



find your flock.

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Our Team

Abby Gebler, CEO



I'm Abby Gabler. I live in Chicago, and I have a background in social media. I have strong interests in analyzing both social issues and social media, and I have combined both of those backgrounds into this project, hoping to develop a new dynamic in online social culture.

Gracie Huggler, CMO

Hi, I'm Gracie Huggler, I am a 21 year old living in Downtown Chicago, Illinois with a background in social media and advertising. I am interested in advertising, marketing, and social media management. I value sustainability, authenticity, and mental health awareness.



Bear Girard, CMO



Hi, I'm Bear Girard! I have a background in Social Media and Digital Strategy particularly in the music industry. Making others become more aware of their own hidden strengths is an important part of my professional stewardship, and at GotU I am able to express this passion via helping our users feel more comfortable and empowered in their daily lives.

Bella Pacheco, CDO

Hello! I'm Bella Pacheco and I am the Chief Design Officer for GotU. I'm currently based in the South Loop in Chicago, Illinois. My ultimate goal is to help others improve their mental health in any way I can.



Disha Patel, CDO



Hi, I'm Disha Patel! I am an Indian who is quite versed in Fashion designing and painting, particularly graphic designing. What interests me the most is collaborating with professionals and opening a plethora of opportunities for me and whoever I am working with. That objective of mine will work parallelly with my ability to handle social etiquettes and diversified interests.

Our Mission

Reinvent community in social media to promote healthier usage of the internet.



Our Vision

We aim to change the tone of social media by offering an uplifting and multifunctional platform that acts as a useful space for users to express themselves and connect with others.

About Diversity

We got everyone.

There are a million things that make you, you. Our stories, differences, and most importantly, how we connect with others transcend culture, race, religion, gender, sexual orientation, age, or anything else that has been known to divide us in society. Every ounce of your character is built off of your lifetime of experiences, and we want that to be embraced and celebrated on our platform.



—Introduction—

Our platform is designed to create community for our users by connecting them to people who share their interests, hobbies, passions, and more!

We want people to be able to spark discussion and dialogue about the things they love with others all around the globe in a productive and comfortable way.

Users will have many ways to explore and divulge in these interests with a vast range of content, all produced by fellow users of the platform, inspiring everyone to engage and contribute to their communities in their own ways.

Social Media Policy

Gotu encourages users to:

- **Only Use the Platform for Personal Usage** - accounts on this platform should be tied to an individual. Business accounts/sponsored accounts are heavily discouraged, and users should engage on the platform without incentive for monetization.
- **Communicate Through Open and Constructive Dialogue** - our platform is to be a place to share, be creative, and build community through productive and beneficial user interactions. This is best achieved by promoting inclusivity both in thought and inclusivity of individuals, while encouraging authenticity in one another. Interact! Be uplifting and welcoming to fellow users in your communities and amongst the expanse of our features for a worthwhile user experience.
- **Convey Themselves with Tolerance and Respect** - practice both by applying the fundamental idea of 'The Golden Rule'. Stay in control of your media experience, always think before you post and engage appropriately with other users. It can be a struggle to understand tone and meaning over text, especially from a person you may not know well, so be considerate of other users and don't be afraid to clarify.

GotU wants to ensure that our users are protected; hence, we provide strict guidelines as to prevent...

- **Hate-Speech** - all forms of hate speech (i.e. racial slurs, anti-LGBTQ+ ideas, religious slander, etc.) are prohibited. Reported content containing hate speech will be removed and the poster of said content is at risk for suspension from the platform.
- **Violence** - promoting violence towards oneself, another individual, or groups of people is prohibited, will be removed, and will put the poster of said content at risk for suspension from the platform.
- **Harassment** - engaging in targeted harassment towards other users or groups of people is prohibited and will result in being at risk for suspension from the platform.
- **Nudity and Profanity** - we discourage the unnecessary use of profane and inappropriate language in order to limit the amount of negativity on the platform. Posting of pornography on the platform is highly discouraged, but does not enclose all forms of nudity in potential content. That being said, we offer a filtering feature that can be activated individually and will effectively censor profane language and nudity.

Target User Profile

Maya



Background / Demographics

18 - 24 years old

Female

Student

Part-time worker

Urban Metro Area

Interested in reading books.

Focused on school/work, saving money, and taking care of herself.

Social Media Usage/Interests

- Not very active on social media.
- Enjoys self-help/motivational videos.
- Doesn't care about likes/popularity.
- More of a consumer than a creator
- Listens to discussion podcasts

Mental Health Issues

- Loneliness/Isolation
- Social Anxiety
- Stress from school/work
- Lack of focus
- Fatigued

Mental Health Goals

- To feel like a part of a community
- De-stress from school/work, create a better balance between personal and professional life.
- Engage and connect with interests
- Form close relationships

Social Media Platforms

- Instagram
- Pinterest
- Reddit
- LinkedIn

Personality Traits

- Introverted
- Passionate
- Inquisitive
- Friendly
- Patient

Motivation/Challenges

- Motivation: Saving money, wants to find healthy balance of work, school, and personal life, make good grades.
- Challenges: Stress, lack of support, feelings of burnout.

— Spreadability Plan —

We plan to spread our platform through the use of both branded and general hashtags on social media. This will give us the opportunity for users to connect to us and give them a sneak peak into what 'gotu' is all about.

Branded Hashtag

#FindYourFlock



General Hashtags

#Life

#Health

#Inspire

#Mindfulness

#SelfCare

Hashtag Analysis

Branded Hashtag:

#FindYourFlock - We created the hashtag out of our startup's slogan which would be our most unique way to promote our platform. This hashtag has very low current usage, meaning we could claim this hashtag and more so relate it to us and our brand rather than it being general.

