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Social Media Marketing Campaign Campaign Proposal

Summary of research and audience analysis (Emily Tran)

My Mental Health Recovery is a company created by Carolynn Duncan to provide resources to people suffering from serious mental illness and their families and caretakers. Their website offers a compilation of different resources ranging from wellness books to therapist connection sites. As stated on the website the company targets people of all economic statuses, geographies, disabilities, insurances, incomes, genders, religions, and more. The company aims to be inclusive and available to everyone.

Serious mental health issues occur in people of all ages but are most prevalent in people with ages ranging from 18 to 25. My Mental Health Recovery operates via their website and facebook group. Facebook's largest user group is people ages 25 to 34 and their second largest group is people ages 35 to 44 according to statista.com. This means young adults to middle aged people are more likely to access their facebook group. Utilizing social media websites that target a younger audience like TikTok and Instagram can expand their reach to adolescents and teenagers.

My Mental Health Recovery's use of Facebook does well in targeting family members and caretakers of peers struggling with serious mental illness. If the main demographic of serious mental illness is ages from 18 to 25 then family members including parents and siblings as well as caretakers are within Facebook's main demographic ages 25 to 44.

In a study performed in 2023 by the American College Health Association it was found that 76% of college students experienced moderate to serious mental distress. Anxiety, depression, PTSD, ODC and eating disorders are the highest five conditions diagnosed to college students in 2023. My Mental Health Recovery aims to expand their reach to further assist university students struggling with serious mental illness. Ways that they could achieve this would be to expand their social media presence to websites more commonly used by university students, partner with university staff to share their website and resources, provide student-targeted resources on the My Mental Health Recovery website such as mental health providers who offer student discounts, and create content that is relevant to a university student's experiences.

Summary of campaign strategy (Aiah Albaharnah and Halle Kolar)

1. Preparation:

A Focus on ValuingCarolynn's Plan: Review her objectives and desired vision, ultimately with a concentration on Instagram. Next, sort who is producing material and for what audience:

Aiah: Families

Halle: University Students

Michael: University Employees

Emily: Messages for Outreach

Marissa: Promotion of Assessment Tools

Crafting the material: Each of us will produce three clear, interesting, and useful Instagram entries to successfully reach each audience. Rather than telling visitors to just visit the website, captions will be encouraging, instructive, and advocate centered. Most, if not all posts will include a strong call to action, being "Join our support group" or "See our resources."

Organizing the Calendar: Arrange posts on a Google Spreadsheet including links to our designs. Plan four weeks with three to four postings every week. Posts scheduled during morning and night times for the highest engagement probability.

Spreadsheet (Marissa Doke)

[My Mental Health Recovery Spreadsheet](#)

When speaking with the client she asked me to create a spreadsheet that would place all the campaigns in one location for easy access. I told her it was no problem and created this calendar spreadsheet that contains an interactive schedule for each campaign. When you open the spreadsheet a calendar pops up and when you press on each campaign the date, time, and campaign Google Doc comes up.

There are two that are not present on the calendar portion of the spreadsheet, Assessment Tool and Outreach Messages. This is because those two do not fit inside the timeline. When speaking with Carolynn she said she didn't know when the

Assessment Tool feature would be ready for their website but she still wanted posts ready for when it does happen, so that has a separate sheet attached to the spreadsheet with an individual Google Doc as well. The Outreach Messages also have their own sheet and Google Doc because those were created to be used at any time for any company so it doesn't make sense to add them to the timeline.

2. Launch:

Sharing the First Round of Content: Each of us will publish an Instagram post according to the schedule. There is an option to create excitement using Instagram Stories and Polls. When finally producing content, incorporate relatable hashtags at the very end of the post to cast a wide net.

Engaging with the Audience: Reply to comments and Direct Messages. Ask questions and give answers on mental health queries through MMHR's Instagram Story.

Public Activities for Outreach: Follow through with Direct Messages sent to colleges, clinics, and hospitals. Additionally, look for joint initiatives with student groups and/or mental health influencers.

3. Maintenance and Delivery:

Maintenance: Meet regularly with the team to verify scheduling and that we're on the right track. Discuss current campaign successes, arising challenges, and potential ideas.

