



MED526 | Interactivity for Social Enterprise

PRODUCTION LOG

B00805866
Ebony Alexander

Introduction

This project is part of the module MED526 Interactivity for Social Enterprise. The module requires the student to work within a team to solve the client's problem. In our case, this meant working alongside Resilio to create a new visual identity. This included a new website, and an improved social media presence along with the new branding (logo, font etc).

The purpose of this module is to simulate working within a creative media agency, which will be beneficial when seeking a job post-graduation. It relies heavily on the skills acquired from previous modules completed throughout the first two years of the BSc Interactive Media degree.

In this production log, I will document the full process of this project, showing everything from initial thoughts and ideas right through to the outcomes that will be delivered to the client.

01. Choosing Resilio
02. The Team
03. Project Management
04. Research
05. The Brief
06. Initial Concepts
07. The Pitch
08. Revised Pitch
09. Production
10. Conclusion

01. Choosing Resilio



Choosing Resilio

At the beginning of the module, Claire Mulrone provided a list of 11 community partners. Each client had specific needs which required a range of different skill sets. Adrian Hickey then provided a list of skills that he thought were most relevant to the client's needs (as seen below).

I felt immediately drawn to the community partner Resilio and their mission. I could see the potential for this project in all aspects. Mental health is so important so to see an organisation dedicated to providing support for this with a modern approach was inspiring. The initial ideas immediately started flowing in terms of the design due to the mention of sunflowers. I loved the idea of being able to take something that is commonly used and turn it into something unique and personal to the client. I also felt that the project was adaptable to my skillset which added to its appeal. When

choosing who to team up with, I made sure we had the same outlook on the project and that our skills would complement each other to ensure the best possible outcome for the project, and most importantly, the client.

Cameron, Chloe, and I decided to team up together as we each had our individual strengths and felt we would work well together in many aspects. As a class, we had to have two backup options after our first option. We then filled out the choice form provided by Adrian, putting Resilio as number one. We were very grateful to have received Resilio when the results came out from the survey as we each felt very passionate about what we could achieve with this project.

Resilio

Project Specification:

Resilio, a community group dedicated to supporting mental health in the community through developing Goals, exploring Pathways, and cultivating sense of Agency. Resilio has developed a number of supporting programmes, including Hope Ambassadors, Hope Matters and a new Hip Hope Hooray app. www.resilio-ni.org

Create a new visual identity and brand for Resilio. Develop contemporary responsive interactive web site, providing access to research, showcase testimonials, identify funders, advertise events, to book training, access programme materials, and support social media posts. Develop brand guidelines and web navigation manual. Incorporate a sunflower in the identity as it's the international symbol of hope.



Skills Required:

Wordpress/
HTML/CSS/
Photoshop/
Illustrator/
InDesign/
DSLR skills/



02. The Team





Adrian Hickey

Adrian is the module coordinator for MED526. For this project, he was the creative director, providing his professional opinion and creative expertise.



Claire Mulrone

Claire is the community engagement manager for this module. During this project, she monitored communication with the client and provided her professional opinion and expertise.



Ebony Alexander

My role in this project was to create the content for the website and social media. While also refreshing the social media accounts, and creating new ones where needed.



Chloe Clarke

Chloe's role in this project was to create the brand guidelines for the client. This will allow them to create content in the future while still being able to maintain the new branding.



Cameron Clarke

Cameron's role in this project was to create the website and a website guide for the client to be able to update the website in the future.

03. Project Management



Time Keeping

At the beginning of the project, Adrian gave us three different options for logging our time. Two were apps that you used almost as a stopwatch when you started and finished working on something, and the third option was to use an old-fashioned timesheet. I decided to use the timesheet as I thought this would be the most practical option for the way I prefer to work. In

hindsight, I think using Clockify or Toggl might have been more efficient in terms of the data it provides at the end. Looking back I also feel like this would have been a better way to practice industry standards. Overall, the timesheet method was effective and allowed me to log my hours throughout the semester as intended. Please see the breakdown below to the nearest half hour.

Research	10 hours
The Brief	8 hours
Pitch & Revised Pitch	37 hours
Content Production	63.5 hours
Team Meetings	3.5 hours
Client Management	7.5 hours
Production Log	76 hours
Total time spent on module:	205.5 hours

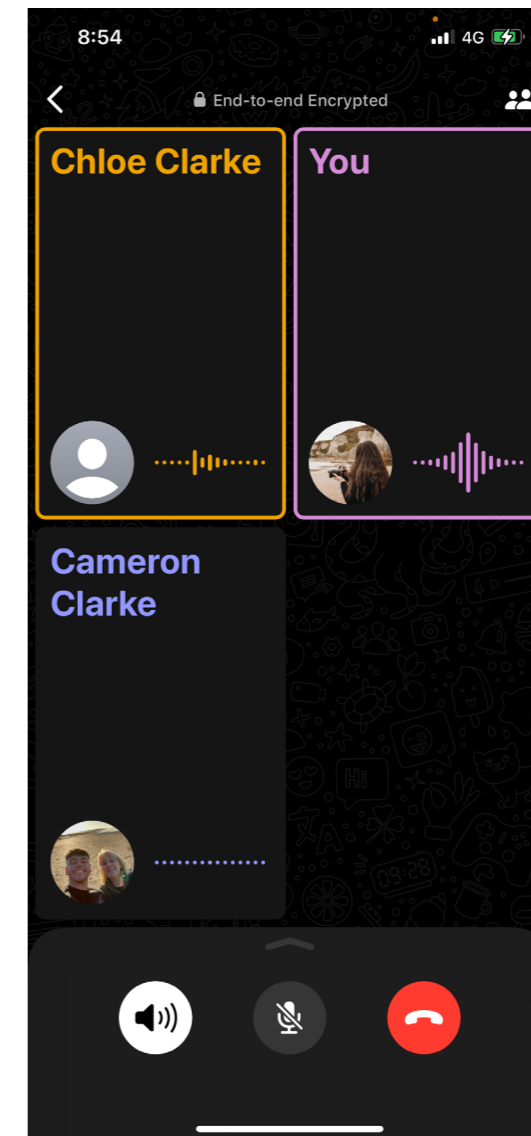
Communication

All official communication for this project was through Basecamp. Basecamp is a project management app that allows you to communicate as a team and privately. While also allowing you to upload documents, create to-do lists and more. We made sure that any official communication went through Basecamp as this is where Adrian and Claire could also keep in contact with us.

We also created a team WhatsApp group chat so that we could contact each other

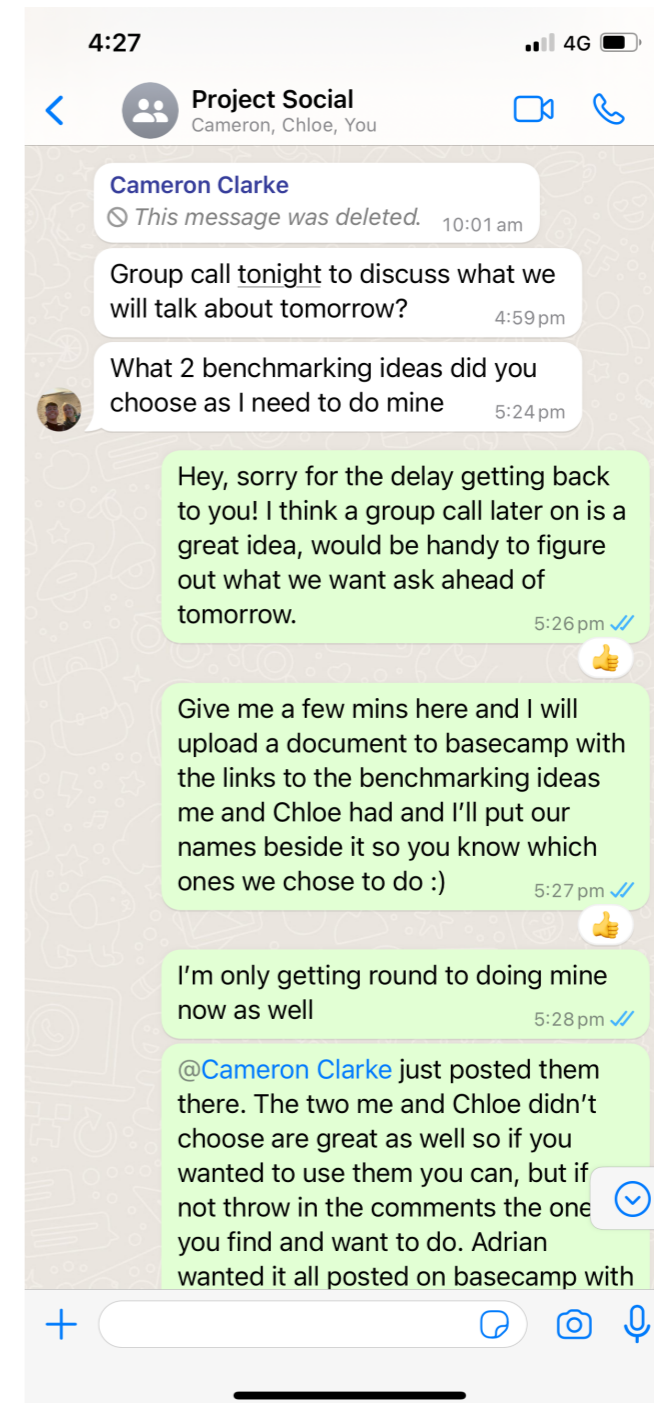
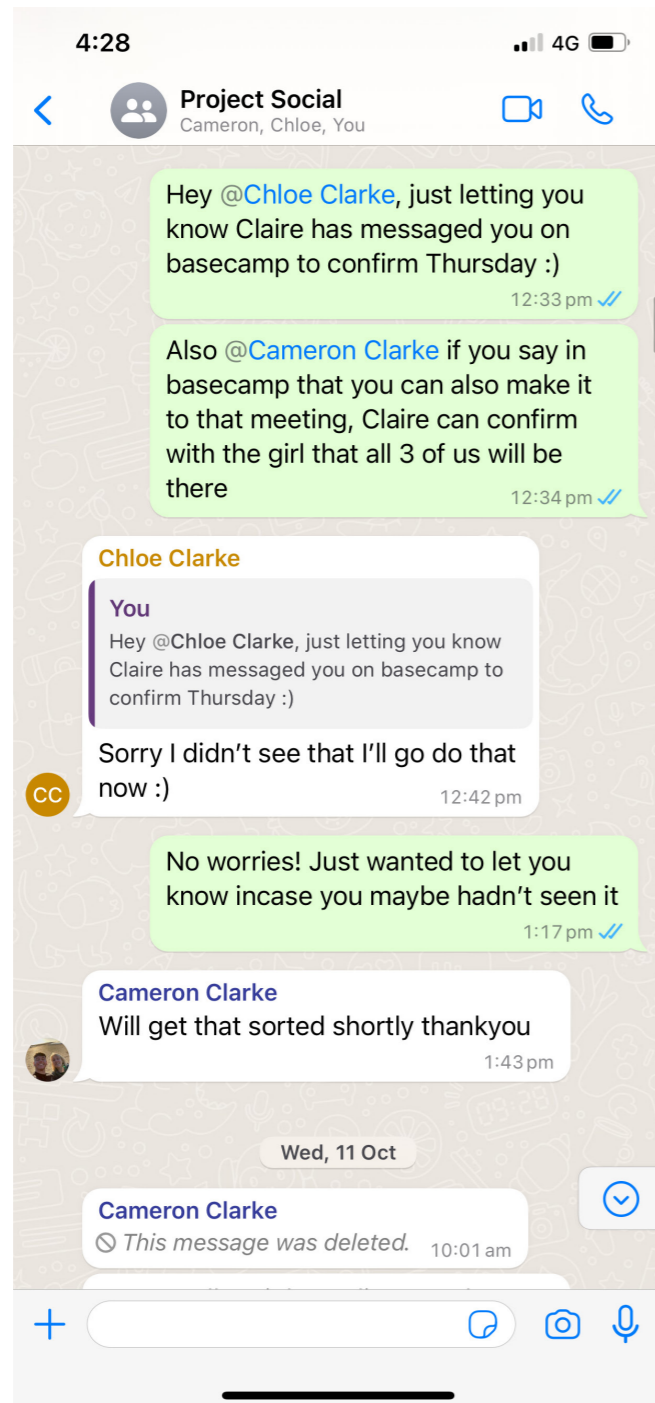
more casually when needed. We also used WhatsApp to check in on each other to make sure we were all getting on okay with our work and if there was any extra support needed. It was also an efficient way for us to group call when we were not with each other in person in class.

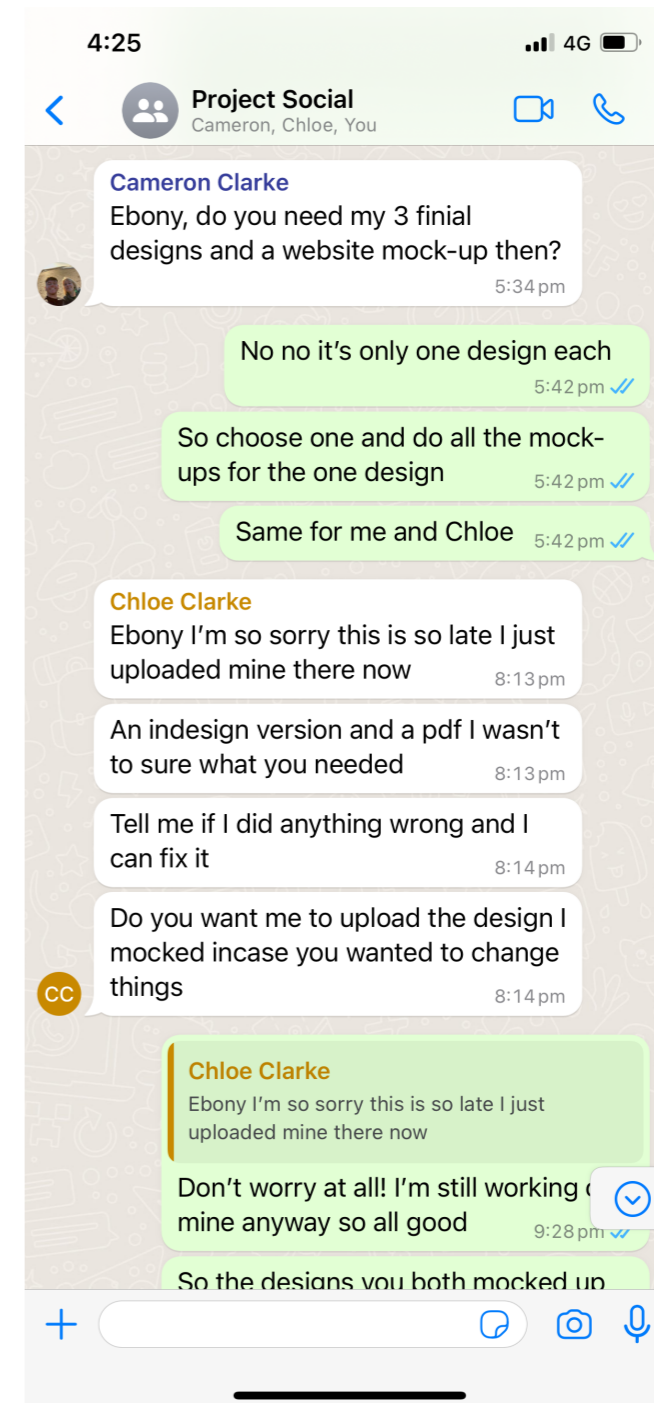
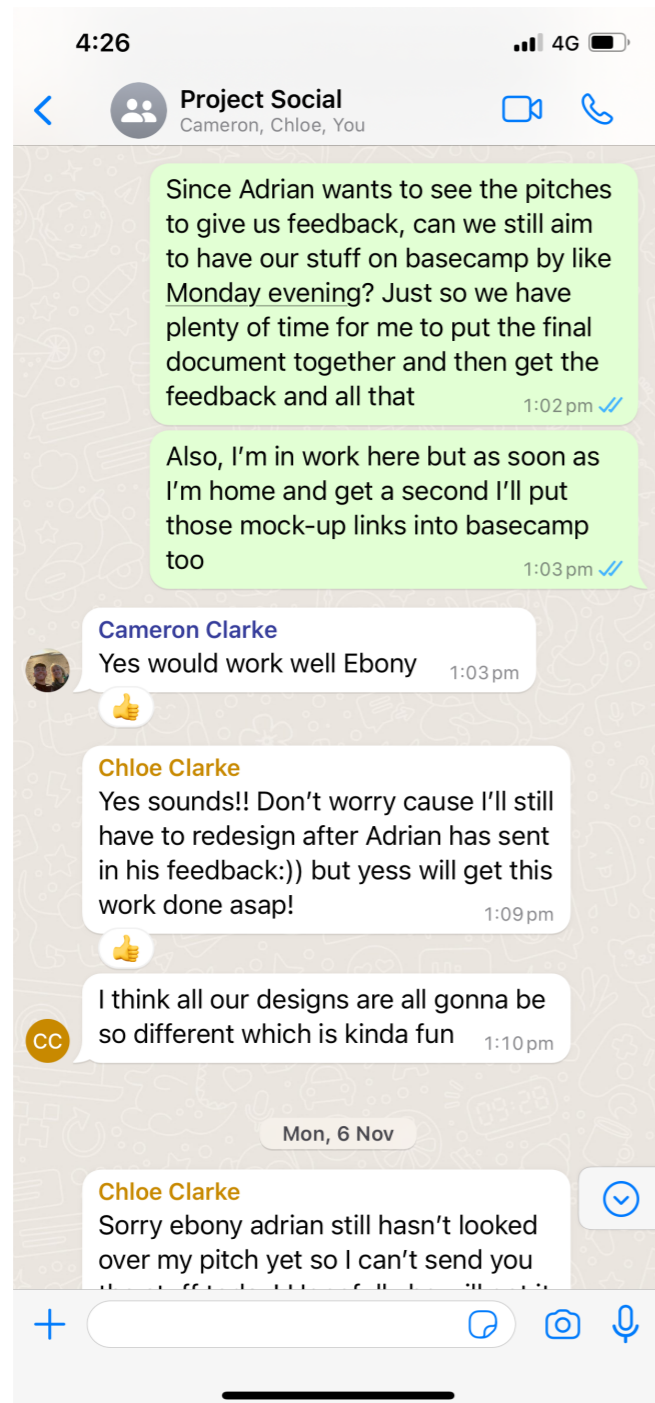
I will be documenting any significant communication in screenshots throughout this production log.



The main use for our WhatsApp group chat was to make sure we were all up to speed with what was happening. We used it to check in on each other and prompt each

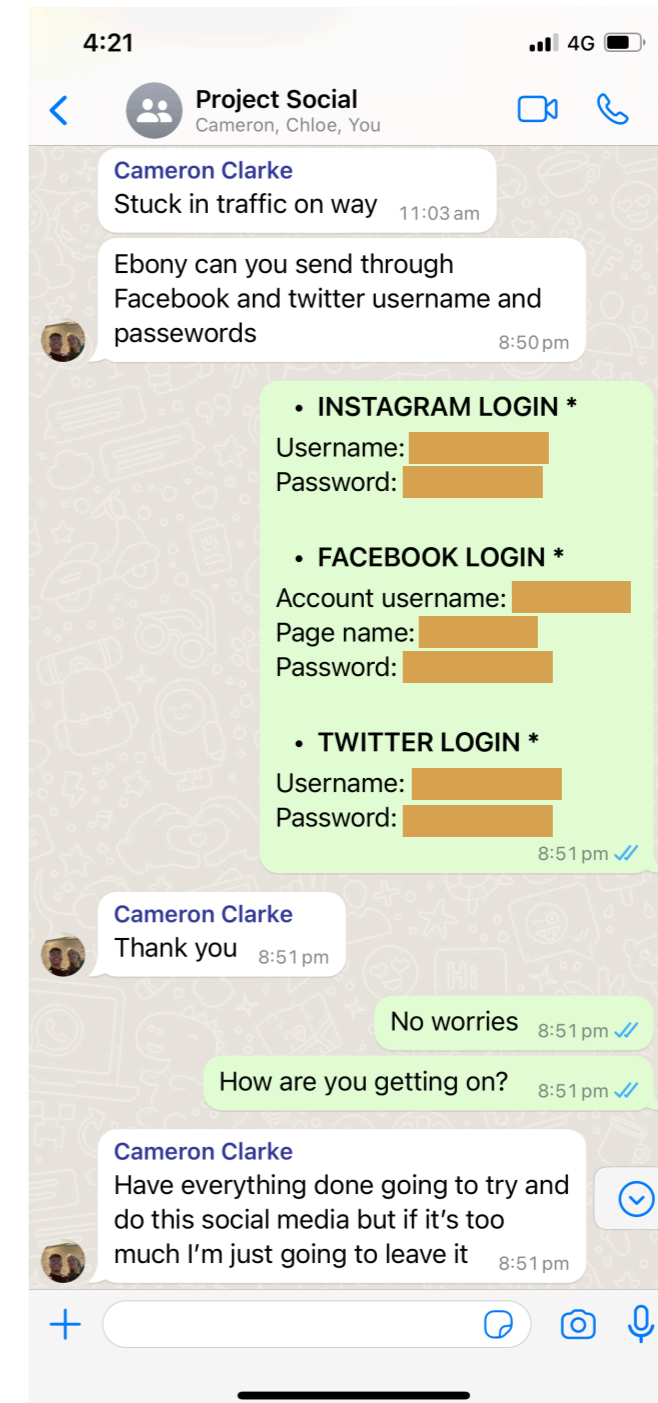
other to check basecamp or emails if and when needed. Good communication is the key to successful group work.





The great thing about our group was the mutual support we were able to provide each other with. We each took our turns providing reassurance and being the ones

to take initiative and we also all took our turns being the ones who needed a bit of support, while others took initiative.





