

Standard Operating Procedure

Content Department – TICC

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Goal of the department:

Our goal is to create an environment that is accepting, understanding and passionate. Through our content, we want to resonate with people and promote good writing skills as well as mental health.

We look forward to achieving this goal by raising awareness about mental health issues, dispelling myths and reducing the stigma associated with mental health conditions. We want to make content that offers support and encouragement to individuals.

Our biggest priority is to educate the public about the importance of mental health and well-being. Through our words, we want to make a significant difference.

Looking into the future, we will make sure our captions, mailers, and articles continue to be inspiring, motivating, and creative. Through creativity, we want to make sure people have fun reading our content but also understand the depths of our topic and the message that we are trying to convey. We want to continue being a contributing department at TICC and bring about better changes in the future.

Department plan for our term

- Make the more creative and interesting captions-our vision of creating good content also includes creating good captions, captions that resonate with people, and provide a perfect symphony with the respective post. They will be curated as such so that they have a message to convey but also are interesting and pleasant to read.
- Release mailers monthly-throughout our term, 4 mailers will be released every month. These mailers would be made on important topics related to mental health issues and convey important information. We are looking forward to making them more creative and eye-catching, so that everyone reads them thoroughly with great interest.
- Interactive environment- we want to create an environment that is interactive not only with the members of TICC but also with everyone outside.

Anyone interested in our content will enthusiastically be welcome to have an interactive session with us. We want our department members to feel comfortable and do work that makes them feel passionate and satisfied.

- Organized working environment - during our term, we will provide work that is equally distributed and organized. Each member will get a chance to explore their writing and create content on topics they are passionate about. Work will be distributed regularly with deadlines, to maintain discipline.

Activity Calendar:

	Week 1	Week 2	Week 3	Week 4
November	-	-First introductory meet for new recruits and department brief	Finalization of captions and document editing for RNA and social media department. Allotment of mailers for December	Finalization of the first batch of mailers of this term. First offline meet / brief workshop
December	EST	EST	Allotment of the next 4 mailers for the month of January and the LinkedIn article	Final draft of the mailers and content creation for the new social media posts
January	An unofficial online meet to just get everyone back in the zone after such a long break.	Discussion with the leads regarding the ideation of TICC magazine	Allotment of the next 4 mailers for the month of February. And LinkedIn article.	Offline meet for department briefs for new members (if any) but primarily regarding the magazine.
February	Final drafts of the mailers.	Work allotment regarding captions editing and formal emails (if any).	Allotment of mailers for the month of March. And a steady and	Final draft of mailers and rounding up any pending

		Members finalization for the magazine.	solid start for the magazine	publishing.
March	MST	MST	Offline meet to get back into the zone and allotment of mailers for the month of April.	Final draft of the mailers and going for paced-up progress on the magazine.
April	Allotment for content for social media posts.	Magazine's work will keep going on in the backend.	Allotment for mailers for May but this time with the choice of topic of the members and a LinkedIn article.	Final draft of the mailers and an online/offline meet related to everything content.
May	Final rounding up before the summer break.	EST (Assuming work for event will begin immediately post MST)	EST Allotment for next mailers for the month of June.	Online meet to get back into the zone. Final drafts for mailers.
June	Captions and document editing for other departments. Getting back into the magazine	Research articles (holiday month; things to learn; self care) (Ideation)	Allotment of mailers for July.	Final Draft of the mailers and assuming a good of magazine is done by now.
July	Online meet for both event, magazine, and content related.	Content for Instagram posts (Ideation)	Allotment of Mailers for August and LinkedIn article.	Final draft of the mailer and assuming a majority of members will be working on the event starting August.
August	Content creation for design, RNA and social media	First Offline meet after summer break.	Allotment of Articles for September and doing the last final changes in the	Final draft of mailers and providing any content required for society fair.

			magazine.	
September	Most probably event week.	Submitting the final draft for the magazine and allotting mailers for October.	Final drafts of mailers and last official address by the heads.	MST

Vision of the department

Our vision is along the lines of "Empowering Lives Through Informed Compassion".

This reflects the goal of making a positive impact on the lives of individuals affected by mental health issues. The content department aims to empower people by providing them with the knowledge, resources, and support needed to navigate mental health challenges successfully. "Informed compassion" is what we aim for. Through our words, we want to reach people and teach them about compassion and kindness. We also seek to cultivate a culture of understanding and empathy, ensuring that content is not only informative but also delivered with compassion.

The vision suggests a broader advocacy role, indicating a desire to influence societal perceptions of mental health. The goal is to go beyond information dissemination and actively contribute to positive change in how mental health is perceived and addressed. We understand the importance of building a supportive community through collaborative efforts. It suggests that the content department envisions working together with individuals, organizations, and communities to create a collective impact on mental health.

Our vision also includes pushing our content to new levels, and having a community with excellent minds that understand the vision of our department and join us in our journey. We want to reach young writers, who are also equally passionate about destigmatizing mental health through their talent. With the help of our department members, we want to make content that is exceptionally curated and contains information that could be of help to everyone. We look

forward to creating exceptional content with the help and collaboration of all the respective departments.