

# Hope Mountain Campaign

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## ***Executive Summary***

The University of Colorado Colorado Springs (UCCS) offers a unique program to students in the Bachelor of Innovation Program. Through this program, students learn about the innovation process, which allows them to understand better how to transform their ideas into impact. Students enroll in three separate classes, 2010, 3010, and 4010. Students enroll in a course each year to gain valuable and immersive experience working with a client to solve a stimulating challenge. The primary purpose of the B.I. program is to teach students how to think like an innovator and get on the court through brainstorming and being creative to solve problems. The program emphasizes collaborating with a team to accomplish goals and deliver a product to the client. Innovation occurs when people with diverse backgrounds collaborate and generate ideas. By working in teams, students get experience working with others, which will prepare them for the workforce in the future. Students of all backgrounds are welcome, and this interaction brings out even more ideas to expand the results of deliverables.

Introducing Hope Mountain Behavioral Health: Changing Mental Health For Good. Hope Mountain aims to revolutionize mental health services by providing accessible support to all in need. Recognizing the profound impact of inadequate counseling, the team is committed to offering timely assistance, enabling individuals to break free from mental constraints and form meaningful connections. Hope Mountain believes that with the proper guidance, individuals can unlock a life of fulfillment, achieving personal and professional aspirations. Their approach to mental health reform prioritizes underserved populations, ensuring swift access to integrated case management and tailored therapy. With leadership grounded in humility, every team member's contribution is valued, and feedback is treasured as a catalyst for continuous improvement.

Through responsible growth, they uphold the highest standard of care. Hope Mountain Behavioral Health is a beacon of hope, poised to transform mental health services with an unwavering commitment to accessible, high-quality therapy. They are poised to change mental health for good.

To meet the needs of Hope Mountain, four primary goals were set. Goal One centered on assimilating, understanding, and applying Hope Mountain's mission to the Instagram page and campaign while meeting the client's specific standards.

To accomplish the task of Goal Two, the team created the ready, easy-to-use Instagram page while ensuring that the Instagram was connected with the Facebook page through Meta Suite. The team also created two guides, one detailing the target demographic information and the second a comprehensive, easy-to-understand guide on how to use Instagram and the Meta Suit.

Goal Three involved developing the actual content to be posted on the page. The team took inspiration from other Instagram pages and created their own. Each team member created at least one concept for a post shared with Hope Mountain.

Goal Four focused on publishing the completed Instagram content, ensuring it aligned seamlessly with the client's vision. The team actively sought the client's input on optimal posting times and captioning, carefully considering their preferences.

### ***Statement of Accomplishments***

Throughout the project, the team pursued well-defined objectives. Goal One involved the assimilation and application of Hope Mountain's mission to the Instagram page and campaign, adhering closely to the client's exacting standards. This process was accomplished through

research and in-depth discussions, enabling the team to comprehensively comprehend Hope Mountain's mission, values, and objectives. Each element, including mission statements and core values, underwent thoughtful review and was incorporated into the content strategy for the Instagram page. The team regularly consulted with the client to ensure consistent and effective mission communication. The team not only met but surpassed the defined success criteria for Goal One, delivering an Instagram page and campaign that not only met but exceeded the client's expectations by magnifying Hope Mountain's mission in a manner intricately into the design and content of the page.

Goal Two focused on crafting an Instagram page that was both visually appealing and intuitively navigable, ensuring a seamless connection with the corresponding Facebook page through Meta Suite. The team successfully created an interface that reflected Hope Mountain's brand identity and provided an effortless user experience. The team also meticulously created a comprehensive, step-by-step guide detailing the utilization of both Instagram and the Meta Suite. This guide is a valuable resource, ensuring seamless navigation and utilization of these platforms for optimal outreach and engagement. Additionally, recognizing the importance of understanding their target demographic, the team created a supplementary guide explicitly tailored to cater to the preferences and behaviors of their intended audience.