Monitoring: Identify the specific posts that are underperforming and how that may be resolved in the future. What characteristics could be the issue? How are they different from those that are excelling?

Ongoing Engagement Preparation: Begin planning for future release of content long before the current supply is dried up. When the ability to review and analyze the successes and failures of the campaign *thus far* is available (via Instagram metrics), the team will have gained enough insight to identify which areas of the strategy have room to grow. Preparation to maintain engagement is the next goal with a focus on evolving.

4. Conclusion and Efficacy:

Metrics Review: Rely heavily on Instagram Insights to review profile metrics such as likes, comments, saves, bookmarks, impressions, and even reach and audience growth. Track follows and potentially unfollows as well.

Evaluate Call to Action Effectiveness: Identify and record the increase in website clicks due to the posts that urge the audience to visit our resources.

Audience Feedback: Notice how the main audience reacted through their comments, Direct Messages, and poll responses. While it's known that any recognition is good recognition, such a topic requires delicacy and audience responses are a direct reflection of whether we handled the subject responsibly. Followers and viewers in general should feel valued and seen so it's important that we track this.

Did we do well as a team in making the largest positive impact we could? Evaluate what potential challenges may have led to the disruption of our ability to collaborate as a team, ultimately harming the effectiveness of the campaign. Recognizing where we went wrong ensures that it not be repeated.

Summary of client's wishes for content creation (Marissa Doke)

When speaking with the client she was very clear on what she wanted. I spoke with Carolyn over the phone and she gave specific instructions. Her main focus was Instagram as she does not have a lot of experience with the app like she does with Facebook. After taking a look at her Instagram account it was clear that it is not used very often and she wanted to change that. She knows how to use Facebook very well but she's not as familiar with Instagram. So all of the assignments she gave out were strictly posts for Instagram. She gave 5 different assignments, one for each of us. These are as follows:

Person #1: University Students

Initials: Halle Kolar

- Creating 3 Instagram posts targeted to University students
- She doesn't even want it to be "come to our website" but it can be more about advocacy and in the caption put that there's more information on the website

Person #2: Family

Initials: Aiah Albaharnah

- Create 3 Instagram posts targeted to family members of those who are struggling
- She wants to create a safe space for families to feel supported with the victim
- Their Facebook is a group that allows family members to connect and talk about how they're processing their loved ones mental health and how it's affecting them

Person #3: University Staff

Initials: Michael Novosel

- Create 3 Instagram posts targeting University staff
- Educating them on what to look for in regards to mental health in their students
- How to know when they're struggling and how to help (advocacy)

Person #4: Outreach Messages

Initials: Emily Tran

- Crafting messages (DMs) to send to different organizations involved in mental health
- One message per each of the following:
 - Universities
 - Introducing them to MMHR and leading them to the website
 - Tell them how they can use this website as a University tool
 - Mental Health Clinics
 - Introducing them to MMHR
 - Suggesting this can be a useful tool for them to give to their clients
 - Psychiatric Hospitals
 - Introducing them to MMHR
 - Suggesting they can give out this information to clients leaving the hospital so they know they have somewhere to go and always feel supported

Person #5: Assessment Tool**Initials: Marissa Doke**

- MMHR has developed a new “assessment tool” that they’re going to be debuting soon and need 3 Instagram posts promoting it for when it finally comes out
- The assessment tool is going to be a questionnaire/ checklist that allows people to realistically see where their mental health is at
- People can take this test on behalf of another person or for themselves to see what their next steps should be, whether that’s going and getting medicated or going to a psychiatric hospital
- Unlike the other Instagram posts this one is more marketing related rather than advocacy

Client Info:

Company: My Mental Health Recovery

Client name: Carolynn Duncan

Client contact information: Info@mymentalhealthrecovery.org

Website: mymentalhealthrecovery.org

My Mental Health Recovery phone call notes (Marissa Doke)

About

- Carolynn Duncan is the founder of My Mental Health Recovery
- She created this company 2 years ago when her husband was struggling with mental health problems and was hospitalized
- She realized there weren't a lot of places where struggling family members could go to find resources on how to cope with their loved ones feelings
- She started My Mental Health Recovery as a website that contains external resources to help those struggling with mental health and their families
- MMHR does not offer help internally but is instead a website with information on where to go get help and finding out if you need help

Objectives

- Really focus on their Instagram, she says she doesn't need anything for the Facebook
- Wants to focus on all aspects of advocacy and directing them to the website

Specific Instructions

She was very clear on what she wants which is fantastic for us! Each assignment is down below, I figured we could just establish here which one we're gonna focus on so everyone put down your name or initials next to the one you want!

