**Memorandum**

**To** Ellen Fallon

**From** William Chen, Marisa Fischetti, Taylor Rashti, Ben Wichman

**Date** October 1, 2020

**Subject** Progress report on American Heart Association

In our American Heart Association project, we spent the past week discussing further ways to raise awareness of cardiovascular disease and stroke. We are awaiting further instructions on our next steps.

**Results from Last Week**

During the phone call with Trina last week, she emphasized the goals and purpose of the task we were given. She gave us permission to proceed with creating the social media account and some ways to enhance the account. We discussed different ways to fundraise, include on our first post and Instagram bio, and get started as a social media ambassador.

**Results for Next Week**

Next week, we plan on finalizing the details of the Instagram account. We want to ensure we relay the correct information as short as possible. As avid social media users, we don’t like to read long stories and such, which makes it slightly more challenging to get the entire mission and purpose out to the Syracuse community. We are thinking of ways to capture the audience's attention without making it too boring or long. Additionally, we will promote the AHA page that we create on our own social media accounts to help gain traction to reach a broader audience.

**Conclusion**

We’re still on track to starting the Instagram page soon, but we need to start very soon; otherwise, we will be behind.

In the meantime, here are two actions we can take right now.

1. Contact Trina in regards to what specific things she wants to see on the Instagram page
2. Create the Instagram page (but not post anything yet)