The team delved into the imaginative process of generating and shaping compelling content to achieve Goal Three. Drawing inspiration from prominent Instagram pages, each team member created distinctive concepts, creating a rich array of creative possibilities. This diverse pool of ideas was presented to Hope Mountain, fostering a deeper understanding of their preferences. The team integrated the feedback received into the final drafts, resulting in a content portfolio that aligned with Hope Mountain's brand essence and showcased the team's creative

prowess. This feedback also helped to facilitate comprehension by providing insight into Hope Mountain's preferences, enabling the team to refine their content to match the brand's vision better.

In pursuit of Goal Four, the team ushered in a pivotal phase—launching meticulously crafted Instagram content harmoniously aligned with the client's vision. Proactively involving the client in decisions regarding optimal posting times and captioning, the team ensured every detail was imbued with their distinctive touch. The team informed Hope Mountain of a feature the Meta Business Suite provides that uses these analytics for their market space. Using these analytics could increase traffic even more. By incorporating these client insights, the group aimed to kickstart Hope Mountain's Instagram presence and boost engagement on the platform. The success of this objective was measured by a discernible uptick in engagement metrics for the Instagram page, reflecting the resonance of the content with the audience.

### ***Recommendations and Innovation Discussion***

To run the Instagram page effectively, it is recommended that the client adopt a strategic approach. This includes creating a content calendar and planning posts months in advance, ensuring a consistent and well-curated feed. Utilizing scheduling tools can automate the posting process, saving time and ensuring timely updates. Regularly checking Instagram analytics is crucial for understanding what content resonates best with the audience and providing insights for future content strategies. Engaging with followers, responding promptly to comments and messages, and fostering community through conversations and user-generated content can significantly enhance brand loyalty.

Additionally, this will encourage diversity in content formats, and creativity will avoid monotony while adding depth to the brand's narrative. Staying relevant to industry trends, using appropriate and targeted hashtags, and monitoring competitors' strategies are also valuable. Consistency in posting schedules and a willingness to adapt and experiment with different approaches are critical to a successful Instagram presence. Lastly, tracking performance metrics like engagement rates and follower growth helps assess the effectiveness of the efforts. By following these recommendations, the client can establish a strong and engaging Instagram presence that resonates with their audience and ultimately contributes to their overall business objectives.

The team at Hope Mountain is recommending something other than reaching out to another team next semester. The current team is well-prepared and equipped to handle the upcoming social media campaign. Suppose the team at Hope Mountain Behavioral Health is exploring additional support. In that case, the B.I. team suggests considering a specialized team for marketing or advertising in the upcoming semester.

### ***Conclusion and Discussion***

In retrospect, the journey with Hope Mountain Behavioral Health is a testament to the transformative power of accessible mental health services. The team, driven by a shared commitment to revolutionize the counseling landscape, embraced each goal with unwavering dedication. Through Goal One, the team seamlessly integrated Hope Mountain's profound mission into the Instagram page and campaign, ensuring it resonated with the client's exacting standards. The meticulous research and in-depth discussions paved the way for a content strategy

that met and exceeded expectations, underscoring the team's ability to grasp and amplify the essence of Hope Mountain's mission.

The creation of Hope Mountain's Instagram page is a testament to the power of creativity, precision, and client-centered collaboration. Through seamless design, content, and strategy integration, the team delivered a page that reflects the brand's unique identity, resonates with its target audience, and drives engagement.

Looking ahead, the recommendations offered to the client reflect a strategic approach, emphasizing the importance of planning, scheduling, and consistent engagement. These strategies and a commitment to innovation and community-building are pillars for a thriving Instagram presence. The journey with Hope Mountain Behavioral Health is a testament to the power of collaborative vision and a shared commitment to transforming mental health services. Through this endeavor, the team met and surpassed the client's expectations, lasting and impacting the landscape of accessible, high-quality therapy.



## References

"*Hope Mountain Behavioral Health.*" Hope Mountain Behavioral Health, [www.myhopemountain.org/our-mission](http://www.myhopemountain.org/our-mission).