Additional Group Notes

- If we need anything text her at 503-703-1628, she's more than happy to hop on a zoom call with us or call if we need anything
- The website she gave us is wrong it's actually: mymentalhealthrecovery.org
- She wants a google drive of all of our work at the end

- She also wants a google spreadsheet entailing all the posts and a google drive link to each one (I would be more than happy to do that I love spreadsheets so no worries about that)

Person #1: University Students

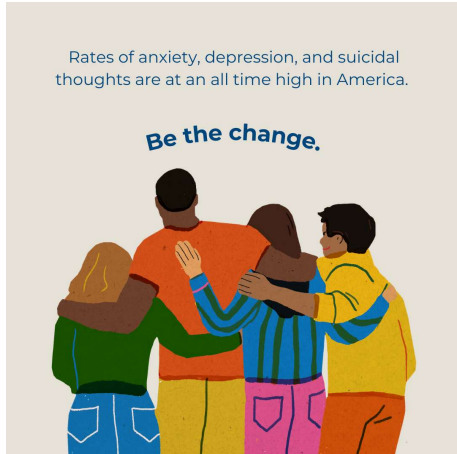
Initials: Halle Kolar



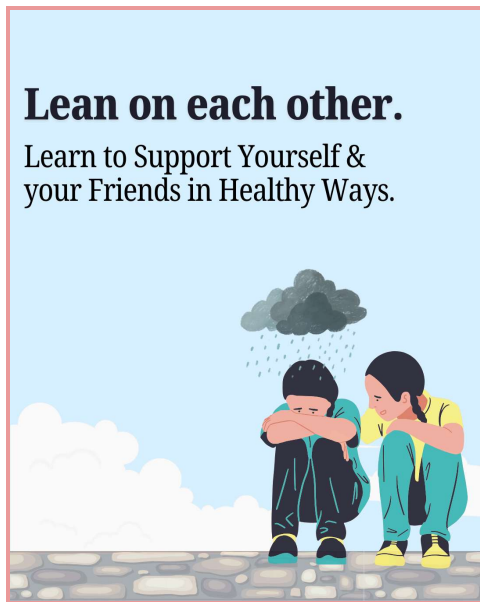
Caption: “Your 20s can be rough - balancing college, work, relationships, and the uncertainty of the future is a lot to carry. But you're not alone. According to Mayo Clinic, in a 2021–2022 survey of students across 133 college campuses, 44% of students reported symptoms of depression and 15% reported seriously considering suicide in the past year. Please take care of yourself. Feel free to check out our website to locate resources that are perfect for you: mymentalhealthrecovery.org.

Mental health should be a priority, not a privilege.

[College students and depression - Mayo Clinic Health System](https://mymentalhealthrecovery.org)”



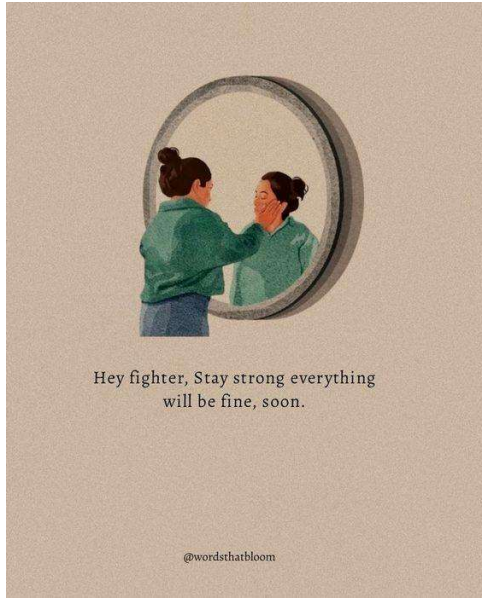
Caption: "Rates of anxiety, depression, and suicidal thoughts are at an all time high in America. And no one should struggle in silence. Fight for yourself, your loved ones and fellow peers by educating yourself and becoming an advocate for mental health. Be the change. Discover resources that may be helpful to you or someone in your life. Our website may be a good place to start: mymentalhealthrecovery.org."



