

LinkedIn, Pinterest, and Snapchat are all ineffective platforms for Community For Hope. LinkedIn places its emphasis on employment and career building. Pinterest has a disproportionately large audience of women and focuses more on DIY projects. And Snapchat focuses on connecting friends and sharing real time events. These platforms are not structured for the type of outreach that Community For Hope is aiming for.

Photo Sharing

Instagram was determined to be the most effective photo sharing platform for Community For Hope. With Instagram they would be able to promote events such as their Walk/Run for Suicide Awareness. Instagram is also a platform that many teenagers and young adults are on, which is a primary audience for Community For Hope. So by posting content on this platform, their audience will be able to interact with them, and become more aware of the events that they are hosting. These interactions can take the form of either commenting on their posts, or sharing their own posts of these events, both of which increase Community For Hope's outreach.

Community For Hope should not look at Flickr for photo sharing as, not many people use it to search for images and browse through the images. It is mostly used now as photo galleries for organizations that are linked to or embedded into the websites. It is not a user friendly site to view images on mobile devices or to interact with the photos.

Video

The video format chosen for Community For Hope was scripted. This is due to the lack of any high quality videos, or livestream content that would be usable in an unscripted video. It was also more practical to create due to the nature of Community For Hope's services. A scripted video allows for clear and concise delivery of a message, because it offers the most control over the content. This is also beneficial because suicide, anxiety, and depression, are all sensitive topics and by scripting these types of productions, it prevents the accidental exposure to any inappropriate information.

This means that the created video was a short overview of what Community For Hope is and who is part of it. It highlights their goal as an organization and gives a brief summary of the types of events that they hold.

It is worth noting that a livestream would be a viable option for events, depending on the nature of the event. For example, a speaker talking about depression and anxiety would be a good event to livestream, on the other hand, the Walk for Suicide Awareness would not be a good event to stream. However, if an event like the walk has a speaker, that would be an appropriate portion of the event to livestream.

Deliverables:

The deliverables for this project include social media schedules, a video, and a podcast. And a couple miscellaneous deliverables like Facebook profile images. The purpose of this content is to show the type of content that Community For Hope can provide for their audience.

Social media platforms are essential for outreach and spreading messages to audiences. They are more effective for younger audiences, specifically teenagers, which is the group that initially inspired the creation of Community For Hope. By establishing a presence on these platforms, more teenagers who suffer from anxiety and depression can receive the help they need. It will also serve as a point of contact for friends of those dealing with anxiety and depression, which can encourage them to reach out and help their friends.

The video serves as an introduction to Community For Hope's mission. Many people are unaware of the exact role that Community For Hope plays in suicide awareness and counseling. The primary goal is to provide resources for those that are seeking out information on how to identify and address mental and emotional distress. This is opposed to services that organizations

such as the National Suicide Prevention Lifeline, which focuses more on helping people dealing with immediate suicidal thoughts. Community For Hope also provides grief counseling services for those who have lost someone to suicide, which is a service that national organizations are unable to provide.

The podcast expands on this spread of information by providing more in-depth explanations for a variety of topics. This allows Community For Hope to become an information hub for those that struggle with mental and emotional distress, and also allows them to provide a source of information that many organizations don't have.

Schedule:

Note that this schedule is an outline of potential posts to make. These can be edited or modified to better fit Community For Hope's goals. The podcast posts are going to be every other week, and the video post is simply a placeholder. In time if there is more video content that is being created, that can be incorporated into the posting schedule. The content calendar can be found in the appendix.

Evaluation:

To effectively evaluate how the changes been taken to by the target audience, measurement of engagement should be taken prior to making improvements and after 3 months of the suggestions and improvements being implemented. However, based on the current engagements from the front end view, some broad goals can be made.

For Facebook, with following a content calendar based off of recommended times, and then furthering going based off of peak times for engagement based on Facebook Insights,

Community For Hope could increase their typical engagement from around 5-10 interactions to 15-25 interactions within 3 months. This would also help with people liking and following the page and could increase page likes and the number of followers to 1,000 within 3 months.

With the creation and steady posting on a Twitter account, 50-75 followers within the first 3 months could be expected.

As Instagram is technically a social network, it would be recommended to post photos on a regular basis. However, because Community For Hope interacts with clients' confidentiality and privately, you should only post when you have decent quality images to post.

Conclusion:

The first priority following this campaign should be to establish a consistent social media plan, and update their platforms and website. This could be done by committing to making a set number of posts each week on Facebook. Canva is also a resource that is strongly recommended due to its ease of use and professional quality.

After updating their current platforms, they should then focus on creating their new platforms, and giving them a consistent appearance. Twitter would be the first they should make, and then they can determine if they would like to pursue a presence on Instagram.

Once all of their platforms are running, then Community For Hope can focus on creating more original content, such as a podcast. They can also increase the amount of photos and videos they share from fundraising events on these platforms to increase audience engagement.

Along with this, there is currently discussion to update the current website that Community For Hope is using. This is a vital step to improving the accessibility of their resources, and would allow for the addition of a section for podcasts and other content uploads.