*CANVA: Visual Suite for Everyone*, [www.canva.com/](http://www.canva.com/). Accessed 20 Oct. 2023.

*Pexels*, [www.pexels.com/](http://www.pexels.com/). Accessed 20 Oct. 2023.

## **Supporting materials**

Apex A: Project charter

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Innovation Teams 2010, 3010, 4010  
Fall, 2023  
Hope Mountain

### ***Hope Mountain Project Charter***

**Name of the Project:** Hope Mountain Instagram Campaign.  
**Name of the Sponsor:** Caitlyn Kellog

**Purpose of the Project:**

This project aims to create a user-friendly and engaging Instagram account for Hope Mountain. Hope Mountain seeks to reach out, engage with its target audience, and spread the word about its services. Instagram is a social media platform with billions of users, making it a solid platform to display their brand and expand their visibility. People can connect with Hope Mountain through Instagram and get the word out to those who need to be made aware of the organization.

**High-level Project Description and Boundaries:**

Within the defined project scope, the team will invest significant effort in conducting thorough research to pinpoint the most effective strategies for reaching Hope Mountain's target audience. This research will delve deep into demographics, preferences, and online behavior, enabling the crafting of content that resonates with the intended viewers. Additionally, a meticulous process will be undertaken to create a captivating color scheme and layout that will be consistently woven into the Instagram feed. This strategic visual approach will enhance the overall aesthetic and reinforce brand identity. The team will also be heavily engaged in the production of engaging visual content, ranging from striking photographs to compelling posts, tailored to the audience's tastes and designed to effectively communicate Hope Mountain's mission. Moreover, the creation of brand-specific hashtags will encourage user-generated content, fostering a sense of community and extending brand visibility.

However, it's crucial to note that long-term analytics monitoring will not be within the project's defined scope. While the team will provide initial performance metrics, ongoing, in-depth analysis will not be covered. Additionally, the initiation and management of collaborative campaigns with third-party entities will fall outside the project's boundaries. The project's focus is exclusively on bolstering Hope Mountain's Instagram presence. Furthermore, responsibilities related to managing and disseminating information regarding new grants or funding opportunities will not be included. This task extends beyond the defined scope of the project. Lastly, post-December social media account management will not be part of this project's

deliverables. The project concludes with the successful delivery of the Instagram campaign, leaving any subsequent account management beyond its scope

**In-scope items for the project are:**

In-scope items for this project are: developing thorough research on how to reach the target audience, creating a color scheme and layout that the team will incorporate throughout the feed, conducting detailed visual aspects-including photos and videos for posting, and creating brand hashtags to encourage user brand promotion.

**Out-of-scope items for this project:**

Out-of-scope items for this project include long-term monitoring of analytics, reaching out and creating collaborative campaigns with third parties, managing new grant information, and managing the social media accounts after December.

**Objectives and Success Criteria:**

- Objective 1: Understand Hope Mountain's mission
  - Success Criteria: Understand and successfully use their mission ideals for the Instagram page and campaign to the client's standards.
- Objective 2: Create the Instagram page
  - Success Criteria: Have an easy-to-use Instagram account linked with Facebook for use through the Meta Suite.
- Objective 3: Develop the Instagram content that will be posted
  - Success Criteria: Have ready drafts and outlines of content that can be posted pending the client's approval and tweaking to their liking.
- Objective 4: Post some of the completed Instagram content to get Hope Mountain started
  - Success Criteria: Engagement for the Instagram page has a noticeable increase.

**High-level requirements:**

- Upon project completion, the Instagram page will be ready for immediate use. The team will provide the client with seamless access and login credentials.
- A comprehensive document outlining the formatting and creation guidelines for Instagram content.
- Recommendations for the ongoing management and utilization of the Instagram account will be delivered by providing insights into content strategy, engagement techniques, and best practices for maximizing the account's reach and impact. Additionally, the team will advise on monitoring analytics and staying abreast of evolving trends in the platform's functionality and user behavior.