Caption: "Some days can feel heavy. That's okay. Learn healthy strategies that can help you get through those tough times. Stress, loneliness, and burn out are all normal. But you or your loved ones don't have to go through this alone or unarmed. There are resources out there specifically for these types of days. Visit mymentalhealthrecovery.org to explore a variety of resources."

Person #2: Family

Initials: Aiah Albaharnah



Caption: "Caring for someone with mental illness can be exhausting. But you can't give from an empty cup. Take time for yourself, too:

- Set healthy boundaries
- Make time for activities you enjoy
- Get support—speak to someone who gets it

Our Facebook group is a space for families to share their experiences and get support. You're not alone in this. Link in bio."



Caption: "Starting the conversation about mental health might be hard, but it is a step in the right direction towards healing. Here are some tips:

- DO listen without interrupting
- DO validate their emotions ("I hear you, and I care")
- DON'T belittle their emotions ("Just cheer up" is not helpful)

- DON'T try to "fix" everything—sometimes, just being there is enough
Need additional resources? Link in bio.”

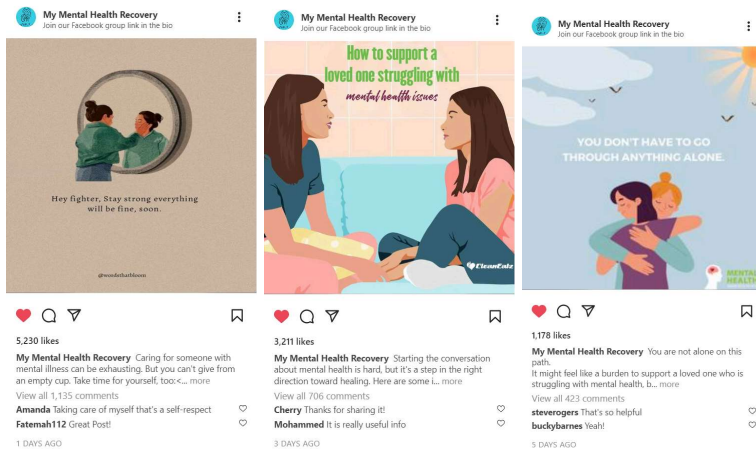


Caption: “You are not alone on this path.

It might feel like a burden to support a loved one who is struggling with mental health, but you are more necessary than you realize. These are three things to keep in mind:

- Hear without judgment – Sometimes they just want someone to hear them out.
- Enable professional support – Give support in getting resources without forcing them.
- Take care of yourself as well – You can't pour from an empty cup.

Join our Facebook group to connect with others who are in the same boat. Let's help each other out. [Link in bio]”



Person #3: University Staff
Initials: Michael Novosel



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Caption: **“Recognizing the Signs in Affected Students**

- Behavioral Changes such as a decrease in participation or uncharacteristic actions
- Extreme Mood Shifts especially when irritability or lack of emotion is clearly shown
- A Big Dip in Academic Performance including missing assignments suddenly or a complete lack of commitment to work
- Various Physical Symptoms such as fatigue, drastic sleep changes and more frequent illness”



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Caption: **“How to Approach a Struggling Student**

- Create an environment students feel safe in by approaching them privately and expressing your genuine concerns
- Make sure to actively listen without judging them
- Offer our website as a resource <https://mymentalhealthrecovery.org/>
- Continue your support by checking in with them frequently”



Caption: “Overall Awareness for Student Mental Health

- Create an open environment by encouraging students to discuss their mental health with you
- Directing them to this link <https://mymentalhealthrecovery.org/> and advising them of our other various resources
- Attempt to include mental health discussions and awareness within your curriculum
- Advocate to coworkers and other employees to create and emphasize policies that prioritize mental health resources”

Person #4: Outreach Messages

Initials: Emily Tran

○ **Universities:**

Hi [University Name] team. My name is [Name]. I'm reaching out today on behalf of My Mental Health Recovery. We are a company dedicated to helping peers struggling with serious mental illness as well as helping their families and caretakers. We provide help by compiling external resources in one easy-to-access location. You can find our website at <https://mymentalhealthrecovery.org/>.