04. Research



Client Research

Before our initial meeting with the people behind Resilio, we did some research on what the company is about. I also wanted to find out what their existing brand consisted of; including any social presence they may have.

The only existing material we were able to find was their website (resilio-ni.org). It consisted of what seemed to be an image of a poster (see page 10). The poster has

some information scattered throughout with a few graphics that appear to be stock images. Overall it is quite inconsistent and not functional as a website as it is not interactive in any way. I wasn't sure if any of the graphics used were Resilio's official logo so this is a question I noted to ask during the initial meeting with the client. There were a few things I wanted to ask during the meeting so I made sure to have all of these questions prepared beforehand.



(svstudioart on Freepik)



Client Meeting

12/10/2023 @ 2.00pm - Microsoft Teams

Prepared Questions

1. Can you tell us more about Resilio?
2. Who is Resilio's target audience?
3. Do you own the website domain?
4. Who is the website hosted with?
5. What would you like to see on the website?

Meeting Notes

<u>Notes</u>	
- Live social media posts on site	
- "Howto" guide for website	
- Already has domain www.resilio-ni.com	
- Marie Dunn - director	
- Resilio = latin for resilience	
- Grow hope in individuals communities	
- Hope is not just a wish, strongest / powerful protector of mental health	
- 'hopeful minds' originated from Fred	

- iFred in states (gun protection in schools)
- Resilio is adapted for Ireland / UK?
- Program to name 'Hope Ambassadors'
- 'Hope matters for workplace'
- 'Hope matters for seniors'
- 'Hope and healthy attachments' (new parents etc)
- Adapts program to help the needs of customers
- All based on evidence / signs / research
- 'Hope & Health Matters'
- Run conferences / workshops
- Can send different lists of programs for website
- Ecommerce / sign up for training etc through website
- Data capture
- Pre-evaluation / post-evaluation
- Hope scale on site (12 questions, the scale of 1 to 5)
- Motion graphic / infographic of existing data
- demographic - Broad but <u>Schools!</u>

- Sunflower is important & necessary
- creative choices is completely up to us
- <u>MODERN</u> design
- Always updated & fresh
- Photos to use are available
- Maybe some graphics / posters
- Rewrite mission statement in creative way (oxygen is to the body, what hope is to the mind)
- Video montage <ul style="list-style-type: none"> • Handing sunflower to different frame with new person (passing along hope)
- Really inclusive - <u>hope is for everyone.</u>
- responsive and interactive
* hopematters@resilio-ni.org

After we met with Marie and Martin, we were able to establish that Resilio is a voluntary mental health organisation founded by Marie Dunne. The company prides itself on delivering programs using evidence-based techniques to prove that hope is a teachable skill. Resilio was the first of its kind to use the Adult Hope scale to measure impact.

The Adult Hope Scale (AHS) is a 12-item measure of a person's level of hope (Snyder et al., 1991). The scale is measured from 'definitely false' to 'definitely true' and depending on the answer given, they add up to a total 'hope score.' Resilio uses this method as it indicates the respondent's current mental health state, which then allows for the most accurate program.

Resilio offers a wide variety of courses/

programs. These include but are not limited to, 'Hope Matters for The Workplace,' 'Hope and Healthy Attachments,' etc. Each course is tailored to meet the needs of the individual as Resilio's core ethic is that hope matters for everyone. As an extension to the company, Marie and Martin developed an app in 2020 named 'Hip Hope Hooray.'

Following the meeting, I typed up my notes to be more concise so that it was easier to refer back to (see next page). In an attempt to ensure everyone stays on the same page, I then posted this document on Basecamp for the rest of the team to refer to in case there were things I had misunderstood that they could point out for me, and also in case they had missed a few notes themselves and could add these into their notes.

Resilio Client Meeting 12/10/2023 @ 2pm

(Director of Resilio – Marie Dunn)
hopematters@resilio-ni.org

NOTES:

- Originating from American company iFred, Resilio was adapted for Ireland.
- Client interested in idea of live social media posts on website
 - Need to create social media profiles and plan when is best for them to go live
- "How to" guide will be provided for client when project is finished.
- Domain already exists
- Needs to be responsive and interactive
- Resilio = Latin for resilience
 - Not clear to all users. Can this maybe be represented in design elements?
- Purpose of company is to grow hope in individuals and communities
 - 'Hope is not just a wish; it is the strongest, most powerful protector of mental health'
- Programs available to create 'Hope Ambassadors' and can be adapted to help the needs of individual customers
 - Hope Matters for the Workplace
 - Hope Matters for Seniors
 - Hope and Healthy Attachments (new parents etc)
 - Hope and Health Matters
- Demographic is very broad but big focus on schools and young people
- Conferences and workshops are run for spreading the 'Hope Matters' message
 - A list of the different programs will be sent so that they can be incorporated into the website
- Ecommerce? Signing up for training etc through website
- Data capturing
 - Pre-evaluation & post-evaluation
- Hope scale somewhere on website
 - 12 questions to be answered on scale of 1 to 5
- Motion graphics / infographics of existing data?
- Really important to incorporate sunflower into branding, but open to creative ideas
- Client wants design to be very modern, always up-to-date, and fresh
- Photo bank is available and will be sent across
- Rewrite mission statement in more creative way
 - 'Oxygen is to the body, what hope is to the mind'
- Video montage as landing page? Can be used at event next year to showcase re-brand
 - Client's vision: handing sunflower along to different people in each frame, to signify passing along hope
- Important to make everything very inclusive to make it clear that 'hope is for everyone'

Following the initial meeting with the client, we also gained some clarification on their existing branding and social presence.

They have an existing Facebook, Instagram, and X (formerly Twitter) page. The existing profiles didn't have any consistency to them and didn't use the company name as they were still using an old name. Overall, the social media was quite outdated so this is something that was my main focus going forward as social media was my allocated role for this project.

Resilio's existing logo (seen below) does not do their company values justice which is why it needs a fresh new design. Looking back, I can now see that this was used in the existing website but it just wasn't very clear. The deep, muted blue doesn't work well with all backgrounds, and it would be difficult to use this logo in a smaller setting.



Such as a social media profile icon.

Marie (Resilio's founder) was very passionate about the new brand being brightly coloured to reflect the company. One non-negotiable element to be implemented into the re-brand was the sunflower. Marie was very passionate about the sunflower being the main design element due to it being the symbol of hope. In saying this, she was very open to any way we felt would be best to implement the sunflower as she wanted us to fully take the lead creatively.

I was very grateful to hear this as it gives us the creative freedom to create what we feel is best for the company's needs, due to our years of experience studying the subject, including freelance work outside of my studies.

Existing Facebook page



Existing Instagram page



Benchmarking

A huge part of the research for this project was benchmarking. The purpose of this was to look at the organisations in the same field as Resilio and look at what they are doing well in comparison to Resilio and what Resilio is doing well in comparison to the other organisations. We each researched two websites and benchmarked these against Resilio's existing website. These were then added to the brief to be sent to

the client. This task was really useful as it also gave us inspiration for what is best practice for this particular field which would then help us create the best outcome for the client. I researched the organisations Hope4LifeNI and The Jed Foundation. Please see the benchmarking tables on the next few pages with the best practice examples highlighted in the orange box.

First Impressions

	Hope4LifeNI	The Jed Foundation	Resilio
Target Audience	Landing page	About page	Not available
Aesthetics	Blue/green - symbolises 'calm' and 'peace'	Group images to represent community	Uses sunflowers to symbolise hope
Identifiable Aim	Home page	Home page	Bottom of home page

Look and Feel

	Hope4LifeNI	The Jed Foundation	Resilio
Retina (HD ready)	All images and logo are	Some images and logo are	Most images and logo are not
Responsive	Yes	Yes	Yes
Logo Placement	Top left	Top left	Centre
Font (body text)	Serif	Sans Serif	Sans Serif

Technical

	Hope4LifeNI	The Jed Foundation	Resilio
Contact	One click away in header	Scroll to footer	Half way down landing page
Analytics	None	Google analytics	None
Content Management	WordPress	WordPress	N/A

Content

	Hope4LifeNI	The Jed Foundation	Resilio
Explanation of service	Home page	Home page	Scroll on home page
Privacy Policy	N/A	One click on footer	N/A
User emergency help service	N/A	Two click on nav bar	N/A
Social media links	Footer and contact page	Footer and drop down menu	N/A
Donations	Call to action button at top of each page	Call to action button at top of each page	N/A

Accessibility

	Hope4LifeNI	The Jed Foundation	Resilio
Clear navigation	Yes	Yes	No
Link underlining	No	No	No
Clear / accurate headings	Yes	Yes	No

Functionality

	Hope4LifeNI	The Jed Foundation	Resilio
Load time	1.5s	1.6s	N/A
Multilingual	No	No	No
Support Access	Yes	Yes	Yes

Navigation

	Hope4LifeNI	The Jed Foundation	Resilio
Primary menu	Visible on every page / rollover / drop down	Drop down	None
Contact us	Visible in header	In footer	Scroll to bottom of page
No. of clicks to contact us	1	1	0
Site maps	In footer of every page	In footer of every page	None

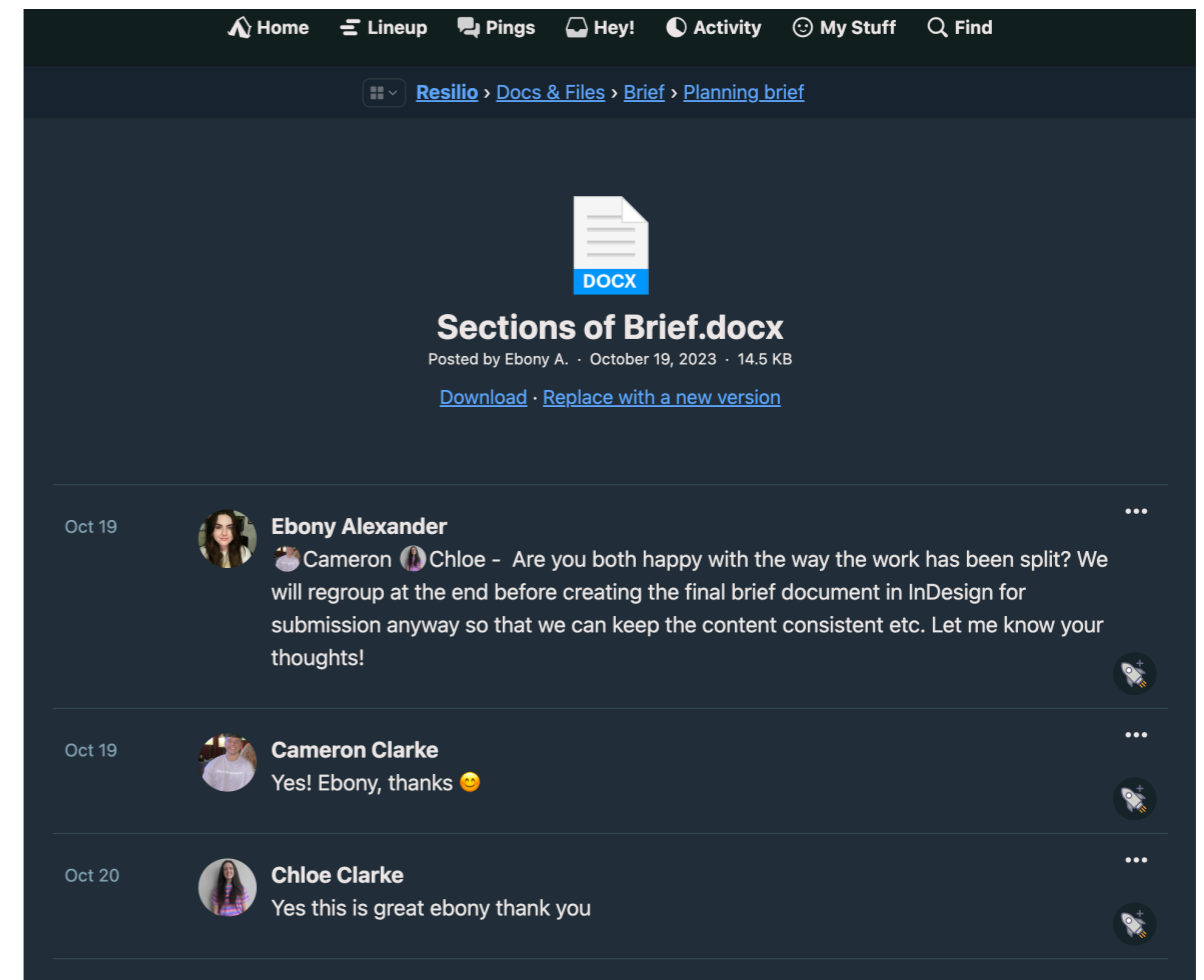
05. The Brief



Allocating Work

As I had completed my benchmarking examples ahead of class, Adrian suggested that I allocate the work split between the three of us for writing the brief. This was quite difficult because I wanted to make sure I was as fair as possible, ensuring we all had a similar workload. I noted down the subheadings that would be needed in the brief and then split this into three sections.

I then allocated the work to each of us based on bits of work we had separately complete in each section. Chloe and Cameron were happy with the split and it ended up being an even workload. Chloe volunteered to combine the brief into one concise document so she then took each of our sections and created the final brief document.



Sections of Brief

- Introduction – **Cameron**
 - Describe community partner
 - Summarise project (aim etc)
 - Explain objectives
 - Outline deliverables
 - List team
- Benchmarking / best practice – **Chloe**
 - Identify competitors / similar agencies (short paragraph on each one before benchmarking)
 - Benchmarking table which highlights best practice on each topic
 - Two or three examples of best practice with paragraph and screenshots
- The brief – **Ebony**
 - Branding / look and feel
 - Define target audience
 - Tone, message, style
 - Ecommerce / online booking for workshops and programs
 - SEO and analytics
 - Specify budget (no budget but use where applicable)
 - Timeline of deliverables
 - Content management guidelines (for client to maintain when project is finished)

Assigned to each group member to get content and information nailed down but will regroup and edit final brief together to ensure it is consistent.

****Refer to rough brief template in files for an idea of how this will be laid out****

The Brief

Brand

Resilio require a new visual identity and brand as they don't currently follow any specific brand guidelines or use an official logo. It is essential for a sunflower to be incorporated in the identity as it is the international symbol of hope; this can be done in any creative way which best represents the brand. Branding will include a colour scheme, typeface, logo, and collection of graphics for social media. A content management guide, extending to brand guidelines, will also be provided for website/social media maintenance and consistency.

Aim

The aim of this project is to increase the awareness of Resilio's message and services. This will then extend to general awareness of the importance of taking care of your mental health and how hope is an essential tool in achieving this.

Look and feel

The brand development should use a colour scheme which reflects the tone and message of the company values. For example, the current non-adhesive colour scheme includes a lot of yellow which directly relates to the sunflower representation, but also symbolises optimism, imagination, and most importantly, hope. This theme should continue with colours that convey the message that Resilio intends. The website

should use the colour scheme in a way that compliments the content used and that is easy-on-the-eye so that it is attractive to users and draws them in to explore the website. The overall look and feel of this website should be modern and fresh. This will include heavy use of graphics to provide a user experience that is personal and inviting, rather than a surplus of images which can negatively affect the user if they are in a negative mental space. The brand should represent inclusivity within gender, race, disabilities, age, and sexual orientation.

Audience

Resilio has a very broad audience as the message that 'hope is for everyone' doesn't exclude any potential users. However, the programs on offer within the site specify the target audience that will respond best to each program: expecting/new parents, seniors, young school children etc. The design elements should reflect this to show how each program can be tailored to suit individual's needs.

Tone

The information should initially be very minimal and to the point, with explanation of service easily accessible either on arrival to the site or one click away, as proved in best practice examples. This will ensure users are immediately drawn in and aren't deterred by struggling to find concise information that is vital to understand the

purpose of the company. Mental health is a very personal and intimate journey for each individual which requires a gentle approach, therefore the overall tone should be inviting but informative and neutral in opinion where necessary.

Platform

The website will be designed on WordPress and will be responsive to all devices. It will be designed primarily for mobile as this is the most accessible for people, due to the majority of people owning a smartphone while not everyone owns a laptop/computer.

Ecommerce/ Online Booking

The site should allow for users to book workshops and involvement in programs online which will involve the use of ecommerce. This will require the site to be secure so that users can confidently divulge their personal information including bank details.

SEO and analytics

Using search engine optimisation (SEO) and analytics is best practice for helping to better understand user experience, and therefore improving efforts in making modifications to the website so that it can be better ranked on Google and other search engines. Google Analytics will be used as the primary SEO for the site, as this is the most favoured search engine worldwide.

Budgeting

This project is part of university coursework so will not have a formal budget as it is not billable work, although there will still be costs to be paid by Resilio. Non-negotiable costs will be the domain name, hosting, and WordPress package for the website. As Resilio have declared they already own a domain name and hosting provider, the only cost will be the WordPress package. The recommended package for this project will be the business package at £32 per month. If paying annually, you will save 37% which works out at £20 per month or £240 overall.

Timeline

Each member of the team will create three design decks. As a group, they will then choose their strongest designs of the three and will pitch one design deck each to Resilio. This will take place in week 6 (week beginning 30th October 2023). Resilio will then choose the design deck that they wish to proceed with, and the team will begin the process of creating the final product. The completed project will be handed in to module coordinator on the coursework submission deadline in week 13 (Friday 22nd December 2023).

“

Thank you so much
for this, I can see you
have put a lot of
work into it.

- Marie Dunne

Feedback

After sending the brief to the client, Marie responded to give us some feedback. She was very appreciative of the work that had been put into it and only had one slight change. The only change was juts to correct

some incorrect information which was a simple fix. Once the brief was signed off, we were able to get straight to work on our design ideas to prepare for the pitch.

06. Initial Concepts



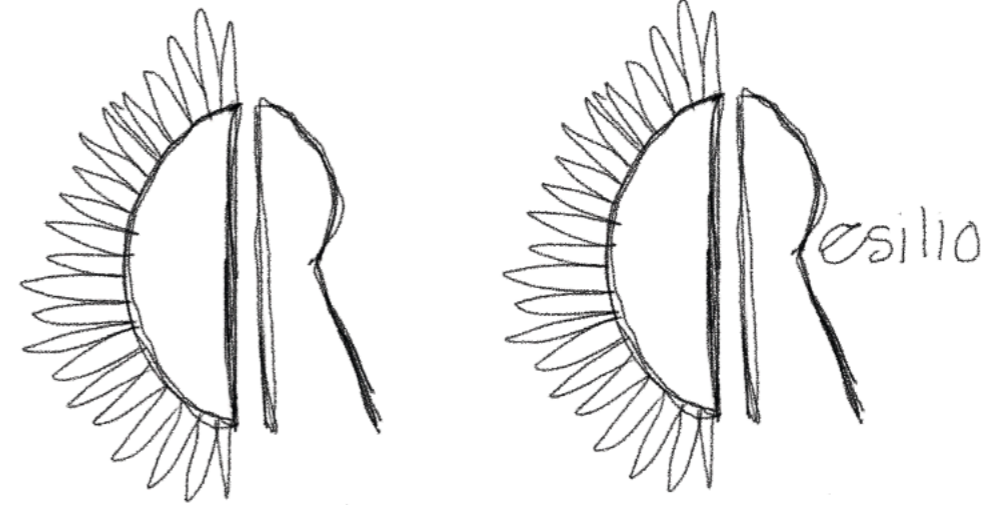
Initial Concepts

During the first few weeks of this project, while waiting to get the brief signed off, I was able to sketch some initial ideas. I knew that the client was set on a sunflower being the main component of the brand so I made sure to incorporate this into a few of my designs. I also wanted to create a few designs that were completely different from what the client asked for - the 'safe' option. I found that this was a very effective way of working. By designing what the client asked for first, I feel that it was very boring and too 'safe.' To get away from this, I wanted to design something that was the complete opposite of this; bold, artsy, no sunflower. I knew that this would not be the design I would pitch because it was deliberately opposite of what the client wanted, but

experimenting with this allowed me to push myself into being more creative and thinking outside the box. This then allowed me to meet somewhere in the middle for the next design.

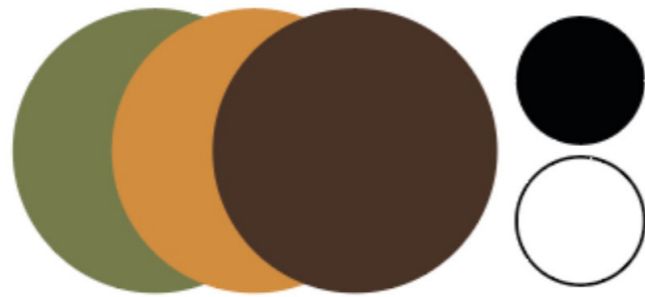
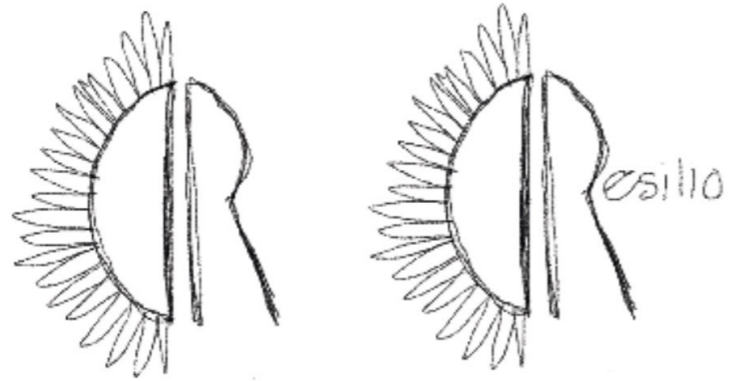
I have included a screenshot of each concept on the next few pages, including feedback noted on the designs to help with improving the design to be best practice while also keeping the client's needs in mind.

I was able to refine the final design down to a simplistic font and also incorporated the sunflower in a more modern way than the initial concept.



Concept 1

Why not experiment with sunflower behind?