Another possible addition to the site could be a memorial page dedicated to those that lost their life to suicide, this could contain images, short biographies, and possibly a statement from the families. This would of course need written consent for each post, but it could be a good way to honor the memory of those who have passed.

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Appendix A

A blog could be an option that is pursued in the future, a podcast was chosen due to the fact that it would be the easiest to implement as a small organization, with the greatest investment being audio recording equipment (Recommended is the AT2020 USB Microphone, two of them would allow for good audio quality and would cost about \$150 each, and would be a one-time investment). Otherwise the time commitment of a bimonthly 15 minute podcast is much less than that of maintaining a weekly blog.

Network	Date	Day	Time	Name	Content Type	Topic	Copy	Link	Image/Video
Nov. 15 - Nov. 18					Created/Curated				
Facebook	6/1	Friday	12:00 PM	Support Groups	Created	Support Group	Come join of our our bimonthly support groups.	https://drive.google.com/file/d/1T23FiySpnyrpE1MMj8Mk7ZEFLBI-m-5B/view?usp=sharing	
	6/2	Saturday	3:00 PM	Anxiety	Curated	Anxiety	Struggling with Anxiety? Try these small steps to help.	https://themighty.com/2018/04/help-daily-anxiety-what-to-do-quick-change/?utm_source=Facebook&utm_medium=NP&utm_campaign=National_Suicide_Prevention_Lifeline	
Twitter	6/1	Friday	3:00 PM	Support Groups	Created	Support Groups	Are you struggling with a loss of a loved one because of suicide? Come join one of our bimonthly support groups.	https://drive.google.com/file/d/1T23FiySpnyrpE1MMj8Mk7ZEFLBI-m-5B/view?usp=sharing	
	6/2	Saturday	12:00 PM	June Pride Month	Created	Pride Month	June is LGBTQ Pride Month! We support those are lesbian, gay, bisexual, transgender, and queer. If you are struggling with suicidal thoughts, or you lost someone who was LGBTQ, you are always welcome at Community for Hope.	https://upload.wikimedia.org/wikipedia/commons/f/fb/Rainbow_flag_breeze.jpg	
Nov. 19 - Nov. 25					Created/Curated				
Facebook	6/3	Sunday	12:00 PM	Support Group	Created	Support Group	Come join us at the first teen and young adult survivor support group on Wednesday at 5:30pm		
	6/4	Monday							
	6/5	Tuesday							
	6/6	Wednesday	12:00 PM	Support Group	Created	Support Group	Community for hope office. Come join us.		
	6/7	Thursday							
Twitter	6/8	Friday	3:00 PM	Pride Month	Curated	Pride Month	June is LGBTQ Pride Month. We support you if you are lesbian, gay, bisexual, trans, or queer. You are always welcome at Community for Hope!	https://upload.wikimedia.org/wikipedia/commons/f/fb/Rainbow_flag_breeze.jpg	
	6/8	Saturday							
	6/3	Sunday	12:00 PM	Support	Curated	Support Network	Check out these 7 organizations which are specialized to help with areas of mental health	https://www.bustle.com/p/7-organizations-to-support-during-mental-health-awareness-month-all-year-round-8956380	
	6/4	Monday	12:00 PM	Hug your Cat Day	Curated	Anxiety Supprt	Today is national hug your cat day! Have you hugged your cat today? If you haven't check out this article from Time about how having a pet can be bennifical for your mental health:	http://time.com/4728315/science-says-pet-good-for-mental-health/	
	6/5	Tuesday	5:00 PM	The Trevor Project	Curated	Trevor Project	If you are an LGBTQ youth struggling with suicide or need someone to talk to, the Trevor Project is always there for you. They serve you, and understand what you are going through.	https://drive.google.com/file/d/13Q9anHkh-pSh2g63_gEg7HwAvOVVl8XH/view?usp=sharing	
	6/6	Wednesday	6:00 PM	World Enviroiment Day	Curated	World Enviroiment Day	If you have some free time today, go for a walk at a park or just get outside. This article from NBC News says that it may be helpful to get some time outside	https://www.nbcnews.com/better/pop-culture/how-nature-can-solve-life-s-most-challenging-problems-ncna749361	
	6/7	Thursday	12:00 PM	Global Running Day	Curated	5K	In light of today being Global running day, remember to sing up for our 5-K Run/Walk for Suicide Awareness, which is on September 22.	https://runsignup.com/Race/WI/Oshkosh/CommunityForHope5KWalkRunforSuicideAwarenessHopeHealing	
	6/8	Friday	3:00 PM	National Best Friends' Da	Curated	Best Friends	Are you best friends with someone who has anxiety? Check this out to help you understand what someone with anxiety is going through.	https://www.bustle.com/articles/114084-11-things-people-with-anxiety-want-you-to-understand	
	6/9	Saturday	12:00 PM	Amazon Smile	Curated	Amazon Smile	If you shop on Amazon a lot like us, maybe try going to Amazon Smile next time! With Amazon Smile you can have .5% of your order total go to a non profit of your liking. Support us by making your non-profit Community for Hope of Greater Oshkosh Inc.	smile.amazon.com	