Many young adults on their path to higher education find themselves struggling with academic pressure, financial stress, adjusting to university life, transition to independence, social isolation, time management, overworking, future uncertainty, and mental health issues. It's vital that students have resources they can seek out during times of struggle to find guidance, support, and comfort. The My Mental Health Recovery website has a resource page for serious mental illness peers that offers recovery logs, peer groups, workbooks, articles, club houses, and therapist connection pages. By sharing My Mental Health Recovery with students [University Name] can promote awareness, reduce mental health stigma, foster community, and provide support to peers who need it.

Thank you from the My Mental Health Recovery team.

- **Mental Health Clinics:**

Hi [Mental Health Clinic Name] team. My name is [Name]. I'm reaching out today on behalf of My Mental Health Recovery. We are a company dedicated to helping peers struggling with serious mental illness as well as helping their families and caretakers. We provide help by compiling external resources in one easy-to-access location. You can find our website at <https://mymentalhealthrecovery.org/>.

Here at My Mental Health Recovery we want to reach as many people as we can to offer resources to those who need them. Our website offers a variety of resources for peers suffering from mental illness, family members, and caregivers. Resources include support checklists, recovery logs, peer support groups, workbooks, articles, books, social media and in person support groups, therapist connections, online programs, videos, and websites. We ask that the [Mental Health Clinic Name] team shares our company website with patients, family, and caregivers as an additional help resource. By referring patients, family members, and caretakers to the My Mental Health Recovery website the workload of searching for and compiling resources is alleviated from both the [Mental Health Clinic Name] team and from the patients, family, and caregivers. By combining [Mental Health Clinic Name]'s and My Mental Health Recovery's facilities the patient's path to recovery will be enhanced through effective care, tailored support, and accessible resources.

Thank you from the My Mental Health Recovery team.

- **Psychiatric Hospitals:**

Hi [Hospital Name] team. My name is [Name]. I'm reaching out today on behalf of My Mental Health Recovery. We are a company dedicated to helping peers struggling with serious mental illness as well as helping their families and caretakers. We provide help by compiling external resources in one easy-to-access location. You can find our website at <https://mymentalhealthrecovery.org/>.

Here at My Mental Health Recovery we want to reach as many people as we can to offer resources to those who need them. We understand that [Hospital Name] is an environment curated to facilitate a steady and comfortable recovery for patients, however outgoing patients can often feel afraid or uncertain during their reintegration into everyday life. Continued support is crucial in a person's recovery journey. My Mental Health Recovery provides easy-to-access resources and support for peers suffering from mental illness, family members, and caretakers. On our website you can find support checklists, recovery logs, peer support groups, workbooks, articles, books, social media and in person support groups, therapist connections, online programs, videos, and websites. We ask that the [Hospital Name] team shares our company website with outgoing patients, family members, and caretakers to aid in the recovery and reintegration process.

Thank you from the My Mental Health Recovery team.

Person #5: Assessment Tool

Initials: Marissa Doke



Caption: "There is no shame in asking for help. The first step to knowing how you're feeling is to reflect honestly. By visiting our website mymentalhealthrecovery.org you can have access to an assessment tool that will help you better understand what's going on. There is no shame in taking action."

Some people with depression

- cannot get out of bed. Some can.
- cannot keep a job. Some can.
- cannot eat. Some can.
- cannot stop eating. Some can.
- self-harm. Some don't.
- are suicidal. Some aren't.
- take medication. Some don't.
- have more bad days than others
- have more support systems than others

My point is that depression is not universal and while there is a general cluster of symptoms, it manifests differently in everyone. You can't always spot depression on the street, in the grocery store, or at them gym. Depression doesn't always jump out at you and let you know that there's a person who is hurting deeply. Don't contribute to stigmatization.

Caption: "Find out just how deep your depression is by taking our online assessment at mymentalhealth.org today. You can take this for yourself or on behalf of another person. You never know how much someone is struggling so if you notice something don't be a bystander, take action because you never know how bad it is."