Safe - clients original vision



Why not experiment with sun / sunflower as the 'O'?



Concept 2



Purple: power, ambition
Green: peace, tranquility, hope, harmony, optimism
Orange: optimism, confidence, enthusiasm
Beige: implicit, comfort, wisdom and trust
Lilac: innocence, youthfulness, tranquility



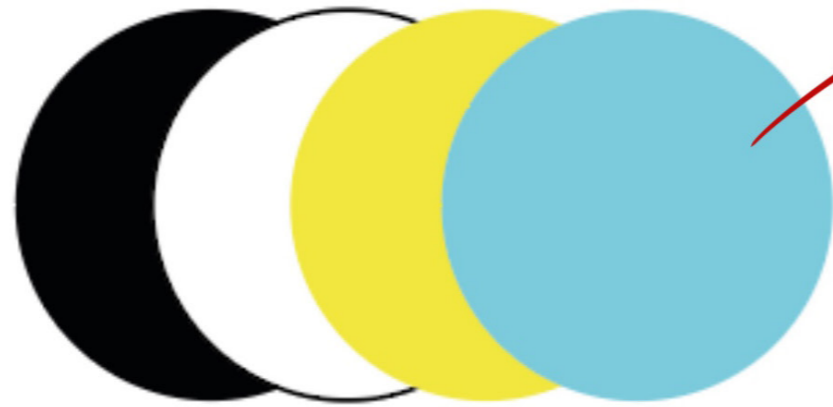
BESILIO Artsy?

Art Nouveau

BESILIO

BESILIO

Concept 3



Bold blue works
- Bright, eye catching
- works well for print

RESILio

RESILio

RESILio

Concept 4

* combine with sunflower design in concept 1 *



Butterfly symbolises hope, new beginnings, re-birth



New bud growing to symbolise hope, new beginnings, re-birth



Text should be same direction - best practice

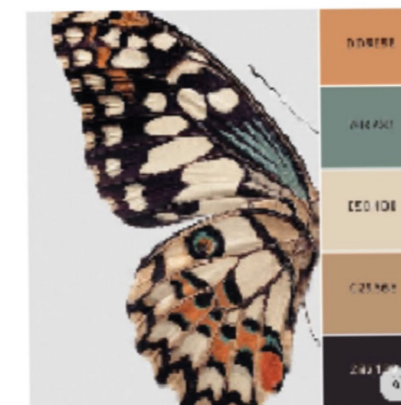


Be careful of space between e & s

Try tagline directly underneath?



Teal: clarity, open communication, practical thinking, used for stress relief
Brown: organic, warmth, security, earthiness

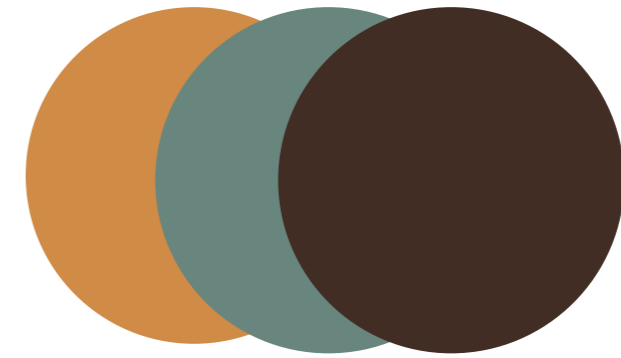


Use sunflower yellow instead

Exploring Concept 4

I took the font 'Caviar Dreams' from concept 4 and tried experimenting with different ways to incorporate the sunflower while also adhering to the brief, making the design simple and modern. I liked the teal, yellow, and brown colour scheme so I decided to stick with this. There were a few different

designs I liked until I realised that they didn't fit the brand. For example one of the designs resembled a spa therapy brand because the sunflower looked more like a lotus flower. Then another design, Adrian pointed out looked like an orange.





Resilio

Resilio

Resilio Resilio

Resilio



Final Concept for Pitch

Primary colours:



Youthful Yellow
#D48E3D



Benevolent Brown
#4A3428



Tranquill Teal
#708A81

Secondary colours:



Balanced Black
#000000



Welcoming White
#FFFFFF

Resilio

Resilio

Resilio

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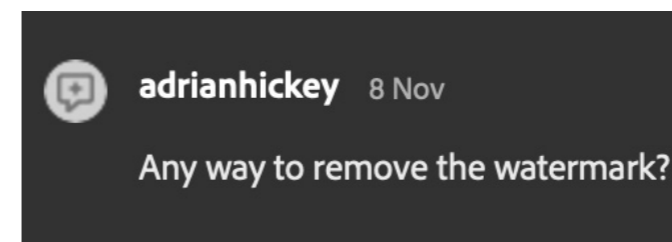
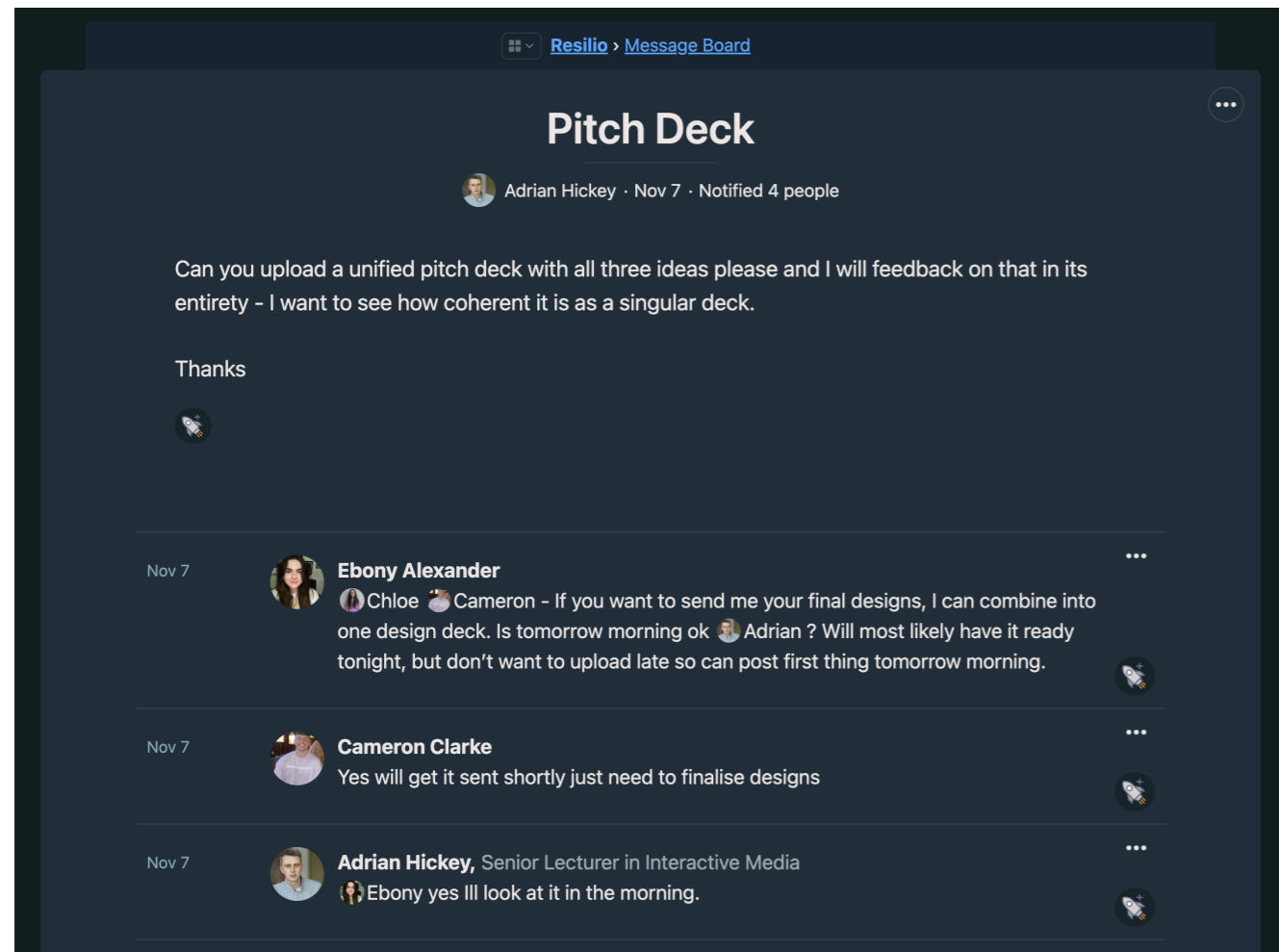
07. The Pitch



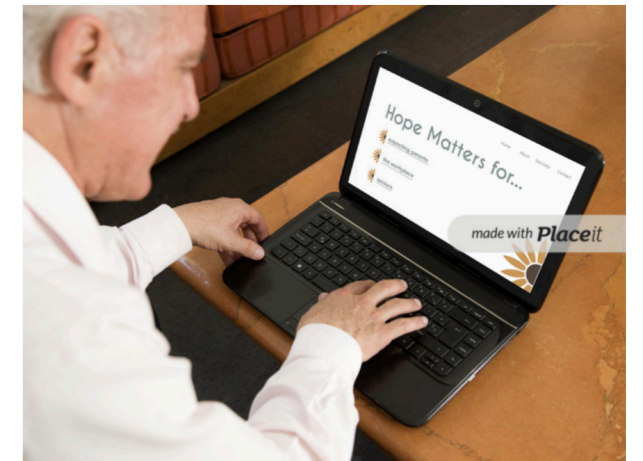
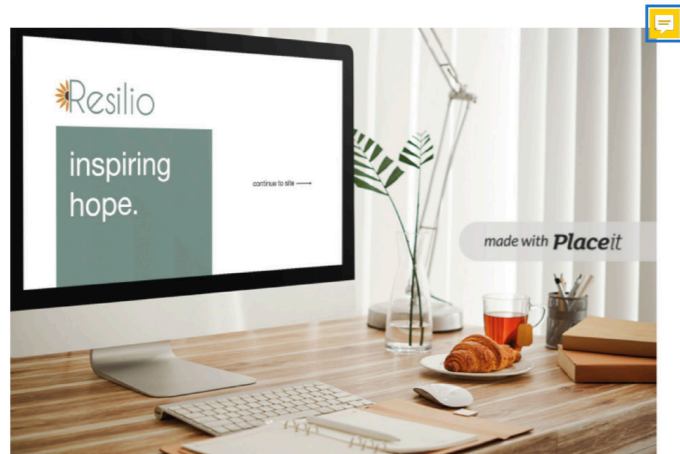
The Pitch Deck

After deciding on the concept I wanted to put forward to the client, I needed to put this into a pitch deck to present to the client. Since Chloe had worked hard on the brief document, I volunteered to create the pitch document. We had asked Adrian for feedback our on designs and he wanted to see a unified pitch first. I responded to

Adrian on basecamp, tagging Chloe and Cameron, and let them know that if they wanted to send across all of their designs, I would combine this into one consistent document for us to pitch to the client. Adrian then came back with some feedback on 'best practice' that could improve the pitch deck (please see next page).



Unfortunately, I wasn't able to find a mockup generator that didn't have watermarks as there were certain images we wanted to use as they reflected the company values. This was the only piece of feedback I wasn't able to take action on.



 **adrianhickey** 8 Nov

I dont think you have time but a screenshot and photoshop job on an existing Wordpress theme would have been preferable here - this is a bit sparse

Unfortunately, I wasn't able to find a mockup generator that didn't have watermarks as there were certain images we wanted to use as they reflected the company values. This was the only piece of feedback I wasn't able to take action on. I agreed with this feedback as I wasn't initially happy with my mockups. Due to time pressure, I felt that there wasn't enough time, but due to the client having a reschedule (more on page 068) I was able to make this change into something that resembled a functioning website (please see next page for feedback implemented).

I was able to create a basic website mockup which gives the client more of an idea of what it could look like. I included a navigation bar and hyperlinks to show the client that you can then click throughout


different parts of the website. I was much happier to be presenting this version to the client as the initial version did not reflect my best work.

CONCEPT 1 | MOCKUPS - TEAM UNIFORM



CONCEPT 1 | MOCKUPS - TEAM UNIFORM



 **adrianhickey** 8 Nov
Can you either - have stroke on all images or, my preference take stroke off all images

I originally had added a stroke to these images as they didn't blend seamlessly into the white page due to the off-white/grey colour. I thought the stroke would make this look better but I agreed with Adrian's feedback that this would then have to be consistent across the whole document for this to work. (please see next page for feedback implemented).

To implement this feedback, I decided to remove the third mockup that used the gray background and used this design on a different page of the pitch deck. I also felt that two images next to each other looked

a lot better than three images arranged together. I think this slight change instantly improved the look of this page in the pitch deck.



Pitch Meeting

09/11/2023 @ 11.30am - Microsoft Teams

Day of the Pitch

The morning of the pitch came and I had spent the previous evening preparing my notes and ensuring that the pitch deck looked the best it possibly could. Once all three of us were present on the teams call, Claire joined and we spoke about who was going to screenshare so that we had this in order when the client joined. I volunteered to do this as my concept was first in the pitch deck, so I would just continue clicking through it for Cameron and Chloe's turn. I also had a strong Wifi connection so hoped this would avoid the meeting cutting out at any point.

Martin of Resilio joined the meeting and shared that unfortunately Marie wasn't able to make it due to a family emergency. Claire

decided to reschedule the pitch as it was really important to have Marie present as she is the founder of Resilio and it is her vision that we were trying to bring to life.

The meeting was then rescheduled for the following Monday. This was still very uncertain as we would not know if Marie could attend that meeting either. As this was now running into week 8, Claire said that there would be a backup plan in place incase we couldn't do the pitch for Marie. We would record a voiceover for our pitch and we would receive the feedback over email. This wouldn't be the ideal outcome but it was important to have that backup as a last resort.



Rescheduled Pitch Meeting

13/11/2023 @ 1.30pm - Microsoft Teams

Day of Rescheduled Pitch

Thankfully the rescheduled pitch meeting was accepted and we were able to prepare ourselves again in time for Monday afternoon. As the pitch was now pushing into week 8, I was starting to feel the pressure but getting the pitch feedback was the first step into getting to work on the final deliverables of this project.

As originally planned, I shared my screen during the meeting and clicked through each page of the PDF during each of our pitches. This ended up being an uncomfortable experience for me. This was because when sharing the screen, I couldn't see the team's window. This made the whole experience very impersonal because I was essentially talking to an empty room

with a PDF opened on my laptop. To add to this, everyone's mics were muted so I couldn't hear anything from anyone. It was quite offputting during my pitch because I had no way of seeing the client's reaction to gauge whether or not my pitch was being received well.

If there had been more time, we would have been able to do the pitch in person as this would've been ideal. I feel that if it had been in person, I would've been able to create a rapport with the client by maintaining eye contact and presenting an overall more professional presentation. This was out of anyone's control due to time constraints, so I did my best under the circumstances.

Pitch Document

Including notes of what I spoke about during the pitch. Reasons for design, how this sticks to the brief and client's wishes.

CONCEPT 1 | COLOUR SCHEME

Primary colours:



Youthful Yellow
#D48E3D

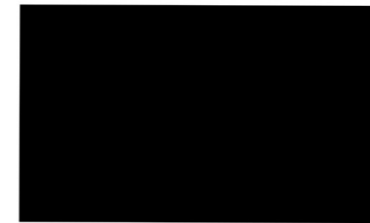


Benevolent Brown
#4A3428

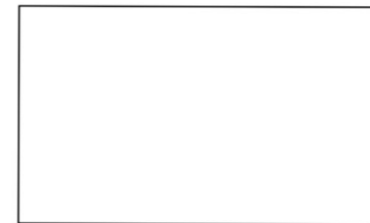


Tranquill Teal
#708A81

Secondary colours:



Balanced Black
#000000



Welcoming White
#FFFFFF

COLOURS WHICH
SYMBOLISE COMPANY
VALUES

Brown and yellow to tie
in sunflower theme

Teal commonly used for positive
mental health due to
calming qualities.

CONCEPT 1 | LOGO



- simple, modern font
- "wonky" e to break up somewhat boring text - can be perceived as imperfect or unique

- Incorporating sunflower as requested
- Traditional but very modern as mentioned in initial meeting

CONCEPT 1 | *LOGO & TAGLINE*



new tagline as requested during initial meeting. "something that summarises Resilio into 2 words"

CONCEPT 1 | LOGO VARIATIONS

 Resilio

 Resilio

 Resilio

- Variations of logo for different backgrounds

- Black for important documents

- white will also be included

 Resilio

 Resilio

 Resilio

CONCEPT 1 | LOGO VARIATIONS

- logo 'marus' / 'stamps'
- For use when logo needs to be smaller
- social media profile icon



CONCEPT 1 | *MOCKUPS - BUSINESS CARDS*



- Potential business card mockups

- minimal info to avoid being too busy
- using colour scheme for consistency



CONCEPT 1 | MOCKUPS - WEBSITE LANDING PAGE

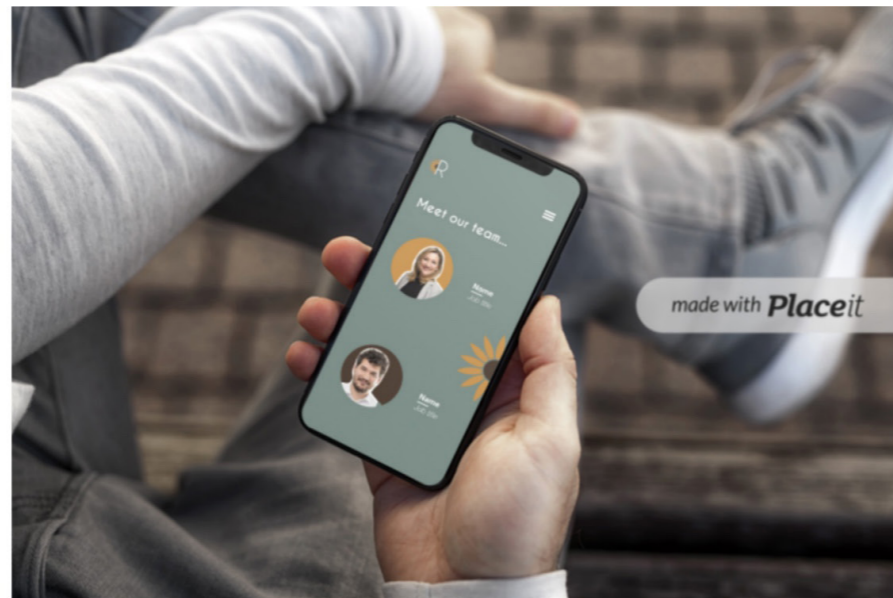


- What the website could look like
- Easy navigation

- consistent brand
- simple, minimalistic layout to create calm environment for users due to nature of company



CONCEPT 1 | MOCKUPS - WEBSITE LANDING PAGE



- How website could look on mobile devices
- Variation in colour scheme
- consistency is key

CONCEPT 1 | MOCKUPS - TEAM UNIFORM



- Potential team uniform for events etc
- could give to participants after completing a course.

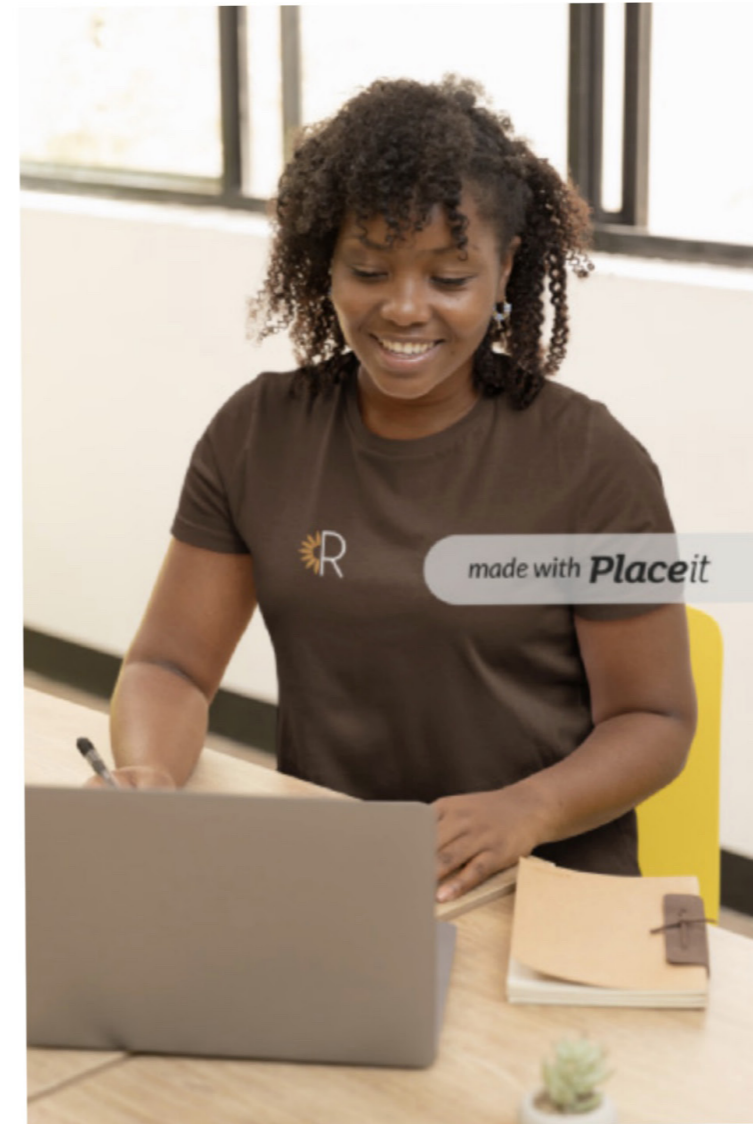
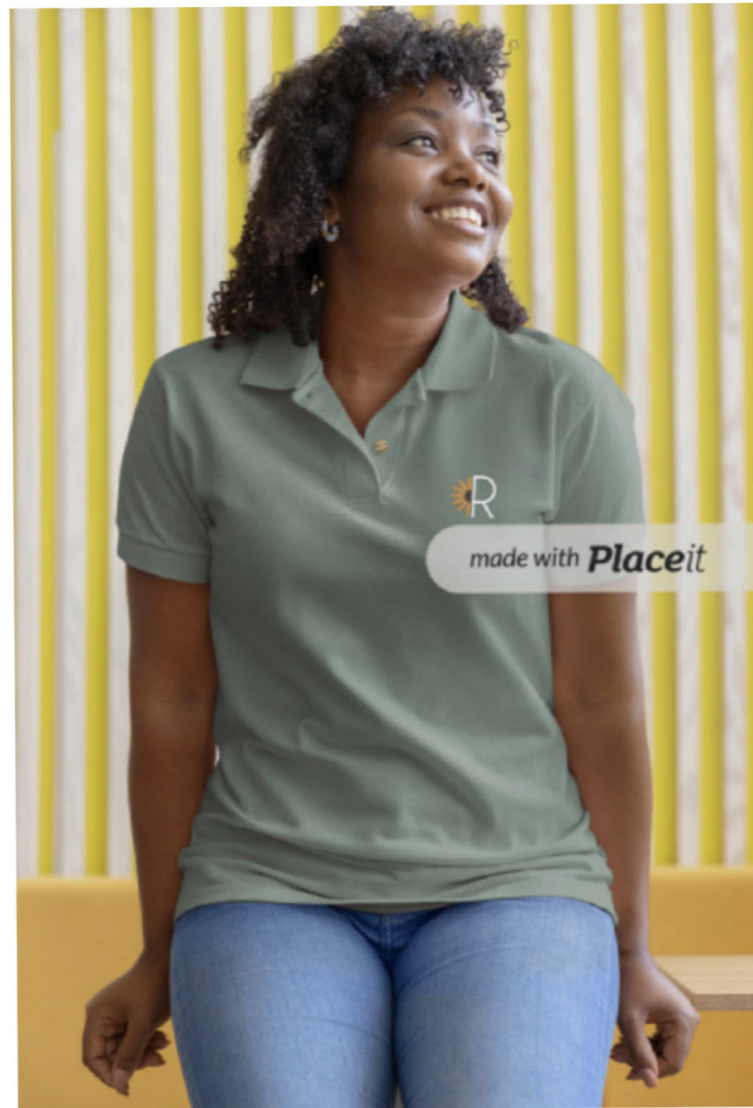
CONCEPT 1 | MOCKUPS - TEAM UNIFORM

- use of logo
'stamp' on back
of shirt



CONCEPT 1 | *MOCKUPS - TEAM UNIFORM*

- more professional /
official option for
a team uniform





Thanks for your time today and well done Ebony, Cameron and Chloe on your excellent presentations.

