

SOCIAL MARKETING PLAN WORKSHEET

Selected Location (SAU, OAKS, St. Gap, etc.): Oaks

Selected Curriculum (Why Try/ PATTS, Coping with Stress, etc.): Resilience

Product: Brochure/Pamphlet, Group name: The Licensed Ladies

Goal: The goal of this group is to teach college scholars how serving others can be a form of self-care.

Introductory visit: As previous college students, we have seen the devastating impact that hitting rock bottom can have on a student's life. We have had the privilege of working and learning from individuals who have faced significant challenges and adversity in their lives. One thing that we have learned is that hitting rock bottom can be an incredibly isolating experience, and it can be difficult to know where to turn for support. That's why we are excited to promote our upcoming coffee shop group session on remaining resilient when you've hit rock bottom. Our aim is to create a safe and supportive space where individuals can share their experiences and learn from one another about the community and individual self-care methods that have helped them stay resilient in tough times.

At this group session, we'll provide information and resources on different self-care methods that can help individuals cope with difficult situations. We'll cover a range of strategies, including mindfulness practices, physical exercise, and engaging in meaningful activities. We believe that these strategies can help individuals build resilience and cope with adversity in a healthy and positive way.

In addition to providing information on self-care methods, we'll also encourage participants to share their own strategies for maintaining resilience. We believe that sharing personal experiences can be an incredibly powerful tool for learning and growth. By sharing our own stories, we can help others feel less alone and inspire them to try new strategies for self-care and resilience.

Another key aspect of this group session will be community building. We believe that social support is essential to resilience, and we hope that this group session will provide a community of support for those who attend. We'll encourage participants to connect with one another and build relationships based on shared experiences and mutual support.

Finally, we'll provide a space for individuals to explore their own values and goals. We believe that having a sense of purpose and direction can be a powerful source of resilience. By helping individuals explore their own values and goals, we hope to empower them to make positive changes in their lives and to stay resilient in the face of adversity.

In summary, this coffee shop group session is an opportunity to learn about and share strategies for building resilience in the face of adversity. Whether you're someone who has hit rock bottom in the past or you're currently going through a difficult time, we welcome you to join us for this important conversation about building resilience through community and individual self-care. And since you guys have been such a lovely audience, we have brought coupons for free drip coffee that can only be used during our session time this upcoming Tuesday at 7 pm, thank you so much and we are now open to questions.

Individuals involved (all done by Tuesday morning):
Brochure: Natalia

PowerPoint presentation: Angelina
Social Marketing plan: Natalia
Coffee coupons: Angelina

Angelina will begin with an introduction to who we are and what our group name is. Then, Natalia will go into a quick debriefing on what the objective of the group is and what details are involved, including the date, time, and location. Angelina and Natalia will then proceed to present the PowerPoint giving insight into what we will be focusing on in the session. We will open the floor to questions. Once those have been answered, we will proceed by passing out the drip coffee coupons and explaining the restrictions on those.

Step 3: Identify Intended Audiences

Who do we need to reach? (Be as specific as possible.)

We would like to reach college scholars in the Chattanooga area ranging from ages 18-25 who strive to learn to empathize and work with others while balancing their mental health to be able to remain resilient in rock bottom situations. Through the discussion of self-care and different forms of servicing others, we hope these scholars will be able to leave with a new outlook on service.

What do we know about this audience? What problems do they have? What do they value? Who/what would they trust?

This audience has the stress of school and possibly work, or financial struggles, on their mind. College students tend to be extremely busy, so making time to take care of themselves and serve their community can be difficult. We believe this group in particular values goals and community, they have certain dreams they're trying to reach while living their lives to the fullest with those closest to them. We believe what they will trust the most is relatability and facts, anything we can prove to them with research and statistics would be best, whilst going through our own experiences and relating to them on a certain level.

Considering the goal, what are the benefits to the intended audience?

We believe educating them on the different forms of care can help their overall mental health when steadily practiced. Awareness is crucial to their development as well, whether or not they intend to utilize the information, they are now aware of it and can do with it what they like. Finding a way for them to integrate their personal health with community service saves them time and energy.

Considering the goal, what are the barriers to the intended audience?

It can be difficult for a college student to make time to do any of the things we may propose, so time management and courseload can be major barriers.

Step 4: Develop and Pretest Messages

What do we need to say to the audience to get them to do what we want them to do? Considering Step 3 above, what is the most compelling way to say it? Does the message address the barriers and/or benefits to the audience? Does it clearly solve a problem for them? Does it reflect their values and beliefs?

As we mentioned above, in terms of what needs to be said to the audience, it is crucial to present evidence that it makes us more credible as college students tend to lean more logically.

It is also important that we make it as real and relatable as possible, so they feel heard and are invited to participate rather than it being a lecture-type group. Inviting small participants, asking compelling questions, or simply asking for their reactions gives them the floor to speak their minds, which gives us more insight into how well the information is being processed. The message will address the barriers and benefits as it is all about a healthy beneficial balance for scholars. We also believe that it solves a problem for them and reflects their values and beliefs.

Step 5: Select Channels, Activities, Materials, and Partnerships

How will we best deliver the message to the audience? How do they normally receive information? (e.g., Internet, newspaper, meetings, friends, trade journals)?

We have decided the best way to deliver the message is through a pamphlet or brochure. Since it is for college students, we could put these brochures and pamphlets around the school to get the word out about the group. Word of mouth is another form of delivering the message, whether that is telling professors or deans to spread the word, or simply going out and conversing ourselves, being able to have that in-person spread would make it more personal and compelling.

ABOUT US

In this small group for ages 18-25, we will be covering different methods of self-care using the resiliency approach. We will also discuss practical ways to serve our community while incorporating personal boundaries and other well-studied approaches to overcoming anxiety, managing stress, and how to be an active ally for those who feel just like you do.



YOU ARE RESILIENT

You are Resilient



Community Care

Small group providing community to practice resilience and caring for others, and yourself, although you have hit rock bottom.

First Session
February 25th, 2023
7:00 PM



504-881-5518
Oaks Coffee House
2619 Silverdale Road,
Chattanooga, TN, 37421



Natalia Quinones
Angelina Jones



Student's Name: _____ Natalia Quinones _____

Please complete for EACH of your team members.

All questions pertain to both social marketing plan creation and implementation.

Team Member Name	How helpful was this team member in moving the project forward? 1 = Decidedly Unhelpful 2 = Not Helpful 3 = Neutral 4 = Helpful 5 = Very Helpful	How much effort did this group member put into the project compared to YOU? 1=far less than me 2= less than me 3=about the same 4=a bit more 5=far more	Would you want to work with this group member again? 1=no 2=maybe 3=yes	Out of 10 points for group participation, I would give this peer _____ points
Angelina Jones	5	5	3	10/10
Natalia Quinones	5	5	3	10/10