**Assumptions:**

- To create targeted and impactful posts, the team can access Hope Mountains demographics and any research that will make the Instagram account engaging.
- The team will have access to the meta suite to link the Facebook and Instagram accounts.
- To develop engaging content that is up to Hope Mountains' standards, the team will get feedback from both the client and those engaging with the Instagram account.

**Constraints:**

- Due to the nature of the team's class, the length of the semester and class time frame are constraints to creating a functioning Instagram account.
- Since Instagram is a widely used application that frequently undergoes updates and modifications, it is essential to acknowledge this as a significant constraint for our project. The team must adapt and alter our course in response to these technological changes.
- The grant Hope Mountain was given to provide free therapy ends on November 30. The time frame means the team will have time to get the information out.

**High-level Risks:**

- Risk 1: If the team gets the information about the grant out on time, we can move forward the way the team currently has planned, and the potential clients will know about the opportunity. If we do not plans will need to be made to change course.
  - Probability: Low
  - Impact: Medium
  - Planned mitigation actions: Create posts to be made before the deadline of November 30, 2023, when the grant ends.
- Risk 2: Our team members not having access to updated demographics and analytics on social media posts.
  - Probability: Low
  - Impact: High
  - Planned mitigation actions: Our team members will monitor the demographics and analytics on posts and adapt as necessary.
- Risk 3 If Instagram updates its algorithm while the team is developing the campaign, it will change the course of its current campaign plan.
  - Probability: Low
  - Impact on the project: Medium
  - Planned mitigation actions: The team will stay up to date with any announcements about Instagram updates and will quickly learn and adapt to everything about the updates if needed.

**Summary Milestone Schedule:**

- Milestone 1 An initial Instagram/Facebook post concept will be presented to the client.

- October 5, 2023
- Description: The team will gather insight from the client regarding what they like and dislike regarding color schemes and graphics and develop multiple prototype posts and layouts to present to the client.
- Milestone 2 Construction of first Instagram Post
  - October 12, 2023
  - Description: create multiple iterations of ready-to-post content for Instagram that the client can choose from.
- Milestone 3 Finalizing Turnover
  - December 14, 2023
  - Description: Creating a final report of information the client will need in the future, such as passwords, recommendations, and any other background information that can benefit them moving forward.

**Stakeholder List:**

- Stakeholder 1: Caitlyn Kellog
  - Caitlyn is Hope Mountain's marketing manager and point person for Hope Mountain's side of the project. Caitlyn is responsible for developing marketing strategies and recruitment and works closely with the Instagram development team.
- Stakeholder 2 Jeffery Mowery, MA, LPC
  - Jeff is the company's founder and is responsible for maintaining the company's vision and developing relationships with partnering organizations.
- Stakeholder 3 Melinda McCue
  - Melinda oversees practicing clinicians, the internship program, and the administrative team. She works closely with the President in integrating company visions and leadership team coordination, maintaining legal and ethical standards of practice.