- *Martin Heaney*

Feedback

Marie and Martin had positive feedback for each of us individually. Claire asked them to keep all feedback until all three of us had finished our pitches. Once we had finished our pitches, Claire then asked me to put the PDF back on the first page so that Marie and Martin could provide their feedback and make a decision on which concept to go with for their re-brand.

For my feedback, Marie expressed that I was able to perfectly capture Resilio in my designs. She loved the 'wonky e' and the reasons I provided for it. She also loved the tagline, agreeing that it summarises Resilio into two words which is something she expressed she wanted in our initial meeting. Martin added to this feedback expressing how professional my pitch was in its delivery and presentation. I was really pleased to get this positive feedback from both Marie and Martin. It is very rewarding after putting so much effort into the designs and the thought that went behind them.

Claire then moved things along to get feedback for Cameron and Chloe's pitch so that we could then move on to the decision stage. Marie expressed she loved all three concepts but absolutely adored Chloe's logo due to the meaning behind it. Chloe had used heart-shaped petals as Resilio's purpose is the spread love. Marie loved this concept and wanted to use this. She said she would love to see my font combined

into Chloe's design as well as my tagline. We assured her this would be no issue and that we could combine these into a new design. Marie also mentioned how she loved the bright colours Cameron had put forward, especially the blues. To incorporate this, Claire suggested to Marie that we could combine Chloe's colour scheme for the yellow and orange, and then incorporate a blue from Cameron's colour scheme to create the desired colour scheme. Marie was very pleased with this outcome.

Martin expressed that Marie's opinion was most important as at the end of the day it's her vision, but in saying this he completely agreed with her decision anyway.

Marie and Martin were both very grateful at the end of the meeting and were looking forward to seeing the final designs come together. We spoke briefly to Martin about existing content we could use for the website etc. He said he would send over an email after the meeting to confirm all of this (see next page).

Overall, the pitch was a great success and we were all very pleased with the outcome. We got straight to work on creating the revised designs so that we could send this across to Marie and Martin to sign off on so that we could get started on the production stage of the project.

From: Martin Heaney <martin@unitytraining.net>

Date: Monday, 13 November 2023 at 18:26

To: Mulrone, Claire <cm.mulrone@ulster.ac.uk>, 'Marie Dunne' <marie92dunne@gmail.com>, Ebony Alexander <Alexander-E4@ulster.ac.uk>, Cameron Clarke <Clarke-C62@ulster.ac.uk>, Chloe Clarke <Clarke-C61@ulster.ac.uk>

Subject: RESILIO Website

CAUTION - EXTERNAL EMAIL
Do not click on links or attachments that are not expected

Never trust - always verify

Stay Alert - Think before you Click - Stop a potential Cyber Attack

Hi everyone,

Thanks for your time today and well done Ebony, Cameron and Chloe on your excellent presentations.

I have attached a word document with some Menu options for your consideration. I put these together quite quickly and had a wee chat with Marie after the meeting today and she's happy to use these ideas so you can get started your development work.

I have also attached a PDF with a snapshot of information from the Annual Report which I'm working on at the minute. It gives you a little bit of content information just to visualise.

The cover page on the Report contains the existing RESILIO logo which will be changed for next year after your rebranding. You'll also see a logo for an App called 'Hip Hope Hooray' which we developed in 2020. I designed this wee logo myself and it's quite simplistic. It's fully vectorised and I've attached this in .png format just for information.

I hope this helps for now.

Kind regards,

Martin

Martin Heaney

Managing Director

Unity Training & Consultancy

Director & Founder

Unity Training Community Interest Company

M: +44 7918 134409

E: martin@unitytraining.net

The screenshot shows a Slack message in a channel named 'Resilio'. The message is from Claire Mulrone, dated Nov 13, and is addressed to 4 people. The message content includes:

- Congratulations you three!! what fantastic feedback from your partners.
- Pitch Notes**
 - Logo - Chloe
 - Font- Ebony
 - Tag Line - Ebony
 - Pallet - Chloe
- Merchandise and Assets**
 - Zippies (small logo on the front & Large Logo or strap line on the back)
 - t-shirts (small logo on the front & Large Logo or strap line on the back)
 - Polo Shirt (small logo on the front & Large Logo or strap line on the back)
 - Certificates
 - Popups
 - annual report template
 - Poster Template
 - letter heard
 - business cards
 - presentation slides
 - e-zine template
- Web site**
 - Dynamic
 - Tab along the top
 - burger menu for tablets and phone
 - plugin for live social media feed
 - donate button - e commerce function
 - login feature
 - Martin will forward web page titles.
- Motion graphic of logo and potentially for the Hope festival event.
- Brand guidelines**
- How to guide**
 - well done again

The message ends with the name 'Claire' and a small profile picture icon. At the bottom of the screenshot, a reply from 'Ebony Alexander' is visible, dated 'Nov 13', with the text 'Thanks so much Claire!' and another profile picture icon.

08. Revised Pitch



Revised Logo

As requested by the client, the revised design would use Chloe's logo and colour scheme, and my tagline and font.

There were a few small things I wanted to change with the logo to make things feel more professional. For example, Cameron had noticed that the logo wasn't correctly aligned and Chloe agreed that she noticed this too late before the pitch. I then asked if she minded if I made a few slight tweaks to the design and got her thoughts on it as it was her initial design that the client loved.

As seen on the next page, the changes I made were very simple. I just felt that it tied the design together and looked slightly more concise and professional. I made the half-circle shape into a correctly sized semi-circle and curved the edges for a softer visual. I then created the heart

graphic again and made sure that they were perfectly spaced apart and followed the shape of the semi-circle seamlessly. Finally, I added the new tagline directly under and in line with 'Resilio' as this is something the client wanted to implement from my proposed design. As suggested by Adrian, I moved the tagline into the semi-circle rather than underneath it where I placed it originally.

I showed Chloe and explained what I had changed and why so that she could give me some feedback. The only thing she wanted me to fix was the size of the heart-shaped petals so that they were slightly bigger. Once I had done this, she was really happy with how her initial design had come together and was very happy with the tweaks I had made, agreeing that it really pulled things together.

Chosen Design



Revised Design



The process of reaching the final revised design consisted of experimenting with a few different variations of the logo. Initially, I tried using the same text layout as Chloe's original design, except using the font and tagline from my original designs. This looked ok but I tried a few other ways to make sure it was the best that could be done. I tried centering the text and aligning with 'Resilio' while also trying bold and thin text variations. Looking over these designs with Chloe and Adrian, Adrian

suggested putting the tagline inside of the sun/sunflower as this would look better when the logo is layered over other content. He suggested exploring this theory, so I downloaded a stock image and layered it over the logo variations to see what looked best. It was when the different logos were displayed over an image is when it was apparent that the tagline needed to be included in the logo rather than placed underneath as the black was too difficult to read against a busy background.



Revised Colour Scheme

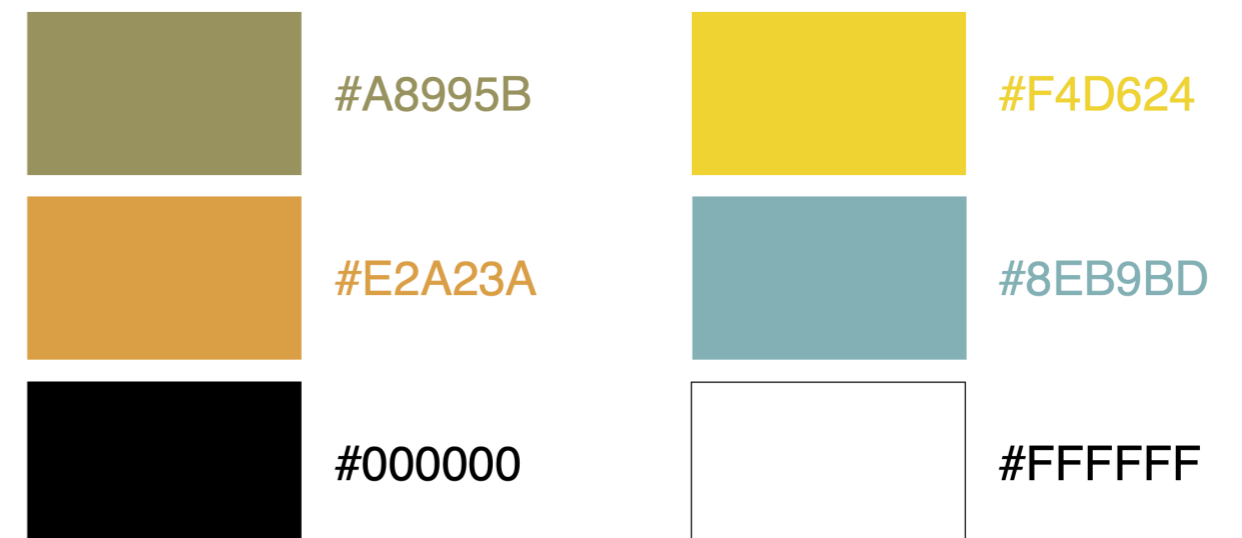
Once the logo was finalised, we had to revise the colour scheme and implement the changes that the client wanted. We kept the yellow, orange, and brown shades

to represent the sunflower and then we swapped the grey shade for a bright blue since Marie expressed she loved the blue colours Cameron's pitch concept.

Chosen Colour Scheme



Revised Colour Scheme



Revised Logo Variations

Since Chloe's initial logo variations were essentially different logos, I suggested taking the official logo and layer it over different coloured backgrounds using the

new colour scheme. We sat together while I did this on Illustrator and we were all really pleased with how this was coming together.



Additional Designs

We then added an extra design that wasn't in Chloe's original pitch. The only thing missing was a variation of the logo that could be used as an icon. I decided to experiment with this and eventually came up with this idea. I took the petals from Chloe's original logo and created a small

cluster at the side of a capital 'R.' I then created a few different variations of colours and put coloured circles behind them. Chloe and Cameron both thought this turned out well and Chloe made a great point that the circle variations would work really well as stickers.



Mockups

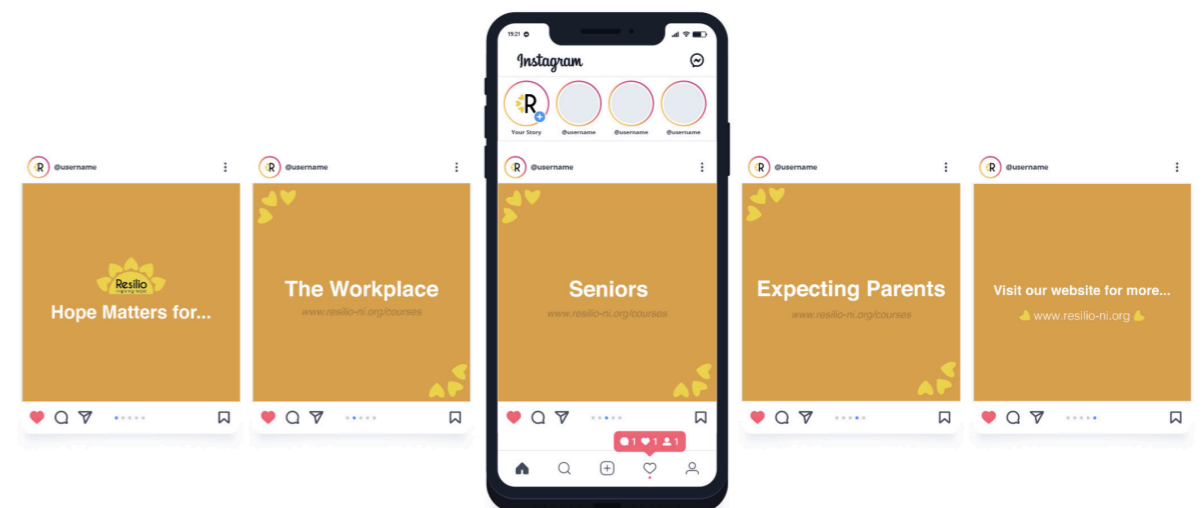
Since Chloe put the brief document together and I put both the pitch and revised pitch documents together, Cameron volunteered to contribute by creating all of the mockups for the revised pitch. He created mockups of the apparel and merchandise using the new logo. To add to this, I decided to create a promotional mockup to show how an advertisement poster could look on

the side of a bus stop. I also put together a mockup for an Instagram carousel post so that the client could envision the new Instagram page and the style of content we intend to create for it. I ensured to use of the official colour scheme and font. I also used the sunflower heart petal shape to add an interesting visual while keeping things consistent according to the re-brand.

Promotional mockup



Instagram carousel mockup



“

I am really delighted with the revised design. It looks so professional and eye catching.

- Marie Dunne

Feedback

We were all very pleased to receive the feedback from Marie regarding the revised pitch deck. She was very happy with the

final designs which meant we could move onto the production stage to bring it all to life.

09. Production



Sourcing Information


Once we had the pitch signed off, we were able to get started on the production stage of the project. To do this, we needed additional information to get the ball rolling for the production of the website. I drafted up an email to send to the client while Cameron was researching WordPress themes. We had a few issues getting

this information as Martin passed the request along to his colleague, Declan. Declan didn't respond to any of our written communications, so Claire had to step in and phone the phone number that Martin provided for Declan. She took Cameron into the call with her as he would be the one working on the website.

Re: Resilio - Revised Pitch Deck 😊 ↶ ↷ ↸

EA **Ebony Alexander <Alexander-E4@ulster.ac.uk>** Thursday, 23 November 2023 at 11:46

To: Martin Heaney; marie92dunne@gmail.com; Cc: Mulrone, Claire; [+2 more](#) ▾

 Screenshot 2023-11...
246.8 KB

[Download All](#) · [Preview All](#)

Good morning, Marie and Martin,

Thank you both for your responses to the revised pitch deck.

As we progress onto the web building stage of the project, we need a few details for the website:

- Hosting / domain access
- Courses and course materials
- Donation button (we will need to add an e-commerce plug in)
- 'About Resilio' / history
- Team details and high-resolution photos if possible
- Contact details
- Testimonials
- Partners and funders (we will include their logos)
- Members area - purpose / what this will include
- Which social media platforms would you like to include a live feed from

We are using WordPress to build the website. The package most suited to Resilio's needs is approximately £20 per month but there may be additional costs for the plug-ins you require. We have compared this to other web builder sites but this one suits the company needs most and is also the cheapest option. Please see screenshot of the package attached for more details of what's included.

Martin we would like to discuss the template with you. We need the WordPress account to be created under your name and details. We can do this for you but will need an official email address, company bank details, company address. We could facilitate a Teams call to complete this process together online and negate the need to share bank details through text.

As you are aware we are now in week 9 and we have only three weeks to finish this project, and as a result this is an urgent request. This needs to be completed for us to move the project on. Have you any availability today or tomorrow to sort these issues out?

Many thanks,

Ebony

External Re: Resilio - Revised Pitch Deck

Marie Dunne <marie92dunne@gmail.com> Friday, 24 November 2023 at 10:59

To: Ebony Alexander; Cc: Martin Heaney; Mulrone, Claire; Chloe Clarke; +1 more

Annual general repor... 9.5 MB
 The Hopeful Minds P... 1.9 MB
 RESILIO ANNUAL RE... 801.6 KB

Download All · Preview All

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Hi Colleagues , I have started to populate the attached doc with information you need. I hope i am on the right track i have included our annual report and also the research papers that have been published, Can i check do you need the bank details for the donate page as i have them if needed Martin will respond to the technical questions but i know he is training all day today

MARIE

External Re: Resilio - Revised Pitch Deck

Martin <martin@unitytraining.net> Friday, 24 November 2023 at 13:08

To: Marie Dunne; Cc: Ebony Alexander; Mulrone, Claire; Chloe Clarke; +1 more

CAUTION - EXTERNAL EMAIL
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Hi everyone,

Sorry I'm just getting a chance to catch up on the last couple of emails. I'm teaching all day today and I've a meeting at lunch time.

I've just spoken with my colleague Declan Stevenson who looks after the web hosting and email accounts for RESILIO and all the websites and Apps we have developed. He will be managing the hosting of the new website for RESILIO that you are designing. Declan is a professional web developer and runs his own design and web hosting company called D4 Webdesign. Declan and I work in partnership on many IT projects and he's happy to be a point of contact in terms of any questions about the hosting, discussions about Wordpress and he's also happy to set up a cPanel.

Declan's email address is info@d4webdesign.co.uk and his mobile number is +44 7595 310125. Please feel free to email him today to ask any questions you might have. He's also happy to have a conversation today to get things moving if that's a better option as I know you're all under pressure for time.

Good luck with the ongoing developments.

Kind regards
 Martin

Re: Resilio - Revised Pitch Deck



✉ Mulrone, Claire <cm.mulrone@ulster.ac.uk>

Friday, 24 November 2023 at 14:38

To: Martin; Marie Dunne; info@d4webdesign.co.uk; Cc: ✉ Ebony Alexander; +3 more

🔔 This message is high priority.

Many thanks Martin and Marie for the feedback and the materials.

Great to meet you Declan. The students will be in direct contact to discuss the web site development, as a reference here's the email the students sent yesterday regarding queries they have. This can be a guide to the upcoming discussion with the students.

Many thanks
Claire

**Good morning, Marie and Martin,
Thank you both for your responses to the revised pitch deck.
As we progress onto the web building stage of the project, we need a few details for the website:**

- **Hosting / domain access**
- **Courses and course materials**
- **Donation button (we will need to add an e-commerce plug in)**
- **'About Resilio' / history**
- **Team details and high-resolution photos if possible**
- **Contact details**
- **Testimonials**
- **Partners and funders (we will include their logos)**
- **Members area - purpose / what this will include**
- **Which social media platforms would you like to include a live feed from**

We are using WordPress to build the website. The package most suited to Resilio's needs is approximately £20 per month but there may be additional costs for the plug-ins you require. We have compared this to other web builder sites but this one suits the company needs most and is also the cheapest option. Please see screenshot of the package attached for more details of what's included.

Martin we would like to discuss the template with you. We need the WordPress account to be created under your name and details. We can do this for you but will need an official email address, company bank details, company address. We could facilitate a Teams call to complete this process together online and negate the need to share bank details through text.

As you are aware we are now in week 9 and we have only three weeks to finish this project, and as a result this is an urgent request. This needs to be completed for us to move the project on. Have you any availability today or tomorrow to sort these issues out?

**Many thanks,
Ebony**

Claire Mulrone Senior Fellow HEA
Community Engagement Manager &
Co-Director of Social Justice Hub
Academic Business Development
M: 07940656299
E: cm.mulrone@ulster.ac.uk

Re: Resilio - Revised Pitch Deck



✉ Ebony Alexander <Alexander-E4@ulster.ac.uk>

Tuesday, 28 November 2023 at 14:40

To: ✉ Mulrone, Claire; Martin; Marie Dunne; info@d4webdesign.co.uk; +3 more

Hi all,

I just wanted to send a follow up email as we urgently need these details.

Declan, please let us know if a phone call to discuss this would be preferable and we can arrange this today.

