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| **Reach Accounts (Instagram)** | | |
| Instagram:   1. Pause.hkust - done 2. Hkust.vibes - done 3. Peersupporthkust - done 4. Ssc\_hkust - done 5. Seasa.ust - done 6. Hkustisa - done 7. Musti.hkust - done 8. Hkustadmissions 9. Hkust.secrets - done 10. Hkust.ug.science - done 11. Hkustengineering - done 12. Hkust.shssug - done 13. USThing - done 14. Ddpoc\_hkust - done 15. Hkust.careercenter - done 16. Libraryathkust - done 17. Hkust\_scihome - done 18. Hkust.ipo - done 19. Hkustsbmalmuni - done 20. Ddp\_hkust - done 21. Hkustbusig - done 22. Hkust.e2i - done 23. Hkustcounseling - done 24. Lifeathkust - done 25. Esu\_hkustsu - done 26. Hkustmemesforbelowmeanteens - done | Hi,  We are a group of students from the SiGHT team called Pinnocchio. We are making an online forum available for all UST students to discuss mental health issues. It will be launching on the 24th of April to all.  We believe the UST students need this platform in such distressing times.  It would mean a lot if you could repost our page/a post on your story. Likewise, we would be pleased to help you to reach more UST students via our page.  Please let us know if you have any other questions.  Kind regards,  Team Pinocchio  **Features:**   * Writing * Online Forum * Personal Diary * Bookmark | |

Timeline:

*Tentative if launch date is the* ***24th April 2021***

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| **Date** | **Tasks To Do** |
| April 9 | 1. Launching soon post will go up on Instagram 2. Repost by Pinocchio team members 3. Creating posts to post for the following few days - this would include posts including answering why, who, what, where, when and how of our app, the features we have and the deeper meaning behind Pinnocchio |
| April 10 | 1. Start posting each of these posts every day one-be-one. Additionally, we will start reaching out to some of the accounts mentioned above |
| April 11 | 1. Reach out to the remainder of accounts (those that are related to the school will have to be sent via email). |
| April 12 | 1. Continued posting all of the posts mentioned on April 9th. |
| April 18 | 1. This is when each team member will post on linkedin about their experience on this project and what they are looking forward to. |
| April 19 | 1. Sending out a mass email at this point (requesting both SiGHT and EC to help) to spread awareness around the university would be great too. |
| April 20 | 1. Possibly having our group members do an IG takeover, one everyday leading up to the launch would be cool so that they can see a real side to those that created this and why. |
| April 24 | LAUNCH! |