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|  | Agenda | PIC |
| 1 | Marketing team agenda   * IG takeover - dates have been moved up on the day (starting 22nd) * LinkedIn - needed to increase reach | Adhya  Sanjana |
| 2 | Connect for Change   1. Tell everyone to check the proposal | Minjin  Tiffany |
| 3 | Technical add-ons? | Stanley |
| 4 | General Improvements |  |

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| --- | --- |
|  | Minutes |
| 1 | * IG takeover: Dates have been moved   + Minjin: 22nd   + Stanley: 23rd   + Sanjana: 24th   + Sungbin: 25th   + Tiffany 26th   + Adhya: 27th * Personas: create a user profile |
| 2 |  |
| 3 | Coding team updates   * Want to introduce telegram as a tool for managing the forum   + Telegram bot will send a report for the day     - how many posts we have today     - How many toxic posts today and their contents * Avoid spamming => Use shadow banning |
| 4 | General Improvements   * “Ask a counselors things you’re too afraid to ask” → for student counselors * Set the tone → post at least 20 stories before the official launch * Tagline ideas   1. The most fantastic magical things can happen, and it all starts with care x      + Use for motivational post   2. Dare to care, care is rare   3. You can move, you can share, you can grow x      + Use for a motivational post   4. A safe space for your mind - too generic   5. A refuge for your heart - too generic   6. Make or break, but what to take in order to make x   7. **Dare to Care, Dare to share**   8. Don’t let care go rare, Let’s dare to share x |

IG Takeover: 3 fun facts to be sent in to Sanjana on Whatsapp by Wednesday April 20, 2021

Linked In:

Hello

My name is \_\_

I am in a team currently creating a project for mental health

I decided to part of this team because\_\_\_

I have a great team which include: \_\_\_\_\_

SIGHT: Malinda, Joel. Kris, Prof Chau etc

Talk about what Pinocchio is

We are launching on 28th ~~~~

Please support us ><