**Approvals:** By signature below, the project team and the client agree to this project charter:

\_\_\_\_\_  
*Caitlyn Kellogg*  
 Client

\_\_\_\_\_  
 10/09/23  
 Date

Aurora Weaver

\_\_\_\_\_  
Team member

\_\_\_\_\_  
Date

9/28/23

Connor Martin

\_\_\_\_\_  
Team member

\_\_\_\_\_  
Date

9/28/23

Maeh

\_\_\_\_\_  
Team member

\_\_\_\_\_  
Date

09/28/2023

Hayden

\_\_\_\_\_  
Team member

\_\_\_\_\_  
Date

09/28/23

## Apex B: Layout and references

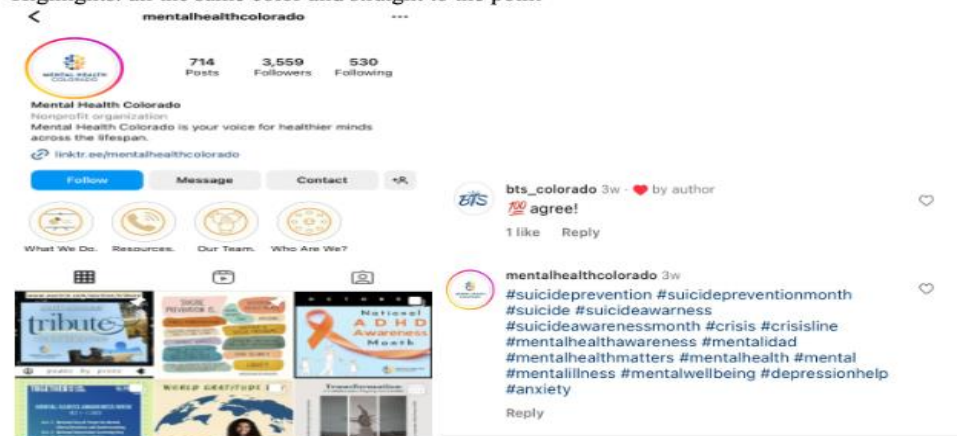
Here is one of the links we used to find color schemes please let us know what you think.  
<https://www.howtobrandyou.com/adjectives-to-describe-design>

### Mac:

<https://www.instagram.com/mentalhealthcolorado/>

Bio: simple and easy to read

Highlights: all the same color and straight to the point



Page: colorful and eye-catching

Hashtags: they use a lot in the comments for a bigger outreach

Captions: are a bit lengthy

### Hayden:

Simple layout

<https://www.instagram.com/uncovercounseling/>



Color scheme





**Connor :**

Mainly posts events

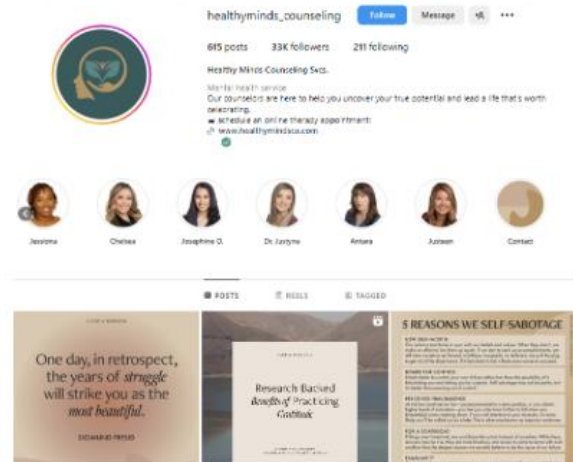
<https://www.instagram.com/griffithcenters/>

<https://www.instagram.com/trevorproject/>

**Aurora :**

Page ( not color scheme):

[https://www.instagram.com/healthyminds\\_counseling/](https://www.instagram.com/healthyminds_counseling/)



**Caption:**

Simple, uses emojis, gives credit for the post, and promotes the page/project.

**Hashtags:**

Simple to the point

#mentalhealth #mentalhealthtips #mentalhealthsupport  
#mentalhealthrecovery #mentalhealthcounseling #therapy  
#therapytips #therapyisok #utahtherapist

**Color scheme:**



- Graceful
- Earthy
- Delightful
- Delicate
- Earthy

## Apex C: Draft of the first post and other posts/captions/ tagging ideas

### First post



caption: our mission at Hope Mountain is to change mental health for good and provide help where there is none through accessible mental health services.

Alternative: At Hope Mountain, our mission is clear: to change mental health for good and provide help where there is none, through accessible mental health services. We believe that every individual deserves support on their path to well-being. The link in our bio is a direct line to the resources and caring community that awaits you. Reach out today and let's begin this transformative journey together. 🏡💪