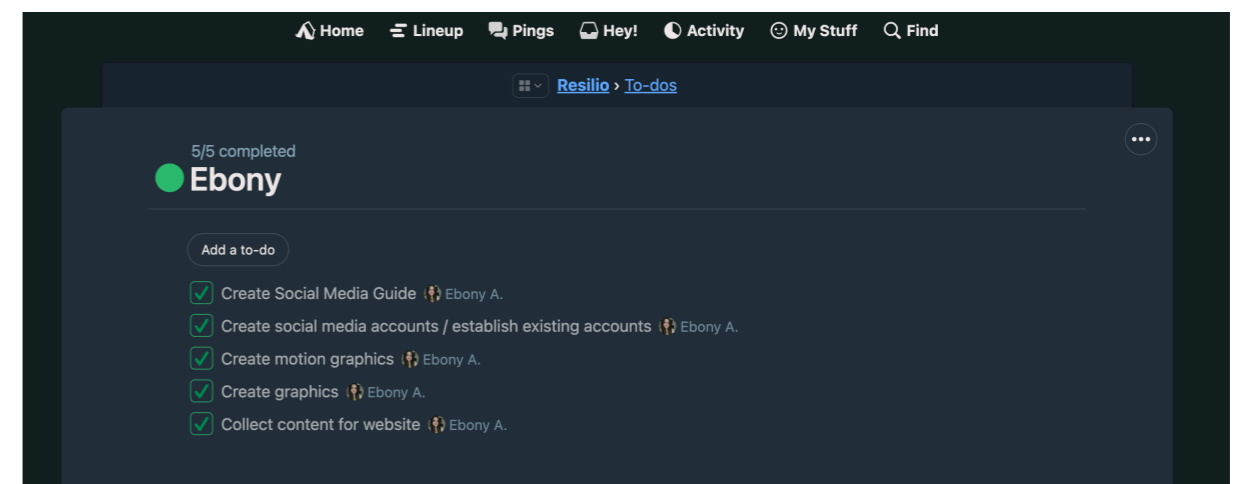
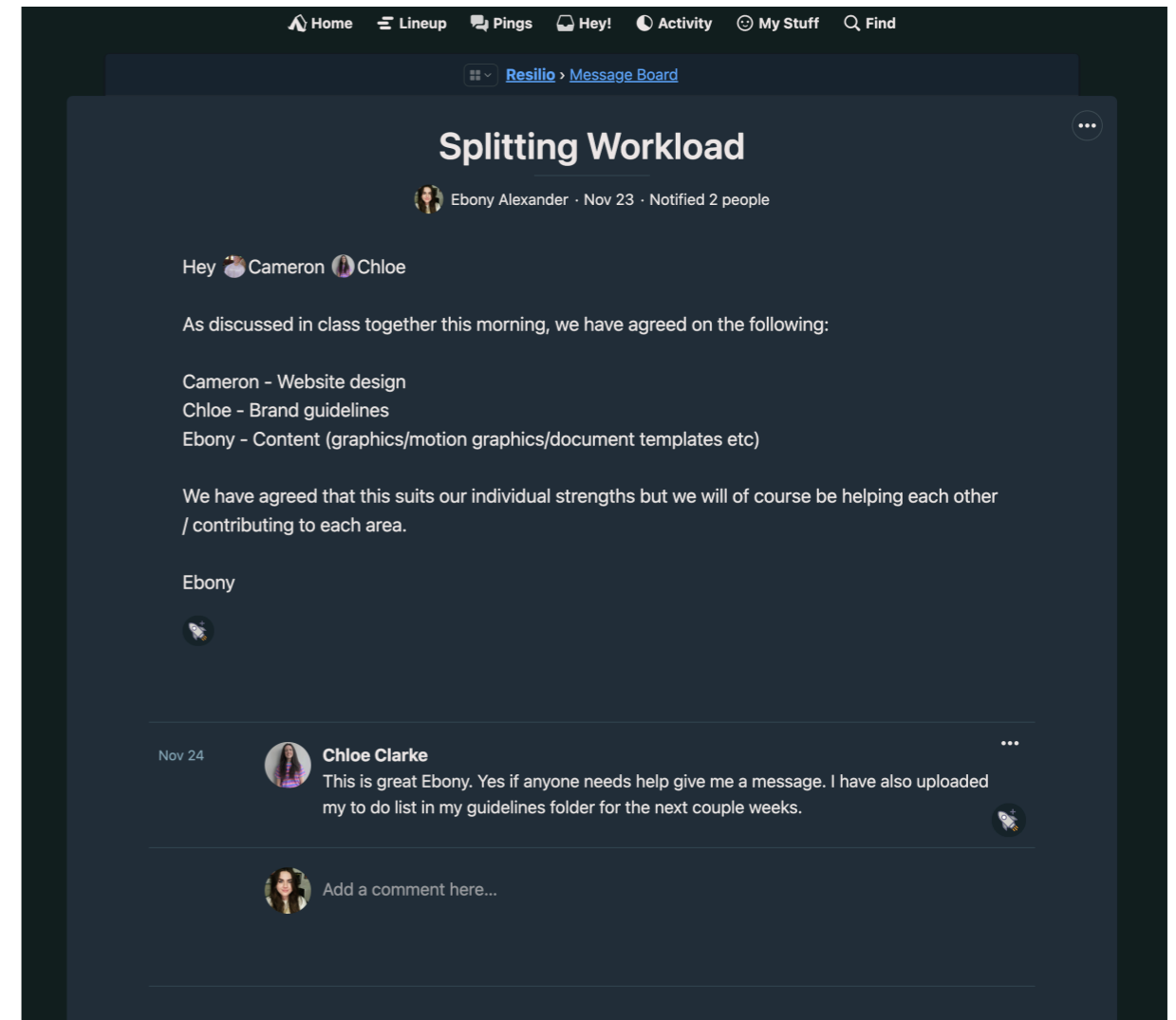
Kind regards,

Ebony

Allocating Work

Chloe, Cameron and I discussed how we could split the workload during class time. From the start of the project, Cameron expressed that his strength was web design so naturally we allocated the website to him in the work split. Chloe then volunteered to create the brand guidelines. This made sense because the concept for the final brand evolved from her initial design. I was

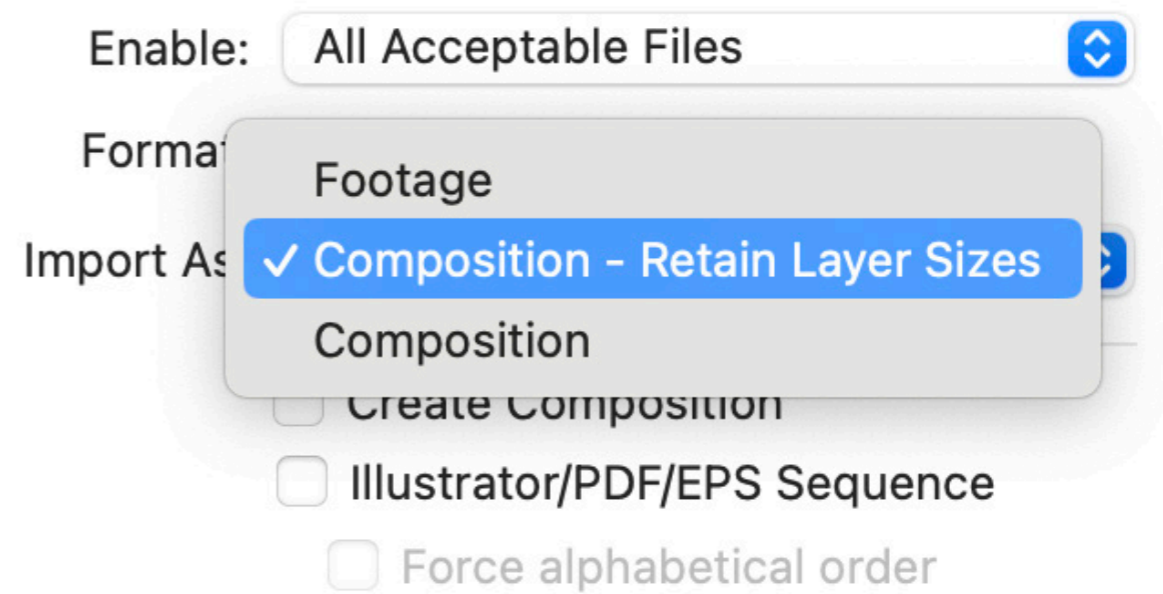
then more than happy to create the content and work on the social media presence as this is something I enjoy doing. For the purpose of splitting the workload evenly, this ended up working out very well. I uploaded what we had discussed onto Blackboard to keep us all right. I then made myself a to-do list on Basecamp so that I could keep track of my workload.



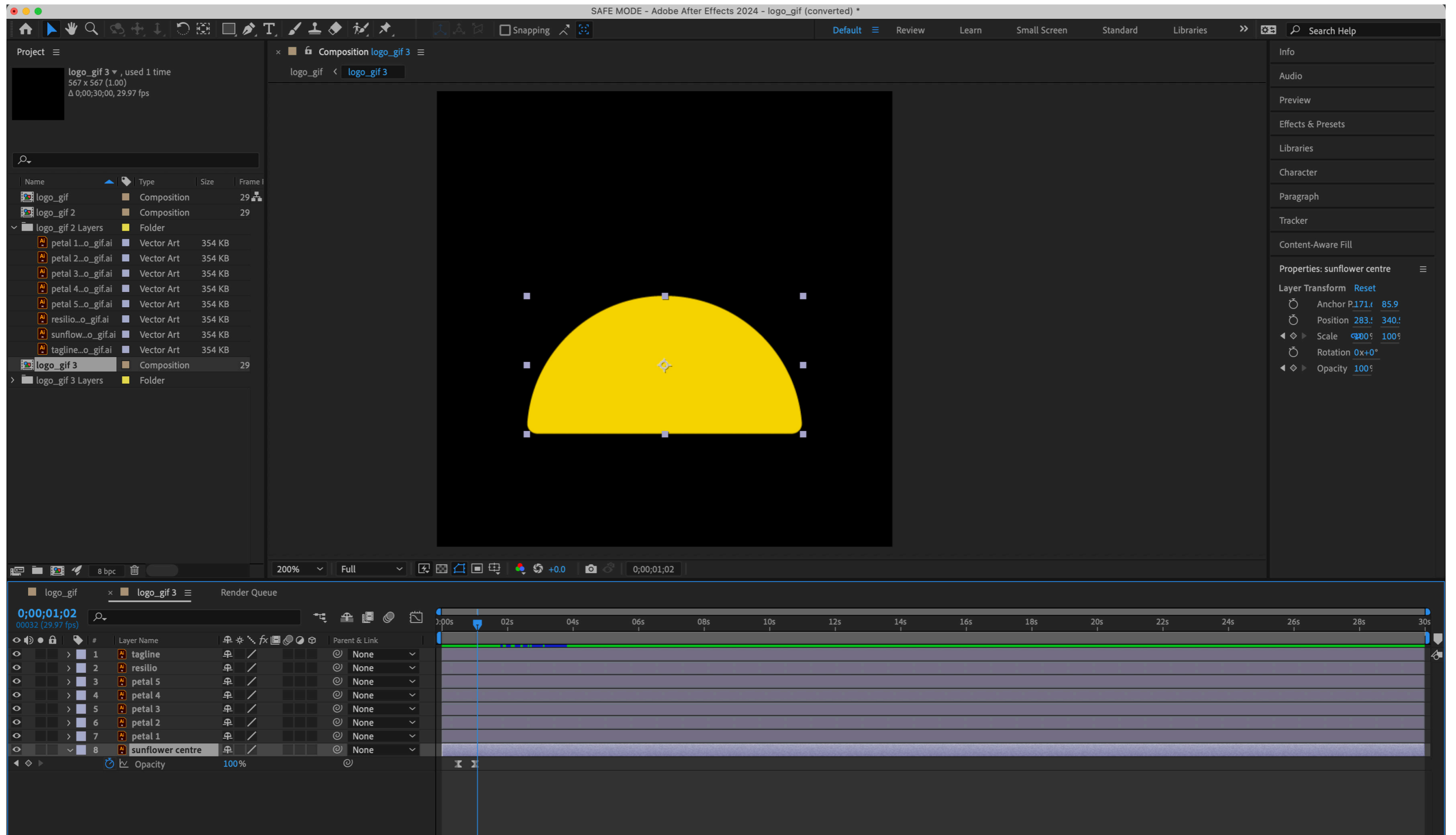
Motion Graphics

As discussed with the client during the pitch, one of the deliverables would be a motion graphic/gif of the new logo. As this was part of my work allocation, I started working on this first so that it could be utilised in the website if needed. To create the gif of the logo, I saved the Adobe Illustrator file of the logo and opened it on Adobe After Effects ensuring to select the option to retain layer sizes so that I could edit the individual layers of the graphic.

I wanted to create a simple motion graphic that reflects the company while still creating an interesting visual. I used a mixture of the opacity and scale tools to create this motion graphic. I exported the motion graphic as a GIF file so that it would play in a loop. I was happy with how the GIF turned out. It is aesthetically pleasing and the use of easy-ease created a very smooth, calming effect which reflects the company well.

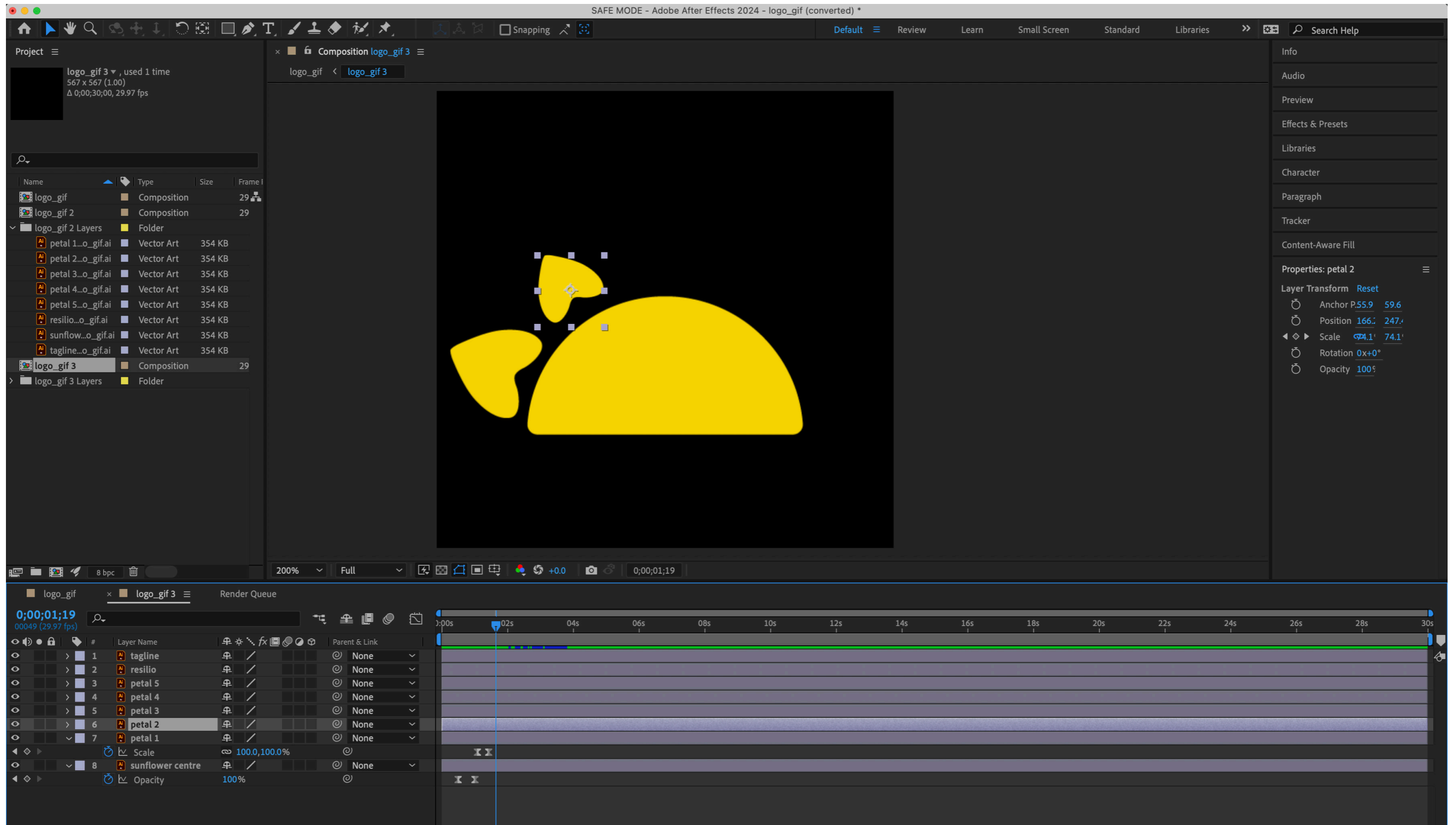


To begin with, I created a new composition and added each layer to it. I then used the opacity and scale tool on the semi-circle to create the effect of the sun rising.

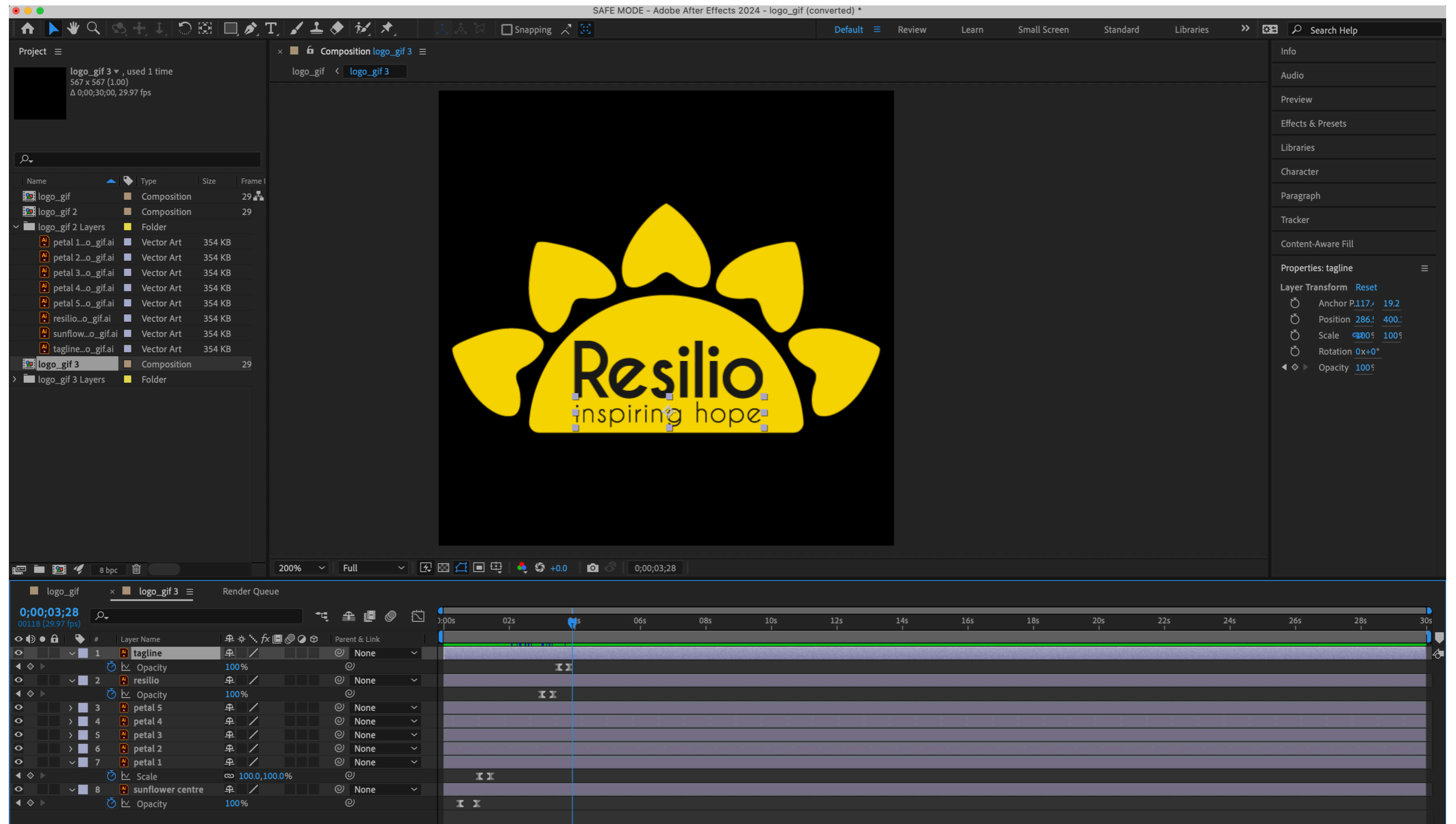


I then used the scale tool to introduce the petals. I made sure to use the anchor point tool to change the anchor point to the bottom of the petal so that when I increased the scale it looked like the petal

was growing from the sunflower. I did this to each petal so that it created a smooth transition until all the petals had been revealed.



Once all the petals had been revealed in the motion graphic, I used the opacity tool to introduce the company name and tagline. I wanted to introduce these separately so that it was more impactful.



I also created a motion graphic that scrolls through each course that Resilio offers. The motion graphic then ends on the logo gif to tie it all together. I created this using dimensions that could fit the website as a potential active header for the course page. I used the same tools and techniques to

create this motion graphic that I used to create the logo gif on Adobe After Effects. We didn't end up using this motion graphic for the website it won't go to waste as the client can utilise this at some point in the future.