General Hashtags:

#Life - When we typed "share" into ritetag.com, the analytic software, it stated that 3,495,154 people were seeing this hashtag per hour from 154 unique tweets per hour and 479 retweets per hour. Considering we want people to share parts of their personal lives on our platform this seemed like a fitting general hashtag. According to the tweet sentiment tool #Life has a generally calm and pleasant connotation. Other words in the "tag cloud" for Life were: love, hope, friends, rest, day, and real.

#Health - The general sentiment for #health is also calm and pleasant according to the tweet sentiment tool. According to rite tag the hashtag gets the exposure of over 1,200,000 views per hour. Words that mesh well with health are #Safety #Family and #Care

#Inspire - According to Tweet Sentiment not only are people probably most likely feeling inspired to use this hashtag right after they get off work, since we see a spike in usage of it around 5:45pm, but it is also associated with a pleasant and relaxed sentiment. Hashtags that are often associated with #inspire are: #confidence, #love, #feel, #help, and #hope

#Mindfulness - This hashtag really rakes in the exposure, boasting 1,504,512 views of this hashtag per hour according to ritetag.com. A big part of mental health is also being present, living in the moment and being aware of not only where you are physically, but mentally as well. Mindfulness encompasses that entire idea and gives users the opportunity to share how they practice mindfulness in their own ways. It is often paired with #meditation, #dreams, #serenity, #self, and #practice. Tweet Sentiment rates this tag as a calm and pleasant tag that is used most at 5pm and 6pm.

#SelfCare - this hashtag does not attract as much traffic as some of the other hashtags, but it does portray a very pleasantly calm and relaxing sentiment. Reaching 99,000+ exposures per hour, this is not a hashtag to sleep on. When paired with #Love it can reach up to 2,100,000 exposures per hour while getting the right point across. #SelfLove, #Time, #Today, and #Care are commonly paired with #SelfCare. With this general hashtag, users can share how they are bettering themselves, whether it be doing face masks, exercising, or even just spending time with one's pets.

Measurement Plan

We plan to have what we have decided is something of a silent rating system. Users will be able to drop 'feathers' on others posts, which the poster will be able to see, but will not be visible to the outside public. This allows for people to feel like their effort is being acknowledged and appreciated without feeling the pressure or humiliation of having their success or failures on blast for everyone to see. Posts that get more feathers will alert the algorithm for them to become trending/viral posts, but the extent of what individual users can see will be limited. Though 'silent' does not mean invisible, people will be able to see that certain posts have more comments, responses, or discussion than others. There isn't a way to deny the fact that humans will naturally reject or popularize certain ideas, moreover, our goal is to diminish the blatant and obvious comparison that can come from visible numbers on each post.



Content Moderation Plan

We plan to implement a two-step moderation system of AI-powered automated pre-moderation, which will detect improper conduct of words, phrases and images before they are posted. This pre-moderation bot will act as a mentor to the poster letting them know they may be posting something against a community guideline and giving them the opportunity to moderate and educate themselves by offering links to articles that explain why their initial post was inappropriate. There will also be a hybrid post-moderation system in place, guided by reactive moderation amongst the community of users who will bring attention to improper content in the form of flagging posts which will be temporarily suspended until they receive further attention from a professionally trained fair trade (insured with benefits that will cover mental health costs) moderator.



Content Creation Plan

Content Calendar

	MON.	TUES.	WED.	THURS.	FRI.
	#MindfulMonday	#Inspire	#WellBeing	#Share	#FindYourFlock
TWITTER	5 pm - 5:30 pm Utilize Twitter Spaces for a 30 minute session on how you can be more mindful in your day-to-day life and the benefits.	10 am - 6 pm: retweet posts using #Inspire	9 am - 12 pm: Tweet with a quote potentially pertaining to motivation and wellness	12 am - 11:59 pm #Share your ideas, they matter. Let us know what you want to see next on our app by engaging in our poll!	12am - 11:59 pm It's Friday! Get off your phone, do something for yourself or spend time with your 'flock'!
INSTAGRAM	11 am - 3 pm: Use the Instagram story sticker feature that says "Something you're grateful for" and users can add pictures of those things	5 - 5:30 pm IGTV post of an inspiring story from a GotU employee	10 am 5 minute guided meditation on Instagram Reels	12pm Public outreach post, either a video or picture of donating clothes/food/supplies to underprivileged people *Alternative Text	3:00 pm - 6:00 pm #MyFlockFriday: Post a picture with your support group [flock, family, friends, etc]
TIKTOK	12 pm - 3 pm: Use an influencer or GotU employee to make a TikTok about how they practice mindfulness or what it means to them *Closed Captions	10 am - 12 pm: #Inspire users on TikTok to create a video about what inspires them, in any fashion *Close Captioned	2 pm - 5 pm: Short how-to video making a superfoods bowl to energize and nourish. *Closed Caption *Alternative Text	8pm -9pm #ShareYourCher TikTok live-Karaoke to Cher music	11am - 12pm A short video of someone turning their phone on silent, slipping it in their bag, and sitting at a table and laughing with their friends out at a restaurant. *Closed Caption *Alternative Text



Global Plan

Why we want to attract international users:

GotU wants to attract international users to further expand our platform so it is available for all users regardless of language and location.

Platform features we'll use to include these users:

GotU will implement an automatic language translation when you open the app, so users will be able to select their preferred language. We will also have brand ambassadors from different countries that will promote the brand in that country (for example, like how Starbucks has Starbucks Canada).

The reason we want to attract more international users is so we can have an entire “flock” of people who feel connected to one another, whether they’re near or far from each other. It will help our app branch out to other countries and cultures to raise awareness that mental health is important and prevalent no matter where you are in the world.