#mentalhealthawareness #mentalhealthmatters #mentalhealthsupport #HopeMountain

1-



2-

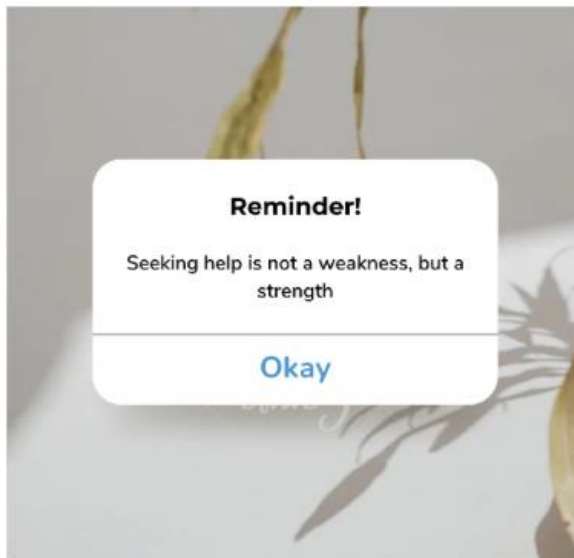


3-



Caption: Stepping back to step forward stronger. Taking a mental health day is an act of self-compassion. 💖 #MindfulMoments

4-



^Caption: When it comes to mental health, it's important to remember that you're not alone. Everyone struggles from time to time, and seeking help is a sign of strength, not weakness.

If you're feeling overwhelmed, anxious, or depressed, please reach out to a trusted friend or family member, or seek professional help. There are many resources available to support you on your journey to mental wellness.

Hashtags: #MentalHealthAwareness #MentalHealthMatters #YouAreNotAlone #MentalWellness

#### Story Ideas:

1-



a quote from one of your therapists in the center with a song

2-



Captions:

"Sending a gentle reminder that it's okay to hit reset when you need it. Take that mental health day, you've earned it! 🌈 #WellnessWednesday"

"Embracing the journey to mental wellness, one trail at a time. Your path matters. 🧡🌿 #FindingHopeTogether"

"In the valleys of struggle, remember: Hope is the mountain that stands tall. You're never alone on this climb. 🏔️❤️ #HopeHeals"

"Let's break the stigma and talk openly about mental health. Your story matters. 💬❤️ #EndTheSilence"

"Celebrate the victories, no matter how small. Each step forward is a testament to your strength. 🎉💪 #CelebrateProgress"

"Let's talk about progress in mental health. It's not always about huge leaps and bounds; sometimes, it's those small steps that make the most significant impact. Celebrate the moments you choose self-compassion, the days you find the strength to reach out, and the times you allow yourself to just be. Remember, every day is a chance to heal, grow, and find a little more light. 🌈💖 #SmallStepsBigImpact #HealingJourney"

"In a world that can often feel overwhelming, it's vital to remember that it's okay to not be okay. Reach out, lean on your support system, and know that seeking help is a sign of strength. Let's break the silence surrounding mental health, replacing it with open conversations and unwavering support. Together, we can create a world where no one feels alone in their struggles. 🗣️💙 #EndTheStigma #YouAreNotAlone"

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When you're ready to take that first step towards mental wellness, reach out to @HopeMountain. You're not alone. 💙 #StrengthInConnection"

"Need a guiding hand on your journey to mental well-being? @HopeMountain is here for you. Together, we climb. 🧡 #YouAreSupported"

Embarking on a journey towards mental wellness is a courageous step, and you don't have to go it alone. @HopeMountain is a beacon of hope, offering support, resources, and a community of kindred spirits. Whether you're seeking advice, resources, or simply someone to talk to, know that you're welcomed with open arms. Together, we navigate the peaks and valleys, finding strength in connection. Reach out today and let's begin this transformative journey together. 🏔️💪 #TogetherWeClimb #MentalHealthSupport"

"The path to mental wellness may seem daunting, but it's one that's best traveled with support. That's where @HopeMountain comes in. Our dedicated team and compassionate community stand ready to walk alongside you, offering a safe space for healing, growth, and connection. Whether you're taking your first step or seeking a new direction on your journey, Hope Mountain is here to guide you. Reach out today, because your well-being matters. 🏔️💙 #HopeInEveryStep #YouAreNotAlone"