Hope Matters for...*The Workplace*

Hope Matters for...*Adults*

Hope Matters for...*Children*
Adults



Graphics

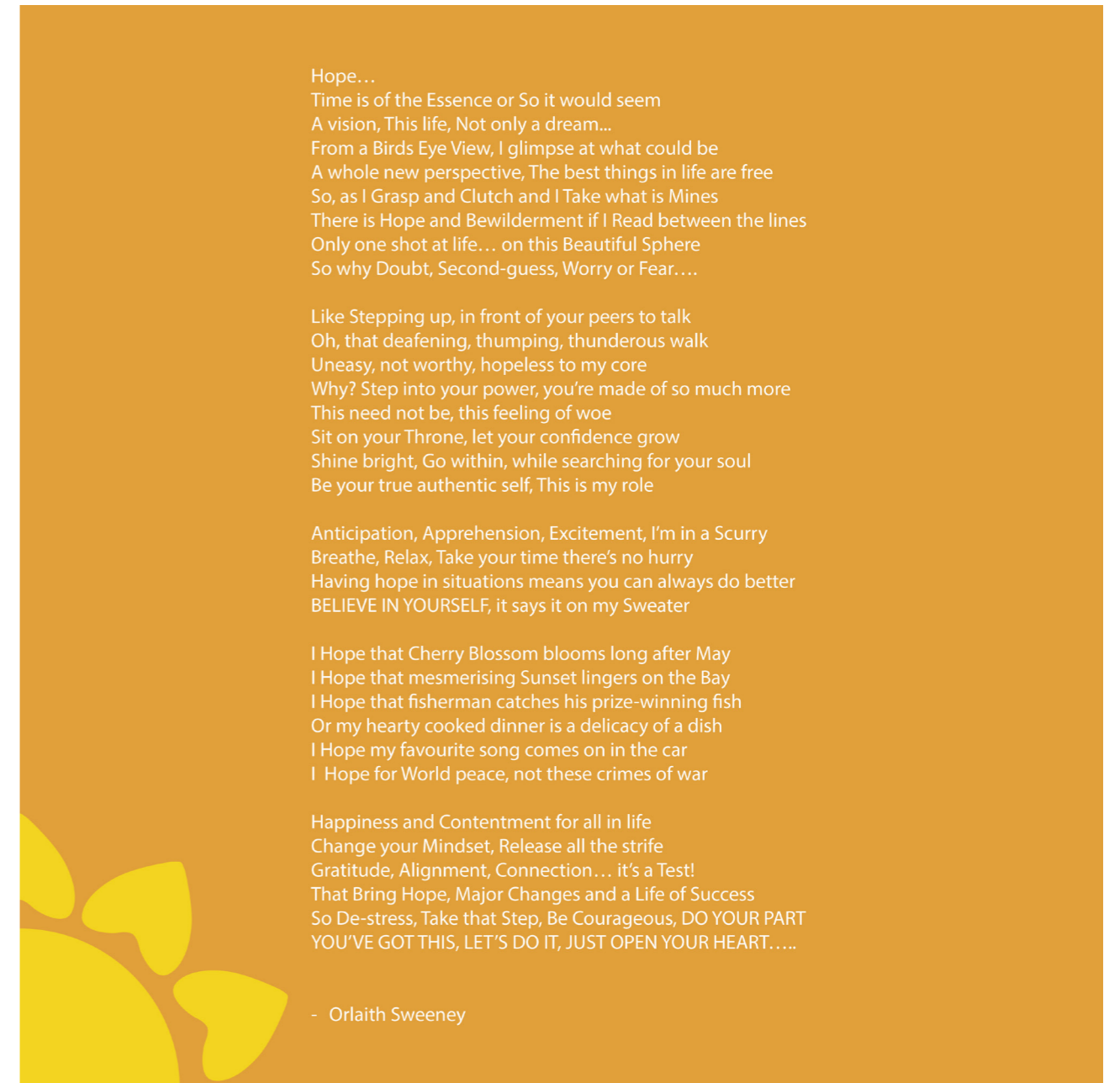
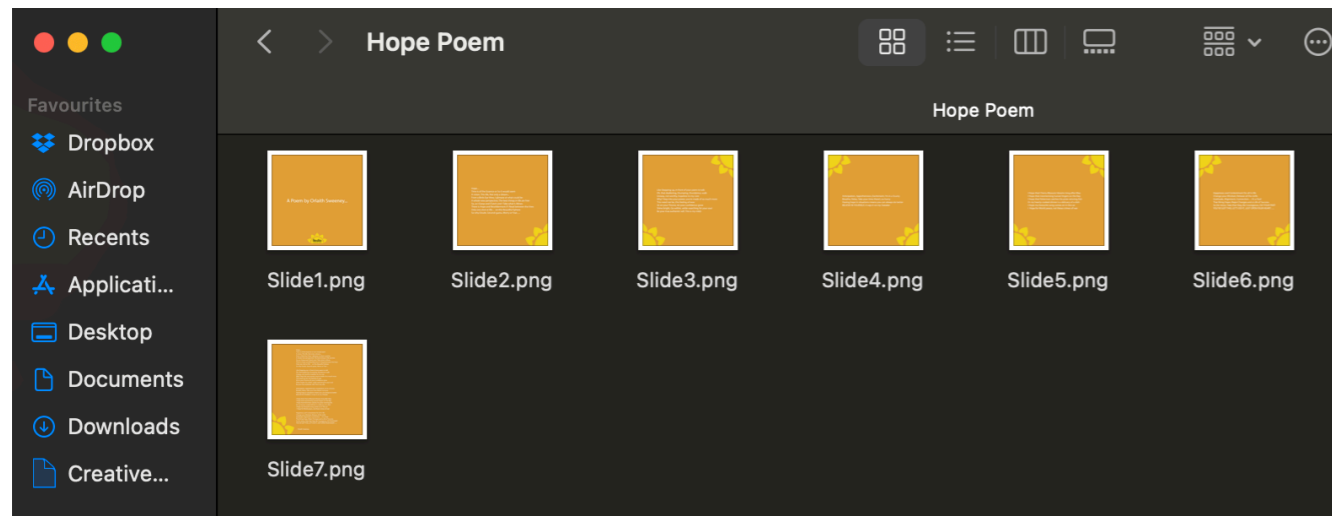
I wanted to create graphics that could be used across the social media platforms as well as the website. I made a range of graphics from stand-alone graphics to Instagram carousel graphics. I used Adobe Illustrator to create each graphic. The first batch of graphics were testimonials from past participants of Resilio's courses. I

created 7 of these and then duplicated them and changed the background colours using the official colour scheme so that there were 3 sets of testimonial graphics. This was so that the client had a range to choose from. Cameron added these across the website while I provided an Instagram mockup using them.



I then created an Instagram carousel-style set of graphics. Marie had provided Claire with a poem written by a past participant in one of Resilio's courses. Claire then forwarded this poem to us. I felt the poem was too good not to make use of it, so I thought the best way to utilise this was to make it into a visual element. I created seven 'slides' to separate the poem into sections. This means that, if posted on

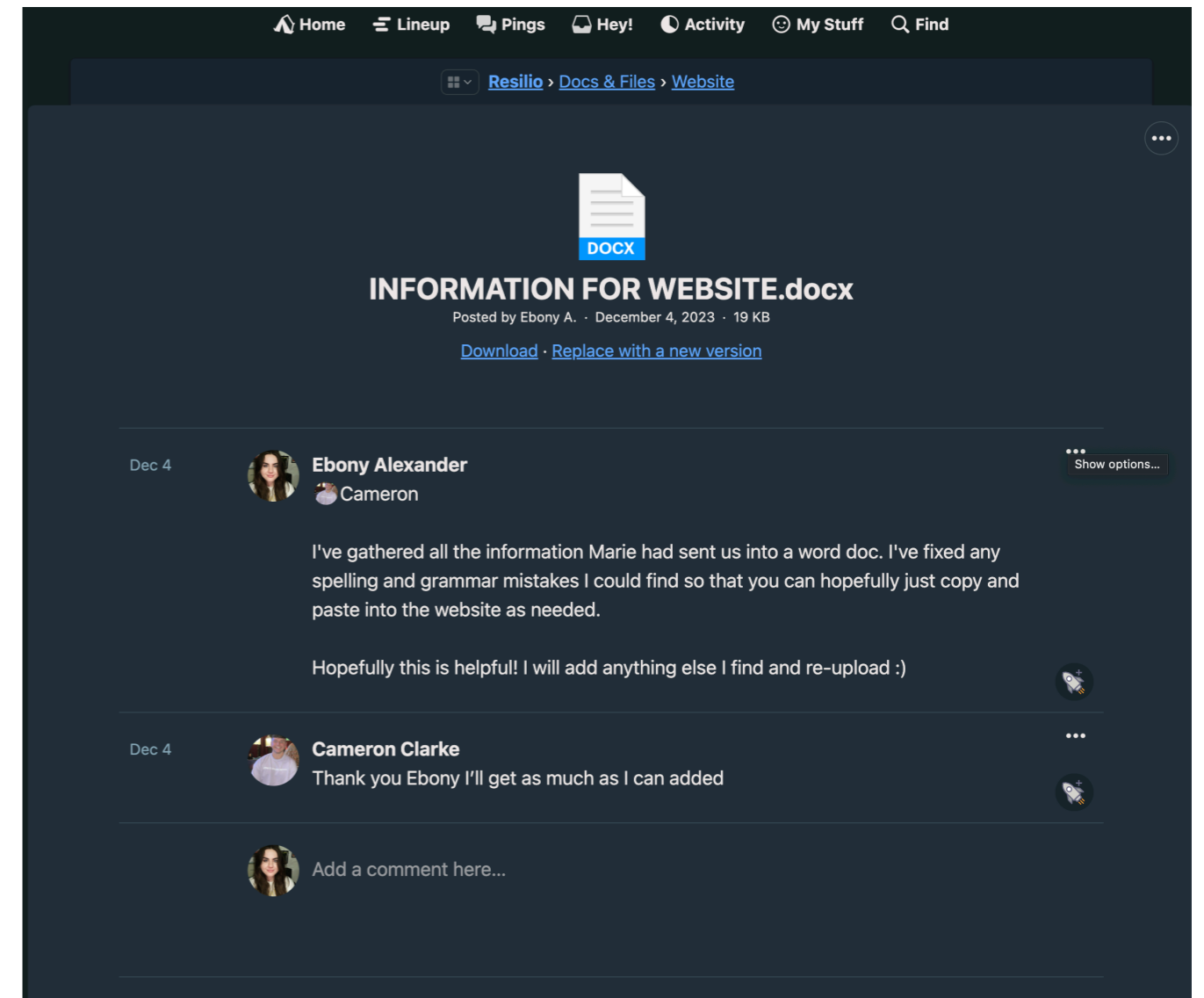
Instagram, the user would have to keep scrolling to read more. This is best practice for keeping followers engaged. One of the slides consisted of the poem in full so that it could be posted to people's Instagram stories as a whole rather than in sections. This could also then be used on Facebook and X. I made sure to organise each slide by numbering the files for easy use when posting.



Existing Content

In order to compile existing content, I went through the documents that the client had sent across and took the content that I felt was useful for the website based on the website sections that the client had requested. I put all of this information

into a new Word document, corrected any grammar or spelling mistakes I came across, and uploaded this to Basecamp for Cmaeron to refer to when uploading content to the website.



INFORMATION FOR WEBSITE

COURSE TITLES

- Hope and Attachment Matters for New Parents
- Hope Matters for Adults
- Hope Matters for Seniors
- Hope Matters in the Workplace
- Hope Ambassador for Parents
- Hopeful Minds Facilitator Training
- Hopeful Minds for Children

They can be delivered and adapted to meet the needs of individuals and organisations (face-to-face or zoom).

ABOUT RESILIO (WHY IT WAS ESTABLISHED)

Resilio was established in 2018 as a voluntary organisation with a vision to develop and grow Hope at individual, community, and organisational levels. The evidence has demonstrated that hope is a teachable subject, and it is one of the strongest protective factors in reducing the risks of suicide and self-harm. It also supports the impact of ACE's (Adverse Childhood Experiences). Resilio is constituted as an unincorporated entity (association) governed by a constitution based on the Charities Commission Northern Ireland (CCNI) model. It was adopted by the trustees on 11th of May 2018. Resilio registered as a charity on 19th of December 2019 and received charitable status on 21st of September 2020 with Charity No: 107684.

BOARD OF TRUSTEES (2022 – 2023)

- Leona Scott – Chairperson
- Nick Tomlinson – Secretary
- Patricia McDaid – Treasurer
- Dermot McFadden – Trustee
- Dr Karen Kirby – Trustee
- Tanya Smith – Trustee
- Andy Patton – Trustee

TEAM

- Marie Dunne – Founder and Director
- Martin Heaney – Master Trainer
- Mandy Chism – Master Trainer
- Suzie Mitchell – Master Trainer

TESTIMONIALS

- “Coming on the Hope Ambassador Training has been life changing, I have learned so much that will help not only me but my family.”
- “I loved every minute of the training, and I made real friends.”
- “Thank you for helping me to find ‘me’ again after attending the Hope and Healthy attachment programme. I enjoyed the laughter, but most of all the words of wisdom and hope.”
- “It was excellent training, and I am so looking forward to delivering the programme to our students.”
- I felt so part of the group throughout the training I can't believe how interactive it was.”
- “I have been on training around mental health, but I must say I gained more knowledge and skills from attending mental health and hope in the workplace. The two facilitators were so knowledgeable, and I would highly recommend it to others.”
- “I have gained knowledge and skills on how to grow hope, I just want to go on and do more training now and hopefully become a Hopeful Minds Facilitator.”
- “It is such a new concept to promote mental health as I have been at so much training over the years around Mental Health, but this was so uplifting. Congratulations to the inspirational facilitators.”
- “I am taking away so much hope that I am going to focus on my own family first as we have been through some tough times over the past few years.”
- “I attended the Hope and Healthy Attachments training, and I enjoyed every minute of it. The two facilitators helped me to reignite my old spark, thank you for all your lovely words and helpful tips. I feel hopeful for what is ahead of me.”
- “It was so uplifting to be part of this training, thank you so much and it was great to connect with some lovely people.”
- “Really impressed with the concept of experiential learning. It was great way to build my confidence to become a Hopeful Minds Facilitator.”
- “This training should be available to everyone. We are coming out of a pandemic, and we all need to know how to grow hope.”

PARTNERS AND FUNDERS

- Public Health Agency NI
- Developing Healthy Cities
- Greater Shantallow Area Partnership (GSAP)
- Western Health and Social Care Trust
- CLEAR
- Sure Start, Omagh
- Ulster University
- North West Regional College (NWRC)
- North West Community Network
- UnityTraining.net

Social Media

For Resilio's social media presence I needed to establish their existing accounts and ask for the login details. I also needed to establish if there were an account that needed to be created. In order to find out this information, I emailed Marie and Martin to ask if they were free for a call. I wanted to

do this so that I could speak with them over the phone rather than send passwords and private information over email. Martin was able to get back to me with a few details as they both weren't available for a call. This information helped me get started on the social media presence.

My initial email:

Social Media ☺ ↶ ↷ ↸

EA **Ebony Alexander <Alexander-E4@ulster.ac.uk>** Monday, 4 December 2023 at 19:30

To: marie92dunne@gmail.com; martin@unitytraining.net

Cc: ☑ Chloe Clarke; ✉ Cameron Clarke; ✉ Mulrone, Claire; 🔔 Hickey, Adrian ↕

Hi Marie and Martin,

Would either of you be free for a short phone call tomorrow regarding social media?

I need existing account details where possible (email, username, password). Alternatively, I will need you to read out security codes from the Resilio email address while I create new accounts for you.

I can be flexible most of the day tomorrow so please let me know if there is a time that suits you both. I can also be available on Wednesday if needs be.

Many thanks and hopefully speak soon.

Ebony

Client's response:

External **RE: Social Media** ☺ ↶ ↷ ↸

MH **Martin Heaney <martin@unitytraining.net>** Tuesday, 5 December 2023 at 12:30

To: ✉ Ebony Alexander; marie92dunne@gmail.com; **Cc:** ☑ Chloe Clarke; +3 more ⌵

CAUTION - EXTERNAL EMAIL
Do not click on links or attachments that are not expected
Never trust - always verify

Stay Alert - Think before you Click - Stop a potential Cyber Attack

Hi Ebony,

I'm teaching all day today but I'll get you the login details for the Resilio Social Media accounts for Facebook, Instagram and Twitter before the end of the day.

Kind regards,
Martin

Re: Social Media 👍 1 ☺ ↶ ↷ ↸

EA **Ebony Alexander <Alexander-E4@ulster.ac.uk>** Tuesday, 5 December 2023 at 12:54

To: Martin Heaney; **Cc:** marie92dunne@gmail.com; ☑ Chloe Clarke; +3 more ⌵

Hi Martin,

That is perfect. Thank you so much.

Best wishes,


Ebony

Martin got back to me the next morning with the login details to all the Resilio social media accounts (Instagram, X, and Facebook). He disclosed that he didn't have an official Facebook page set up as it was created as an extension of his personal Facebook. To navigate around this I suggested creating a brand new page that could be linked directly to the Instagram page. Martin responded saying that he would chat to Marie about this and get back to me ASAP. I followed up the email the next

day for an update due to time pressure. I added a few questions to this follow-up email because I had run into a few issues with the login details. I also wanted to get written permission to change things on the social media accounts in case they had a brand launch in mind. Martin got back to me very promptly to respond to my queries. I thanked him for this and proceeded with the work now that I had all the information I needed. Marie also responded with gratitude for her hard work.

Re: Social Media 😊 ↶ ↷ ↸

EA **Ebony Alexander <Alexander-E4@ulster.ac.uk>** Thursday, 7 December 2023 at 13:19
To: Martin Heaney; Cc: marie92dunne@gmail.com; Cameron Clarke; +3 more

 [Download All](#) · [Preview All](#)

Hi Martin,

I just wanted to follow up this email as we are quickly approaching the deadline. Did you and Marie come to a decision on the Facebook page?

I also wanted to ask your permission on a few things:

1. Can we change the usernames? (I was thinking along the lines of @resilio_ni across all platforms as this will be consistent and easier to find).
2. Can we change the profile icon to the new logo at any time or are you planning a specific launch date?
3. If there is no specific launch date, can we make the first few posts to get things started? (I have attached a mock-up of what the first few posts will be).

If you do have a re-brand launch date in mind, we will provide a content bank and social media guide so that this can be done within your timeline.

I couldn't access the twitter account. If you could provide the username and phone number linked to the account, I might be able to access it. The email address didn't seem to be enough as it tried to go through a verification process.

Can you also confirm if the official Resilio email address is 'hopefulminds@resilio-ni.org'.

Please let me know your thoughts and any potential changes to the proposed social media posts (mock-up attached).

I look forward to hearing from you soon.

Many thanks,

Ebony

External RE: Social Media 😊 ↶ ↷ ↸

MH **Martin Heaney <martin@unitytraining.net>** Thursday, 7 December 2023 at 16:19
To: Ebony Alexander; Cc: marie92dunne@gmail.com; Cameron Clarke; +3 more

CAUTION - EXTERNAL EMAIL
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Never trust - always verify

Stay Alert - Think before you Click - Stop a potential Cyber Attack

Hi Ebony,

Just as a follow-up to your email...

Did you and Marie come to a decision on the Facebook page?
Yes, I spoke with Marie this morning and suggested setting up a new Facebook account with a Resilio Facebook page linked directly to this and she thinks this is a great idea.

Can we change the usernames? (I was thinking along the lines of @resilio_ni across all platforms as this will be consistent and easier to find)
I agree there is a need for consistent usernames across all platforms, @Resilio_NI is the username for Twitter and it would be reasonable to use this throughout.

Can we change the profile icon to the new logo at any time or are you planning a specific launch date?
We haven't a launch date planned but I'm sure Marie will be happy to change to the new logo at any time.

If there is no specific launch date, can we make the first few posts to get things started? (I have attached a mock-up of what the first few posts will be).
If you want to do a few test posts across all platforms that should be no problem.

If you do have a re-brand launch date in mind, we will provide a content bank and social media guide so that this can be done within your timeline.
We don't have a re-brand launch date in mind at this stage, maybe this could go in line with the completion and launch of the website.

I couldn't access the twitter account. If you could provide the username and phone number linked to the account, I might be able to access it. The email address didn't seem to be enough as it tried to go through a verification process.
The email address hopefulminds@resilio-ni.org was used to create the Twitter account with the password was resilio2019 as I had mentioned in the wee document. These details still work as I've just logged in on one of my devices. The complete account information is below in case this might help:

Username: @Resilio [redacted]
Phone: +44 785 [redacted]
Email: hopefulminds@resilio-ni.org

We don't have a big presence on Twitter so it might be as easy to set up a new account as we don't have a lot of followers and we are no longer using the hopefulminds@resilio-ni.org email. It was the original email address set up and used for everything after I purchased the domain.

Can you also confirm if the official Resilio email address is 'hopefulminds@resilio-ni.org'
We are no longer using the hopefulminds@resilio-ni.org email for correspondence as mentioned above even though it's still active on our server. The official email address we are using for all correspondence now is hopenmatters@resilio-ni.org.

Please let me know your thoughts and any potential changes to the proposed social media posts (mock-up attached).
Your mock-up looks well Ebony; would you like to add any thoughts Marie?

Hope this helps.

Kind regards,
Martin

“

I am learning so much from you all. As I said this is an area that I know little about. Thank you all for all your work to make this possible I can see there has been so much great work going on.

I'm so looking forward to the end product and to see it all take off.

Thank you all again.

