

## **Jour 420: Strategic Communication 11**

### **Evaluation**

**December 16, 2021**

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### **Part I: Evaluation of Proposed Campaign**

#### **Campaign Goals:**

1. Demystify misperceptions associated with mental health.
2. Break the stigma associated with seeking mental health help.

**Objective 1:** Increase traffic to campus counseling and psychological service websites by 80% by the end of December 2022.

**Tactic:** Infographic flyers with a QR code to KU CAPS. Organize three-hour time slots where a mental health professional hands out flyers and offers assistance, insight to information about KU mental health services. Personnel will stand in popular places around campus throughout the day handing out flyers and answering questions.

#### **How to evaluate success:**

First, we can keep count of how many flyers the person starts with, before handing any away to help-seeking students. Then, count at the end how many are remaining. This is a great way to see how many students are engaging with the professional and accepting the flyer. We can also look at the amount of website clicks and page searches made during the 3 hour time slot, and compare it to the number of flyers given away. This way we can see if any students are not accepting the flyers, due to time restriction, shyness, etc., but may still visit the site for more

information. We can use QR tracking data to see exactly how many people get to the website from the flyer and what times students were most interacted.

**Objective 2:** Increase advocacy messages about mental health stigmas, symptoms, and self-care practices by 50% by the end of Spring 2022 semester.

**Tactic:** 30-second video testimonials. In a conversational tone, highlight a notorious athlete's personal struggle and management with their mental health. The athlete can briefly showcase common symptoms, self-care practices, and ways to get help. Having a high profile student be open about their own mental health issues may encourage students to see past the stigma. At the end of the video, show links to KU CAPS social media pages and appointment scheduling website. Include a catching hashtag like, "#HawksGetHelp".

**How to evaluate success:**

First, we can assess the number of views and previews in comparison to overall impressions. When looking at impressions, we can know how many people ignored the message, and evaluate the audience that perceived it. Audience metrics such as age, gender, and location will allow us to see if we were successful in reaching the target audience. Then, look at the amount of time watched with and without sound. We will also need to track the number of website clicks to KU CAPS pages and site to see how many people followed the call-to-action. Profile visits, saves, and shares will be a great tool to measure engagement and retention of the message. Likes, reactions, and shares will be a good metric to consider to know exactly how the audience feels about the content. Since the person is high profile, some of our audience may neglect the message due to personal opinions about the organization or specific person. Some potential survey questions could include, "Did you find this video useful?" and "Do you wish to receive post alerts from KU CAPS?"

## **Part II: Evaluation of Top Social Media Posts**

**Post #1 - Please Maintain Social Connection** - This post had the least amount of reach with only 4,521 people. Engagement was relatively low for the reach with only 4 likes, shares, and comments. However, the post had no negative reactions. All of the likes were kept neutral with the “thumbs up” icon. The audience was 65.3% women and 25.6% men which is moderate/low for gender diversity. However, it was more successful in appealing to our target audience, with 65.7% being between the ages of 18 and 24.

This post may not have been as “successful” as the others because it was the first new post in 6 days by the KU Center for Digital Inclusion page. Also, the caption included only the note about why they were posting it rather than a message that builds from the content.

**Post #2 - Let’s Talk** - This post performed the best out of all. It provided the highest reach with 12,181 people, highest engagement with 21 likes, shares, and comments, and the most clicks. This post had the most positive reactions, having both the “thumbs up” icon and “love” icon. As for the audience and effectiveness at reaching our target, it performed the worst. The audience was 73.4% women and 26.6% men, having the least amount of gender diversity. This post had the least amount of success reaching our target audience with only 55.1% being between the ages of 18 and 24.

I think this post was successful in reach and engagement because it provided a caption before the note about why they were posting it. Additionally, because the page was more active after the first post which generated more exposure. It probably had the highest number of clicks due to the infographic style and increased amount of text compared to the other posts.

**Post #3 - The 40%** - This post had more likes, comments, and shares than Post #1 but less engagement overall. Also, this was the only post that received negative reactions. The

audience provided “thumbs up” icons, “laugh” icons, “shocked” icons, and “care” icons, showing a much different response than the other posts. Additionally, there were two very negative comments about the content of the message. One man said, “I suspect that, often, immaturity is diagnosed as a mental illness on children.” Another agreed with the 40%, but presented another problem. He said, “H\*ll yes they do!! They pay you people a ridiculous amount of money for the absolute crap you offer!! That's a mental disorder. Education is a complete joke now.” While I do not agree with their statements, they do provide insight into more misperceptions associated with mental health disorders, and provide a basis for the type of audience we are dealing with. Although the post had moderate reach, less engagements, and negative reactions, it provided the most gender diversity and was most successful in reaching the target audience. The audience was 51.9% women and 48.1% men with 67.5% aged 18 to 24.

I think this post got the most gender diversity in the audience due to the sports nature of the content. The sports nature and increased success in balance within our target audience may be related to the increase in negative reactions. This post, like the first, was also only posted with the note about why they were posting it rather than an actual caption, which shows a trend in the lower numbers.

### **Part III: Evaluation of Another Organization’s Campaign**

Organization: Kansas City Mental Health Associates

Media outlet: Facebook

Purpose and audience: Provide high quality, effective mental health services to individuals and families experiencing life changes, stress, and mental health challenges.

Weeks for evaluation: Dec. 2 - Dec. 16

Overall, the organization is active and posts about 7x per week, typically once a day. Their content includes mostly photos owned by other pages with infographic-like themes. All of their posts look relatively the same. No caption, lists, text bubbles, step-by-step lessons, and inspirational quotes. They have recently posted timely content with a holiday themed, “Gifts to Give Yourself” post. Most posts have only zero or one like, with the most engagement in the past two weeks being four likes and two shares. Their page has been active since July 2017 and they have 1,341 page likes. While their content relates to their purpose and audience, I don’t think they are as successful in communicating that message. Hence, why they only post recycled posts. Additionally, most of their posts promote self-soothing, self-care, boundary setting, and how to identify symptoms of poor mental health by yourself. This content is beneficial, however, deters away from their assumed call-to-action as an in-person mental health provider that’s looking to find more clients.