Nov. 26 - Dec. 2		Created/Curated					
Facebook	6/10	Sunday	1:00 PM Support Group	Created	Support Group	Come join us at the first adult and senior survivor support group at at 3pm on Tuesday.	
	6/11	Monday					
	6/12	Tuesday	9:00 AM Support Group	Created	Support Group	Join us today at 3pm for our adult and senior survior support group.	
	6/13	Wednesday					
	6/14	Thursday					
	6/15	Friday					
	6/16	Saturday	3:00 PM anxiety	Curated	anxiety	Do you struggle with anxiety? Try these tips to help manage it.	https://themighty.com/2018/04/help-daily-anxiety-what-to-do-quick-change/?utm_source=Facebook&utm_medium=NP&utm_campaign=National_Suicide_Prevention_Lifeline
Twitter	6/10	Sunday	12:00 PM Podcast	Created	Podcast	Have you checked out our podcast yet?	
	6/11	Monday	6:00 PM Support Group	Created	Support Group	Come join us at the adult and senior suicide survivor support group tomorrow at 3pm.	
	6/12	Tuesday	5:00 PM National Loving Day	Curated	National Loving Day	them a quick message letting them know. Let us know who you love.	
	6/13	Wednesday	12:00 PM Video	Curated	Video	We have a video up	
	6/14	Thursday	12:00 PM Summer	Curated	Summer	your mental health?	
	6/15	Friday	5:00 PM Support Group	Created	Support Group	us and be around company to help process through this tough time.	
Dec. 3 - Dec. 9		Created/Curated					
Facebook	6/17	Sunday	4:00 PM Podcast	Created	Podcast	Go check out our podcast on our website	
	6/18	Monday					
	6/19	Tuesday	12:00 PM Support Group	Created	Support Group	Join us today at 5:30pm for the teen and young adult survivor support group!	
	6/20	Wednesday					
	6/21	Thursday					
	6/22	Friday	3:00 PM Video	Created	Video	Learn a bit about Community for Hope!	
6/23	Saturday						
Dec. 10 - Dec. 15		Created/Curated					
Facebook	6/24	Sunday	12:00 PM 5-K	Created	5K	Have you registered for our 5-K Run/Walk for Suicide Awareness yet? Register today!	https://runsignup.com/Race/WI/Oshkosh/CommunityForHope5KWalkRunforSuicideAwarenessHopeHealing
	6/25	Monday					
	6/26	Tuesday	9:00 AM Support Group	Created	Support Group	Join ut today at 3:30pm for the adult and senior survior support group!	
	6/27	Wednesday					
	6/28	Thursday					
	6/29	Friday	3:00 PM Pride Month	Created	Pride Month	Even though LGBTQ Pride month may be over, that does not mean our support of lesbian, gay, bisexual, trans, and queer people is over. We welcome you to be apart of Community for Hope!	https://upload.wikimedia.org/wikipedia/commons/f/fb/Rainbow_flag_breeze.jpg
	6/30	Saturday					

Appendix C

Sample Instagram Posts



Community for Hope at [insert event] showing support for [insert community].



The 5-K Walk/Run for Suicide Awareness has just taken off at Menomonee Park!

#WalkRun5-K2018 #CommunityForHope



Participants of the QPR Gatekeeper Training working through an exercise.

#QPRTraining #CommunityForHope

Appendix D

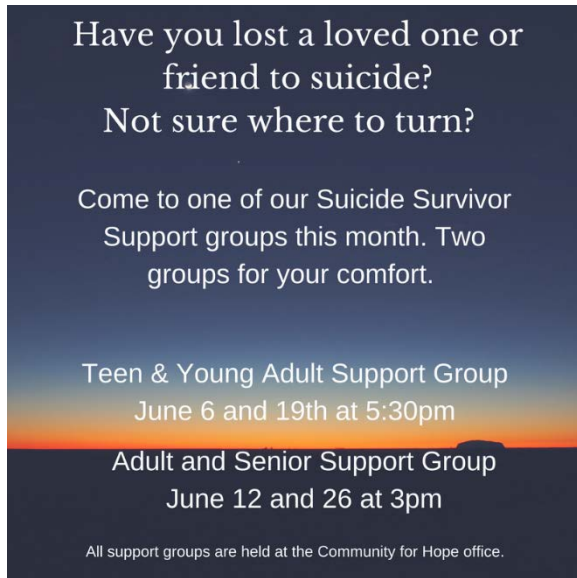
Images created with Canva Samples



Sample Facebook Banner



Sample Facebook Image



Sample Support Group graphic



Sample Trevor Project Information

Electronic Client Report Access

We have established an Electronic Client Report Access from a Google Drive folder. This folder is able to be seen by the public with the following link. It is housed within Kurt Ness's private Google account, so will continue to be accessible for the foreseeable future.

Currently permission is only to be able to view and download content, however, more advanced permissions can be granted. Please email Kurt Ness at Kurt@KurtisNess.com for these advanced permissions.

<https://goo.gl/6PtbOp>