- Marie Dunne

Instagram

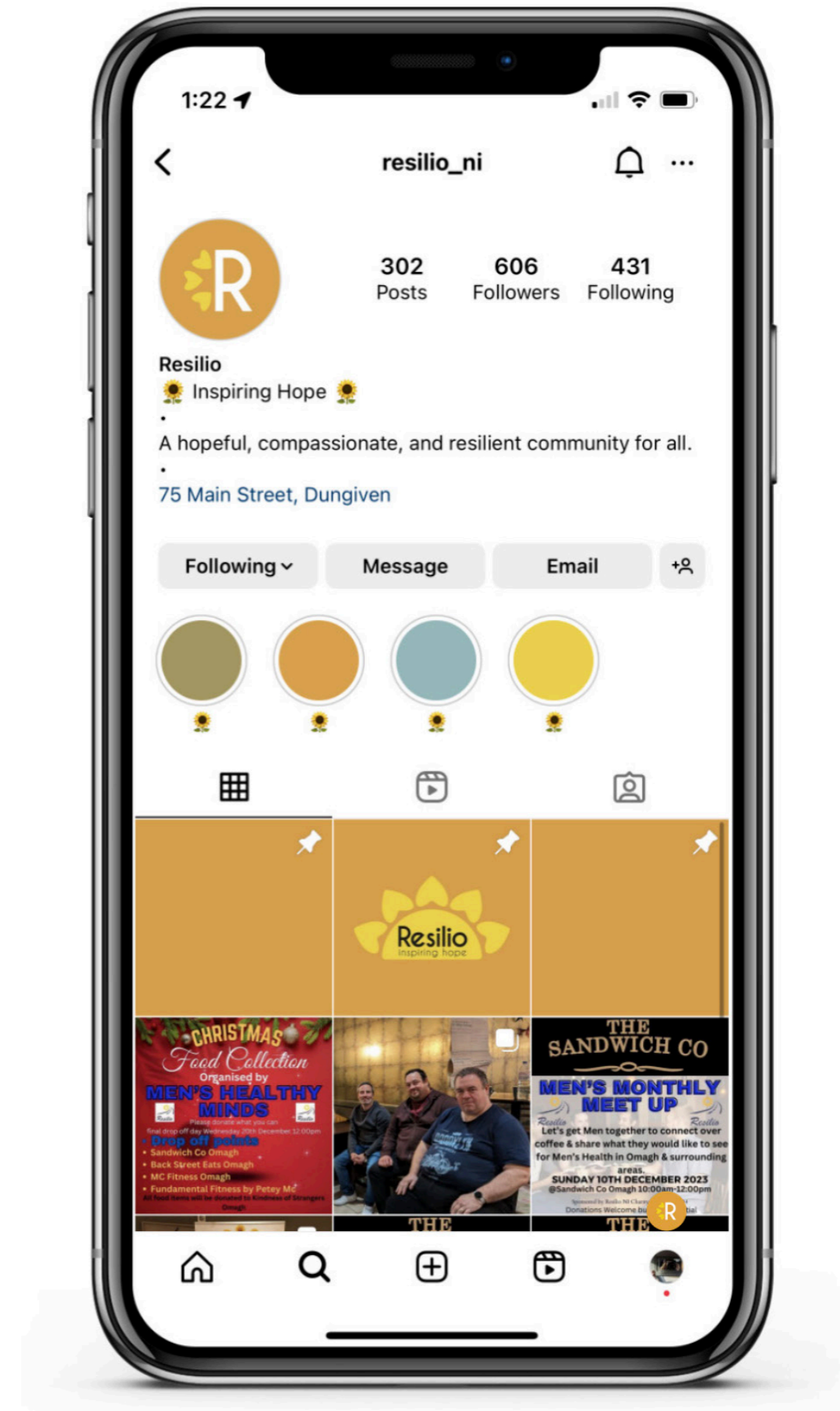
Since Resilio already had an existing Instagram account, it just needed refreshed. The profile name was @hopematters_ni so after receiving permission from Martin, I changed this to @resilio_ni

I then changed the profile icon to the official logo stamp as we had recommended as best practice. I then created highlights using the colour scheme as the cover photos. As a placeholder, I used the sunflower emoji as the title so that Resilio could organise their stories into the different categories of their choice. I also made three posts; the official logo and plain orange posts on either side. I then pinned the posts to the profile so that they always remain in that order and will be the first thing a follower or potential follower

will see when they click on the profile.

I also wrote a concise bio and laid it out in an aesthetically pleasing way as this is part of people's first impression when they visit the profile for the first time. I used the tagline as the top line of the bio then added their mission statement as the main body. The address was already in the bio so I kept it there. I also added the official email address as the email button.

I also made sure to look at the business tools on the account. I set the business category to 'mental health services' which will be beneficial in terms of analytics.



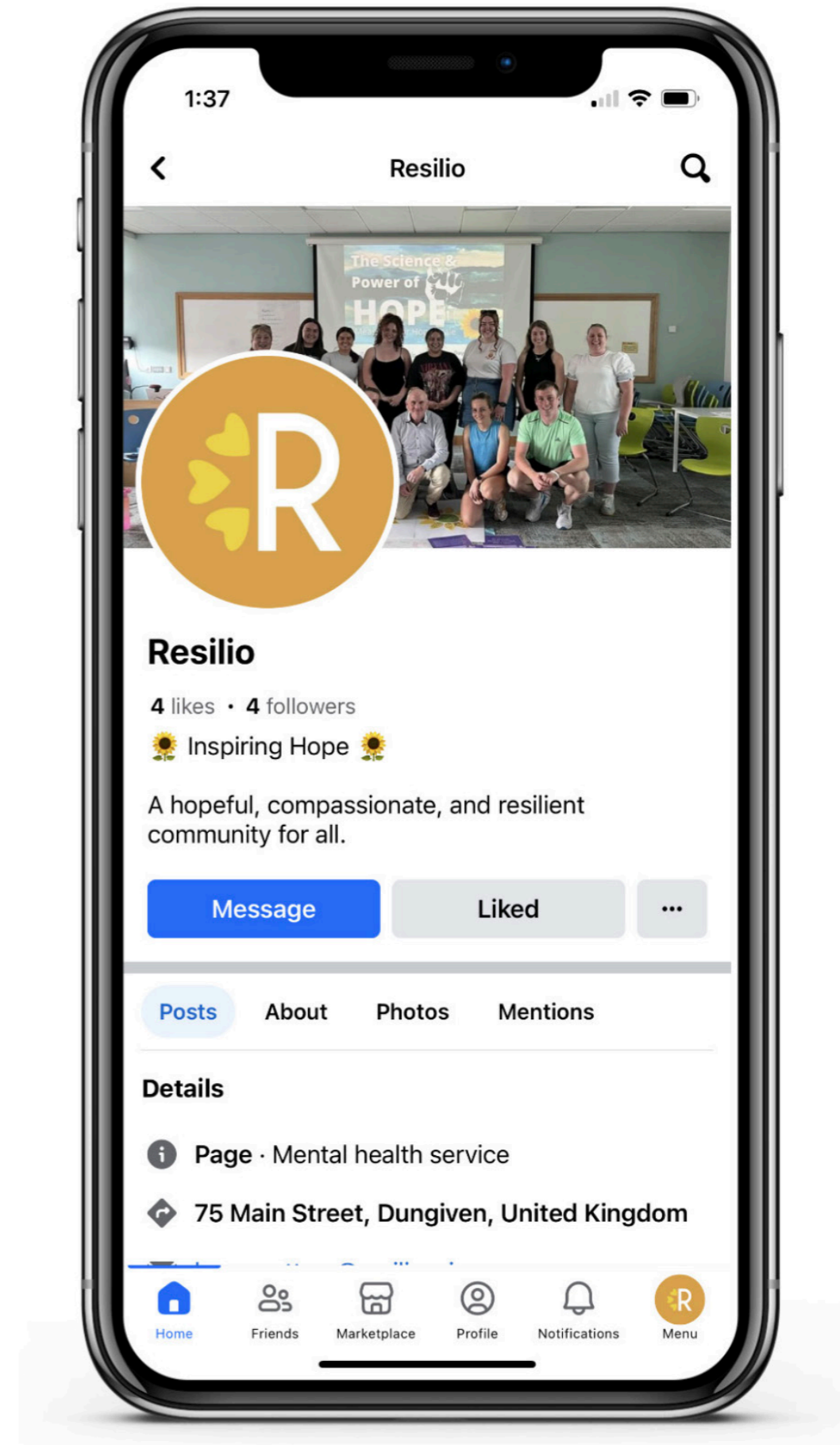
Facebook

Since Martin's Facebook account was linked to the current page for Resilio, I advised that a new account be created. This was unfortunate as the existing account has a substantial amount of followers and likes. After some discussion, Martin and Marie confirmed that creating a new account would be best going forward with the re-brand.

Once I received confirmation of this, I created the new Facebook page. I had to create a new account first to link the page to. Once this was all completed behind

the scenes and linked to the correct email address etc, I added the profile icon and bio similar to the Instagram account. I then added one of their existing photos as the cover photo as a placeholder.

I then linked the page to the Instagram account so that the Instagram post of the official logo would be posted directly to the Facebook page too. I also compiled a list of relevant hashtags that I felt would get the most reach to gain a bigger following. I used these hashtags on Facebook and Instagram.



I received an email from Mandy - another team member at Resilio. She had a few questions regarding the new social media progress as she is the one who posts on social media regularly. She provided her phone number in case a phone call would be easier. I gave her a call shortly after receiving her email and we had a chat about the social media. I explained what Martin and I had emailed back and forth about

regarding the Facebook page, as she too was disappointed about losing the following and likes from the other page. I advised that she could post to the old page asking followers to go and like the new page. She agreed that this would be a suitable solution to this. I advised that I would CC her into emails about the social media going forward as I was not made aware of her role previously.

From: mandy <mandy@resilio-ni.org>
Date: Tuesday, 12 December 2023 at 10:06
To: Ebony Alexander <Alexander-E4@ulster.ac.uk>, Marie Dunne <marie92dunne@gmail.com>, Martin <martin@unitytraining.net>
Subject: SOCIAL MEDIA FOR RESILIO

You don't often get email from mandy@resilio-ni.org. [Learn why this is important](#)

CAUTION - EXTERNAL EMAIL
Do not click on links or attachments that are not expected
Never trust - always verify

Stay Alert - Think before you Click - Stop a potential Cyber Attack

Hello Ebony,

My name is Mandy Chism from Resilio, I post regularly on Instagram and Facebook...I can see you have been working hard on these! I love the new logo too!

I noticed this morning I can no longer share my Instagram post to the Facebook page...could you activate this please and give me permission to post on the new Facebook page too.

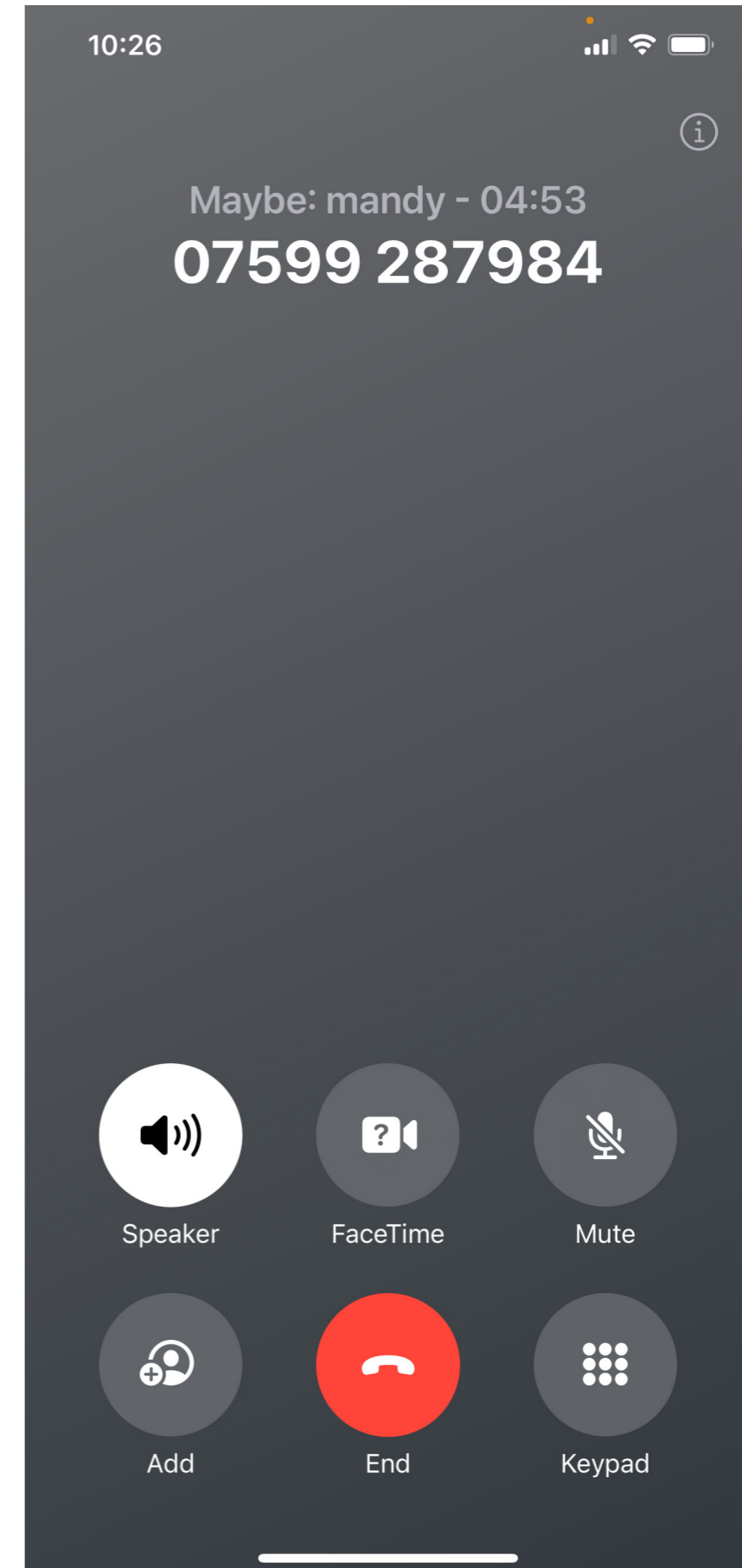
Also is there any reason why the original Facebook page couldn't just change it's name as we have many followers and a lot of our content on there.

If this isn't possible could there be a link I could share on there to get people across to the new Facebook page please?

If it's easier to give me a call my number is 07599287984

Many thanks for you fantastic and very hard work on this!

Mandy Chism 🌻



After the phone call with Mandy, I sent a follow-up email to provide her with the new login details. I also sent the hashtags that we had spoken about and asked her to send through the ones she would like added to the list. I had to follow up on the email a few days later for a response as

the deadline was fast approaching. She got back to me approximately an hour before the deadline for submitting all content, so I quickly made the changes that were requested and let Mandy know that they were amended.

Hi Mandy,

It was lovely to speak with you this morning. To follow up our conversation, please see below.

**** INSTAGRAM LOGIN ****

Username: @resilio_ni
Password: Resilio2019

Account username: Resilio NI
Page name: Resilio

Username: @Resilio_NI
Password: resilio2019

[#resilio](#) [#resilioni](#) [#inspiringhope](#) [#hopematters](#) [#hopemattersni](#) [#hopemattersalways](#)
[#mentalhealth](#) [#mentalheathawareness](#) [#suicideprevention](#) [#hopeforall](#) [#ni](#) [#northernireland](#)
[#sunflower](#) [#sunflowers](#) [#sunflowersymbolofhope](#) [#hopeandhealthmatters](#)
[#hopeandattachmentmatters](#) [#hopemattersforadults](#) [#hopemattersforseniors](#)
[#hopemattersintheworkplace](#) [#hopeambassador](#) [#hopefulminds](#) [#hopemattersforchildren](#)
[#hopemattersforkids](#)

As discussed, #hopeforelle will be added. Could you please send across the other hashtags you would like to be added to this list?

I have also attached the new logo so that a post can be made on the old Facebook account to try and re-direct likes and followers to the new page. If you need anything else, please let me know!

Many thanks,

Ebony Alexander

Thank you so much Ebony, would it be possible to remove hopeful minds hashtag please.

Thank you

Mandy 🌻

On Dec 15, 2023 at 16:10, Ebony Alexander <alexander-e4@ulster.ac.uk> wrote:

Yes, no worries. This has now been amended too :)

Ebony

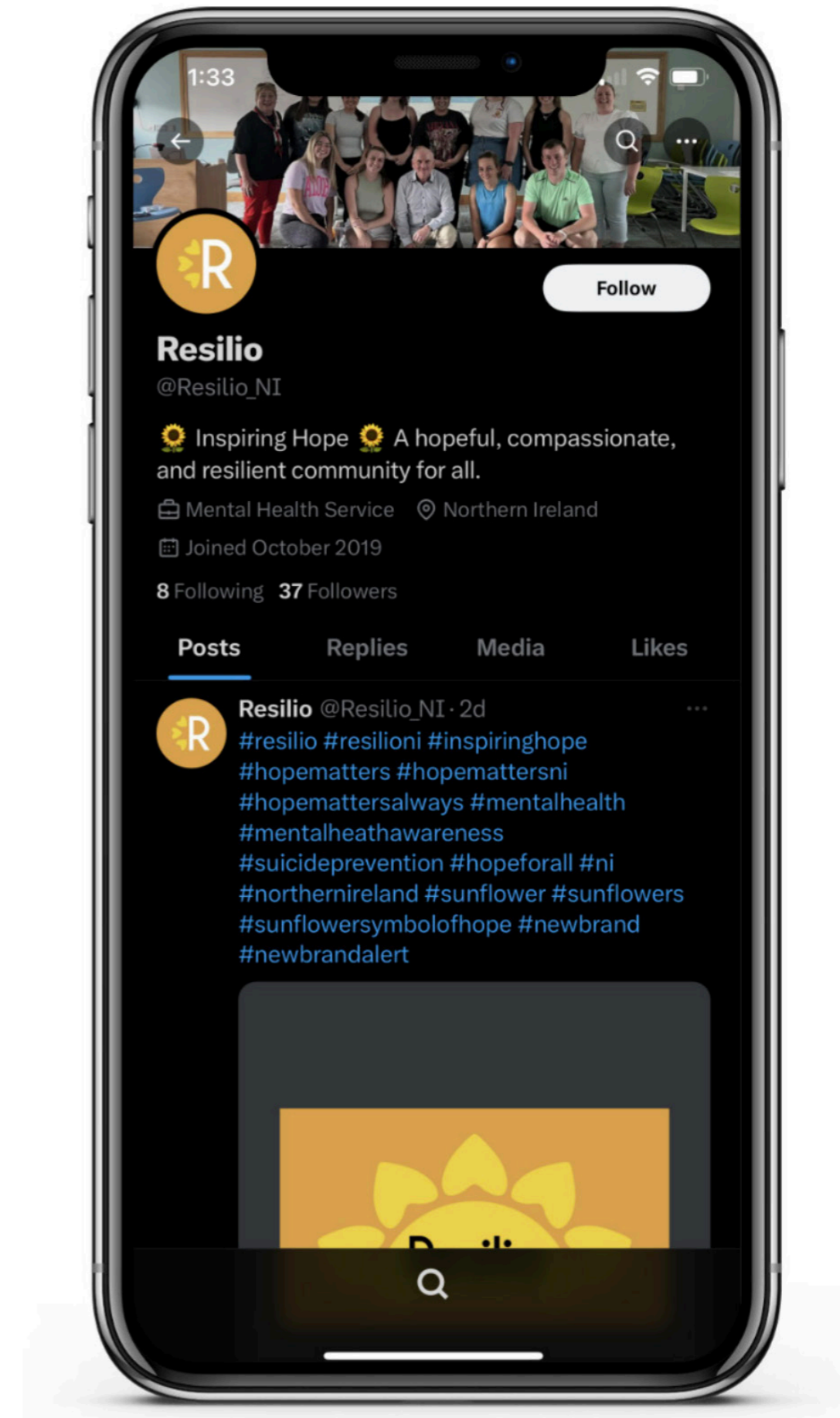
Wow! You are ON IT Ebony....thank you so much

Mandy 🌻

X (Formerly Twitter)

Resilio already had an existing X profile with the username @resilio_ni so I was able to leave this as it was. I simply added the bio, profile icon, and header photo to be consistent with the Facebook and Instagram

pages. Creating this consistency across all platforms will ensure that the brand is always recognisable and easy for people to find.



Social Media Guide

While creating the content for the social media accounts and refreshing the pages, I thought that it would be very useful for Resilio to have a social media guide to refer back to to maintain the social media accounts based on best practice. When I was speaking to Mandy on the phone, I mentioned the idea of providing Resilio with this document. Mandy expressed how useful this would be as no one on the team at Resilio is confident with social media and any extra help would be much appreciated.

Since this wasn't on the brief and I only thought of the idea a few days before the deadline, I had to make a quick decision whether I would have enough time to complete this. I decided to put the document together as I thought it would be really helpful for the team at Resilio and

I genuinely wanted the best outcome for them as I am very passionate about their mission. If this document helps the team maintain a high standard of social media, it would be worth the extra work and time put into it. Thankfully, I was able to pull this document together just in time for the deadline.

In the document, I included the login details for each account so that it was easily accessible for the whole team. I also included recommendations of best practice and explained the reasoning behind the examples of best practice. I also included a section about analytics. Please see the following pages for the completed social media guide.

Introduction

Social media presence is crucial in promoting an organisation. The majority of people will do an initial social media search to learn more about an organisation. This means that social media plays a big part in first impressions. Making it all the more important to keep up an attractive social media presence.

This document will be used as a guide for maintaining social media presence. It will include examples of best practice and the reasoning behind it.

Where applicable, we have already implemented best practice to the account layout of each social media platform (see pages 7, 8, 9).



Contents

- 01. Login details & hashtags
- 02. Profile icons
- 03. Headers for Facebook and X
- 07. Current live profiles
- 10. Creating posts
- 12. Captions
- 13. Creating new content
- 14. Engaging with public
- 15. Analytics
- 19. Bibliography



Login Details



Instagram
Username: @resilio_ni
Password: Resilio2019



Facebook
Account: Resilio NI
Page: Resilio
Password: Resilio2019



X (Formerly Twitter)
Account: @Resilio_NI
Password: resilio2019

Hashtags

#resilio #resilioni #inspiringhope #hopematters #hopemattersni
#hopemattersalways #mentalhealth #mentalheathawareness
#suicideprevention #hopeforall #ni #northernireland #sunflower
#sunflowers #sunflowersymbolofhope #hopeandhealthmatters
#hopeandhealthyattachments #hopemattersforadults
#hopemattersforseniors #hopemattersintheworkplace #hopeambassador
#hopemattersforchildren #hopemattersforkids #kindness
#ladsanddadsmatter #menshealth #mensmentalhealth #menshealthyminds
#mensvoice #hopeforelle



Profile Icons

The profile icon you choose for each account is critical as it will be people's first impression of Resilio.

It is best practice for the icon to be the brand's official logo/ logo stamp and to keep this consistent across all social media platforms. This will ensure that the brand is always recognisable, making it easy for people to find.

For Resilio, we recommend the logo stamp for profile icon usage as it is clear, easy to read, and more eye-catching in a small circle than the official logo.

Please see below for official profile icon usage:



Hard to read. Not aesthetically pleasing when used in a small circle.



Easy to read and recognise. Aesthetically pleasing.

02

Headers

The Facebook and X (formerly known as Twitter) headers need to be the correct dimensions. This is because, similar to the profile icon, the header will play a big part in first impressions. It is best practice for the header to fit the page without being 'squashed' or 'stretched' as this will reflect the professionalism of the organisation. To ensure this is possible, all headers should use the correct dimensions. Headers will be automatically responsive according to the device being used. Please see pages 4, 5, and 6 for different header options, including colour variations.

Facebook Header Dimensions:

- 820 pixels wide by 312 pixels tall

X Header Dimensions:

- 1500 pixels wide by 500 pixels tall

03

Header Variations



04

Header Variations



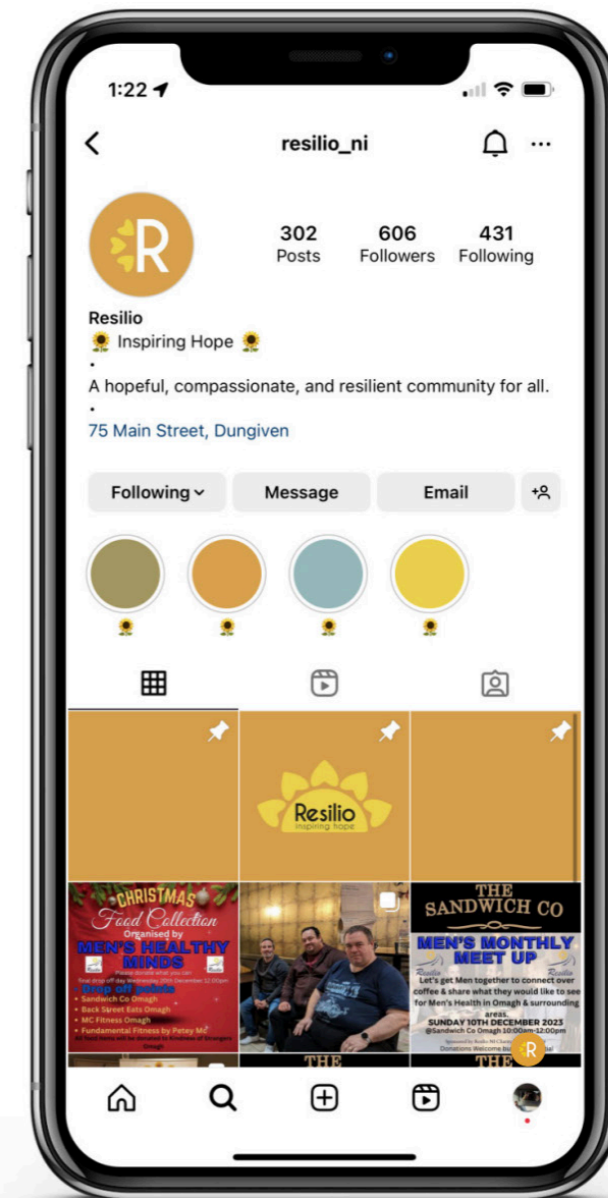
05

Header Variations



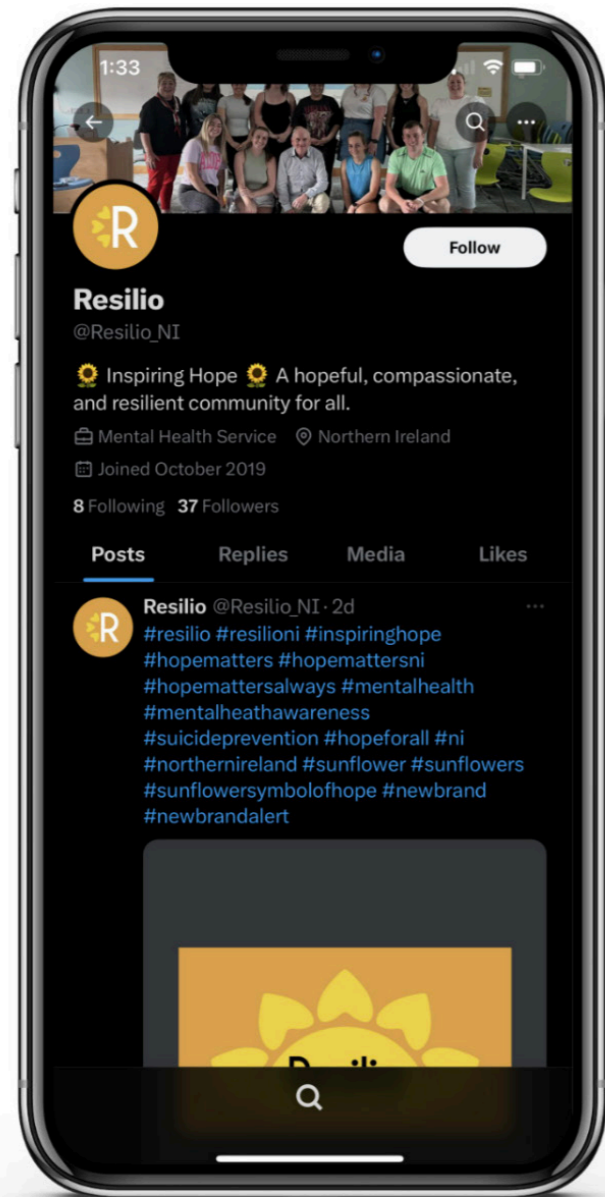
06

How @resilio_ni looks live on Instagram



07

How @Resilio_NI looks live on X (formerly 'Twitter')



08

How Resilio looks live on Facebook



09

Creating Posts

The primary source for posting should be Instagram. The reason for this is that each post made on Instagram can be automatically posted to Facebook. Twitter unfortunately cannot be linked this way, so will require a manual post. It is best practice for the same (or similar) post to be posted across all social platforms as this ensures a wide reach. This means that if a follower misses an Instagram post, they are likely to see it on Facebook or vice versa. This reduces the chances of important posts being missed.

Instagram posts require a bit more thought than Facebook and X as it is the only platform that shows all the posts as one collection on the profile grid. This means that when a potential or existing follower views the organisation's profile, they see up to nine posts at once. Due to this, it is very important to maintain a clean, organised, and attractive feed. A few tips to maintain this are:

1. Avoid duplicate posts (posting the same photo 2 or 3 times in a row).
2. Plan posts in advance to ensure a wide variety of content.
3. Post images that compliment existing posts (this may require test posts or creating a social media schedule).

If there isn't a lot of time available to allocate to social media planning, we would recommend that alternating between photos and graphics can be very effective. This is a simple solution and will ensure your social media presence is attractive at all times with little effort or time required.



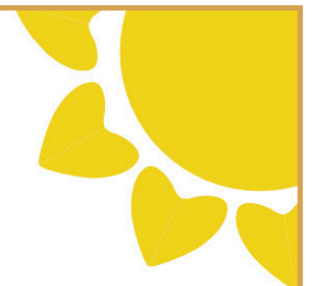
Resilio's current newsfeed

- Duplicate posts
- Text heavy
- Dark colours
- Posts do not complement each other when displayed on the profile like this



Mock-up of best practice

- Uses testimonial graphics to separate photos (while adhering to colour scheme)
- Lots of visuals to engage the audience
- Aesthetically pleasing when viewing the profile



Captions



When writing captions, it is important to use a clear and concise structure. This ensures that followers stay engaged, encouraging them to read the whole post. It can also be beneficial to use a 'call to action' at the end of a caption to further engage the reader. For example, "Click the link in our bio to donate now!" Please see below for an example caption based on one of Resilio's existing Instagram posts from October 10th 2023. There aren't many changes as the caption itself is very informative, but with a few changes to the structure, it becomes very easy to read.

🌻 World Mental Health Day 🌻

Today as well as every day is the day to take the time to listen to someone.

Not feeling heard can lead to isolation and the feeling of hopelessness. This can lead to thoughts like "What's the point?"

Sit with that person until they discover their "point" because we are all here for a purpose and deserve to find that purpose. 🧡

If you or someone you know is in a crisis, please call Lifeline on 0808 808 8000.

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#

12

Creating New Content



When creating new content to post, whether it is a photo or a graphic, we recommend using the highest quality possible. This may mean using a professional photographer to capture photos. If this isn't feasible, use the highest quality smartphone camera available among the team to capture the best content possible.

If creating new graphics, please adhere to the brand guidelines provided.

13

Engaging with Public



When engaging with comments and public activity, you are representing your brand. It is important to maintain a professional tone when responding to comments or private messages, whether it is a positive or negative comment. Approaching each comment in a friendly manner is key as it makes the organisation appear very approachable which then further engages followers and potential followers.

It may also be useful to know the recommended days and times to post on social media as there have been studies and statistics which prove this. Anooob (2023) talks about a study carried out by SocialPilot, which suggests that research has shown that you are more likely to reach a wider audience online during the week rather than on weekends. Peak times would be before and after work hours (6am-9am, 5pm-6pm) as people are highly likely to scroll through social media during their commute to and from work. Similarly, another great time to post is when people are most likely to be scrolling on their phones during their lunch break (12pm-2pm). Anooob (2023) reveals that the study shows weekends are not the best time to post to social media, due to people being out and about, enjoying their weekend.

Study by Keutelian (2023) for Sprout Social, supports Anooob (2023) study and delves deeper into which days are best to post. The study is based on a non-profit organisation and finds that the best days to post are Wednesdays and the worst days to post are Saturdays and Sundays.

These studies show the best days and times to post to gain followers most effectively. If you can't post to social media using this schedule, that's ok! It is recommended for gaining followers, but as long as you are active on social media and posting great content, you will still gain followers, just at a different pace. We would recommend posting 3 - 5 times per week to keep your followers engaged.

14

Analytics

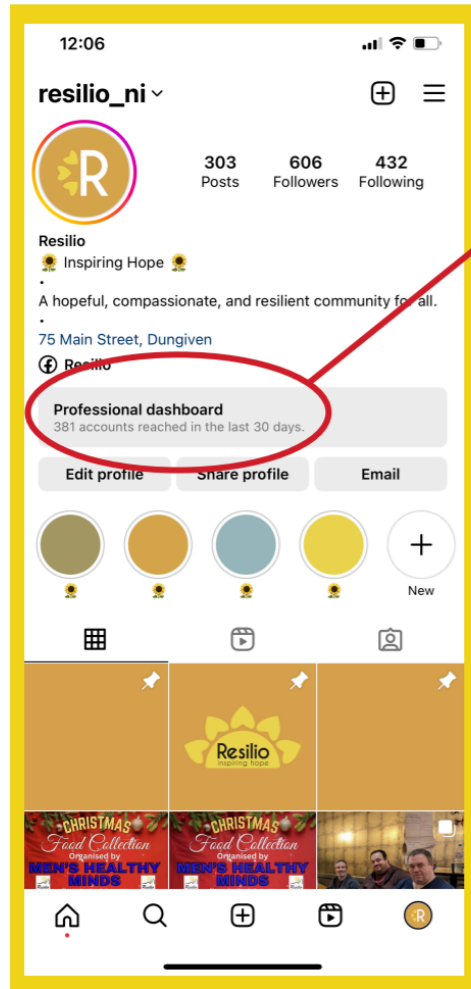


One of the most useful tools on a Facebook and Instagram business account is the ability to check the analytics. By reviewing the analytics of your posts, you will be able to find out what your followers enjoy seeing and what they don't enjoy as much. If you can identify what people respond well to, you will know exactly what to plan for your next social media post. For example, if you post a photo and you can see that it reached a wider audience and has a lot of comments/likes, simply do it again! Post something to a similar effect (not a duplicate) as it is clear this is what your followers enjoy seeing from your account. Learning about your followers is the key to growing your social media presence, which in turn will result in your organisation gaining more traction.

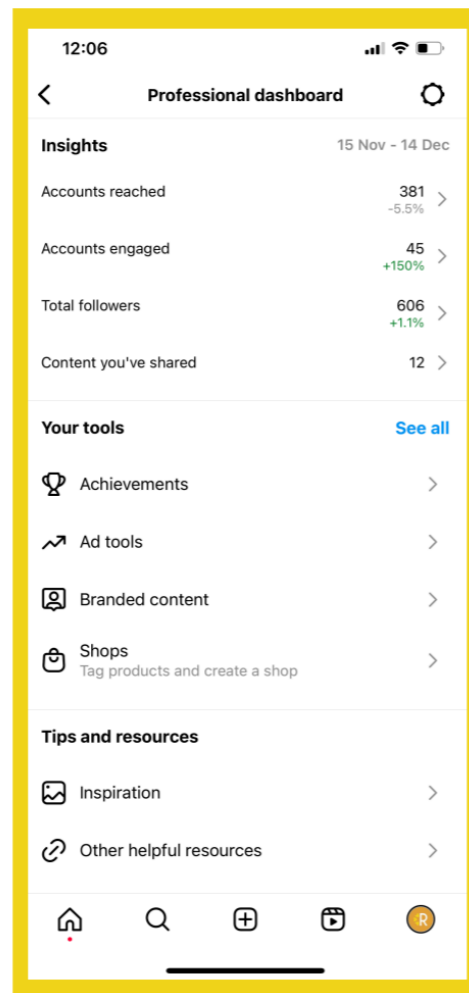
Please see pages 16 & 17 to find out how to view your analytics on Instagram and Facebook.

15

Finding your analytics on Instagram:

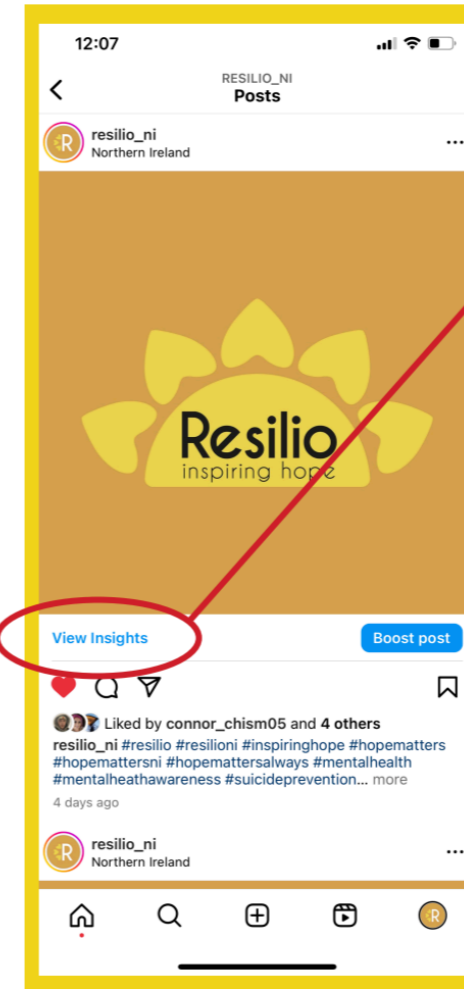


Go to instagram profile and click on 'Professional dashboard'

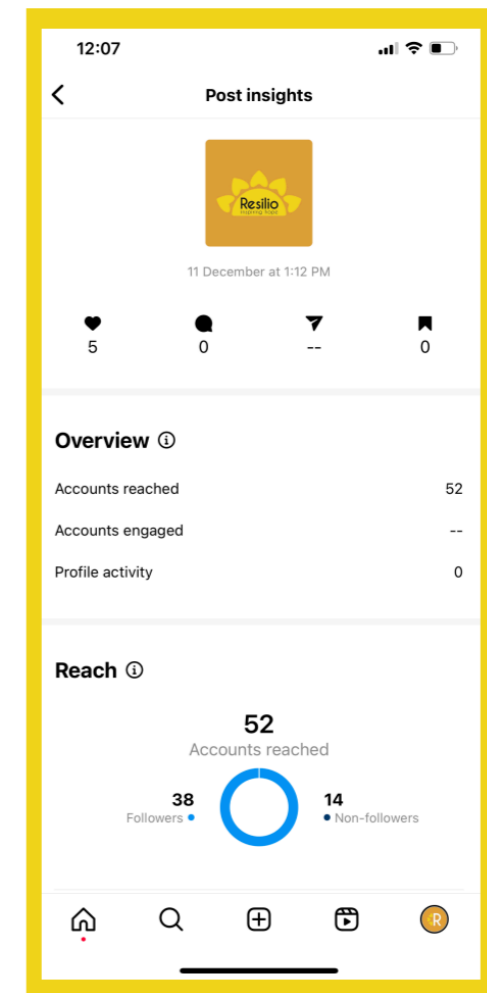


This will allow you to view all of the insights into your account. By clicking on each heading, you will be able to explore each section.

16



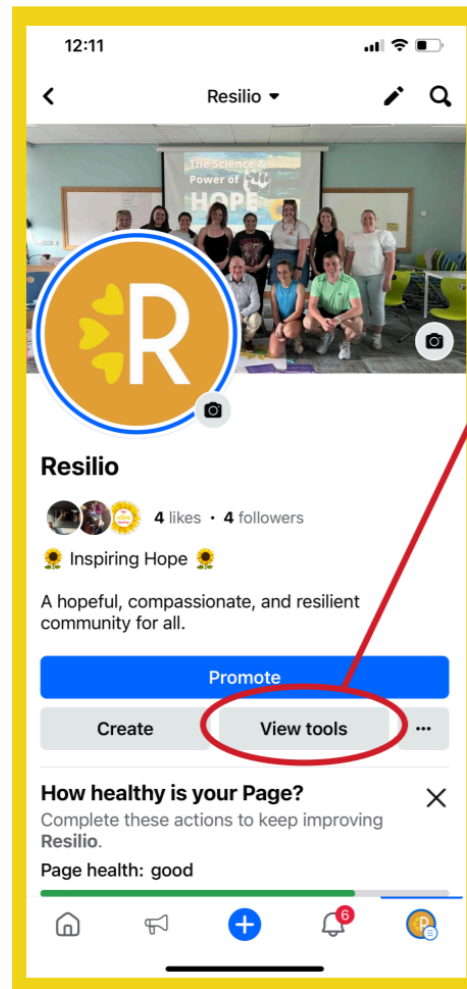
Go to a post and click on 'View Insights'



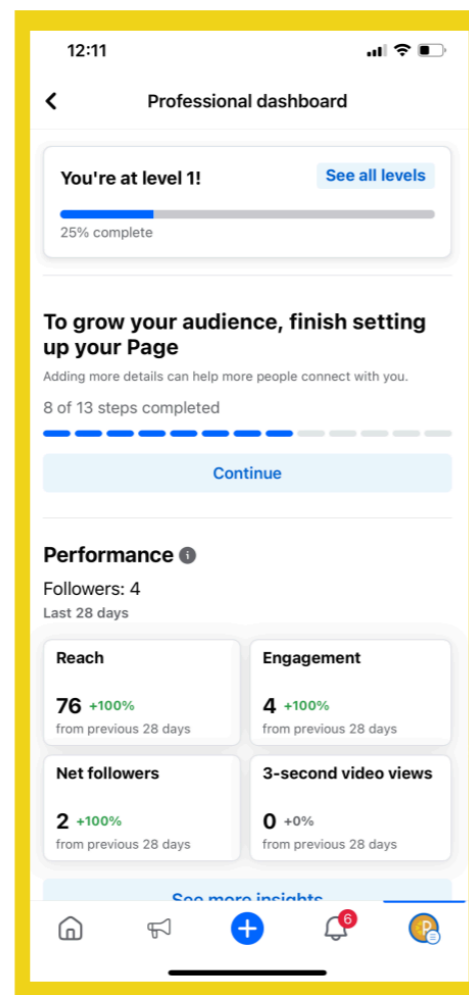
This will give you insight into this specific post. This will be how you identify which posts are most popular.

17

Finding your analytics on Facebook:



Go to Facebook page profile and click on 'View Tools'



This will give you a full insight into your analytics on facebook. Explore this section to learn about your audience reach.

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Anoob, P.T., 2023. 'The Best Time to Post on Instagram in 2024' [online]. Available from: <https://www.socialpilot.co/blog/best-time-to-post-on-instagram#:~:text=The%20best%20time%20to%20post%20on%20Instagram%20totally%20depends%20on,between%205%20pm%2D7%20pm>. [Accessed 15 December 2023].

Keutelian, M., 2023. 'Best times to post on Instagram in 2023' [online]. Available from: <https://sproutsocial.com/insights/best-times-to-post-on-instagram/> [Accessed 15 December 2023].

10. Conclusion



Conclusion

This project has helped me develop my skillset further as I was able to put into practice everything I have learned in this course over the last 3 years. I feel that the experience I was able to carry through from my enterprise placement year was extremely beneficial for this project because I acquired the skills and knowledge of speaking with clients and working to a brief.

Initially, I was nervous about group work and how the outcome would look but these fears quickly went away when I realised how well Chloe, Cameorn and I worked together. I enjoyed working in a group with them both and feel like we all complimented each other's skills and personalities really well. We didn't have any disagreements and were very supportive of each other the whole way through the project. In saying this, working as a team in general can be challenging at times but when there is consistent communication, any issues are quickly resolved and provide a learning opportunity.

Working with the amazing people at Resilio was such a positive experience. Their whole purpose is to 'Inspire Hope' and that's exactly what they did throughout this project. I am so grateful to have been able to be a part of this and contribute to Resilio's cause.

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