

# Tweet Your Brain with Care: Best Practices for Men's Mental Health Campaigns on Social Media



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# House Keeping

- Questions
- Handouts
- Surveys
- Follow up

# Panelists



**Dr. Sally Spencer-Thomas:** Clinical psychologist, mental health advocate, faculty member, patient, and survivor



**Paige Beaufort:** project coordinator from **Cactus Inc.**, marketing agency behind Man Therapy and contractor on the Healthy Men Michigan campaign.



**Courtney Miner, MPA:** Contracts and Partnership Manager at Screening for Mental Health and Program Manager for Healthy Men Michigan



**Dr. Jodi Jacobson Frey:** Associate Professor at University of Maryland, Baltimore School of Social Work and Principal Investigator of Healthy Men Michigan

# Agenda

- Healthy Men Michigan Review
- National Suicide Prevention Week Approach & Messaging Strategies
  - Best Practices for Social Media Campaigns
- Healthy Men Michigan Campaign and Outreach Strategies
  - Taking Action
  - Thank You

# Working-Aged Men and Depression

***“Although men in the middle years (MIMY)—that is, men 35–64 years of age—represent 19 percent of the population of the United States, they account for 40 percent of the suicides in this country. The number of men in this age group and their relative representation in the U.S. population are both increasing. If the suicide rate among men ages 35–64 is not reduced, both the number of men in the middle years who die by suicide and their contribution to the overall suicide rate in the United States will continue to increase.”***

Suicide Prevention Resource Center (2016).  
Preventing suicide among men in the middle years:  
Recommendations for suicide prevention programs.  
Waltham, MA, Education Development Center, Inc. p. 3

# Healthy Men Michigan

Comprehensive online screening and referral intervention, integrating two existing, and promising, online programs

## Screening for Mental Health



## Man Therapy



A screenshot of the Healthy Men Michigan website. The top navigation bar includes links for 'WEBINARS', 'TAKE A SCREENING', 'PROMOTIONAL TOOLKIT', and 'PRIVACY POLICY'. The main content area features a city skyline silhouette and a green banner with the text 'Welcome to Healthy Men Michigan'. Below this, a paragraph describes the campaign's purpose. A dark grey banner contains the quote 'You can't fix your mental health with duct tape.' and the website URL 'mantherapy.org' with the tagline 'Therapy. The way a man would do it.' A photograph of a man in a suit is visible in the bottom right corner.

# National Suicide Prevention Week Approach

## STEP 1: Unified Message



#BeThere

# National Suicide Prevention Week Approach

## STEP 2: Partnership Engagement



# Messaging: Safe

## DON'T

- Don't show or describe suicide methods or locations.
- Don't use data or language that suggests suicide is inevitable, unsolvable or an "epidemic"
- Don't reinforce negative stereotypes myths, or stigma.
- Don't romanticize or glamorize
- Don't blame on single cause

## DO

- Do offer helpful resources.
- Do suggest help-seeking is a reasonable course of action.
- Do use non-stigmatizing language.
- Do suggest everyone can do something to prevent suicide.
- Do shape a positive narrative for suicide prevention.

*Safety concerns don't mean we should avoid messaging. Communicating to the public about suicide is critical; what's important is how we message about it.*

# Messaging: Positive

- Action-oriented
- Prevention works
- Resilience and recovery are happening
- Effective programs and services exist
- Help is available

LIVED EXPERTISE

Support

Help

Recovery

Healing

Resilience

Connection

Hope

# Messaging: Effective

- Know self/audiences
- Meet your audience where they are
- “Manly language”
- Value congruent



*Hammer? **Check.** Hard hat? Check.  
HealthyMenMichigan.org? Check, and mate. Know all the tools in your arsenal with [HealthyMenMichigan.org](http://HealthyMenMichigan.org)*

*Are you trying to outrun your feelings by throwing yourself into activities such as fitness or work? Those could be signs of mental fitness concerns. Take a quick anonymous online mental health screening [HealthyMenMichigan.org](http://HealthyMenMichigan.org)*

# Leverage What You Have

## “Bake it in. Don’t bolt it on.”

- Monthly newsletters
- Promotional posts
- Prescheduled
- Trending hashtags, topics
- Tie existing content to talking points

## What gets the most engagement?

- Visual content
- Humorous/compelling/clever
- Resource links in content



Webinars



Podcasts



Blogs



Videos



Engagement

# Twitter Chats

## The #ElevateTheConvo Influencers

### Top 10 by Mentions

-  @action\_alliance 876
-  @sspencerthomas 850
-  @800273talk 635
-  @rmirecc 611
-  @jedfoundation 497
-  @aasuiology 489
-  @trevorproject 457
-  @sprctweets 312
-  @jfclaude 159
-  @stoptxsuicides 155

 Tweet

### Top 10 by Tweets

-  @sspencerthomas 303
-  @grace\_durbin 263
-  @kidsmatterok 236
-  @uncommongraces 235
-  @whisperindream 235
-  @twistedshock01 235
-  @justrestinlove 235
-  @janemariouse 235
-  @jaiesjourneyinc 235
-  @olivia\_hopes 235

 Tweet

### Top 10 by Impressions

-  @grace\_durbin 4.7M
-  @trevorproject 3.6M
-  @lovelostherway 3.1M
-  @justrestinlove 2.2M
-  @sspencerthomas 1.8M
-  @heavenlysins66 1.3M
-  @800273talk 1.3M
-  @aasuiology 688.2K
-  @jedfoundation 639.1K
-  @kidsmatterok 566.8K

 Tweet

## The Numbers

27.017M Impressions

5,588 Tweets

439 Participants

233 Avg Tweets/Hour

13 Avg Tweets/Participant

 Tweet

 Like

Twitter data from the #ElevateTheConvo hashtag from Thu, August 24th 2017, 11:35AM to Fri, August 25th 2017, 11:35AM (America/Denver).



Tweet Activity on #ElevateTheConvo

3000

# Broad Content Calendar

- Focus area
- Content
- General Learnings & Current learnings
- Engage when you can, community management
- Specific reach of partner organizations

	SUN	MON	TUE	WED	THU	FRI	SAT
<b>MAY</b> • Family Support Month • Mental Health Month • National Military Appreciation Month		1	2	3	4 <i>Firefighter's Day</i>	5	6
	7	8	9	10	11	12 <i>Military Spouse Appreciation Day</i>	13
	<i>National Anxiety and Depression Awareness Week (7-13)</i>			<i>National Correctional Officers Week (7-13)</i>			
	14	15 <i>National Peace Officers Memorial Day</i>	16	17 <i>Older Michiganders Day</i>	18	19	20 <i>Armed Forces Day</i>
	<i>National Police Week (14-20)</i>		<i>SAMHSA's National Prevention Week (14-20)</i>				
	21	22	23	24	25	26	27
		<i>EMS Week (21-27)</i>					
28	29 <i>Memorial Day</i>	30	31				

# Boosted Facebook Posts

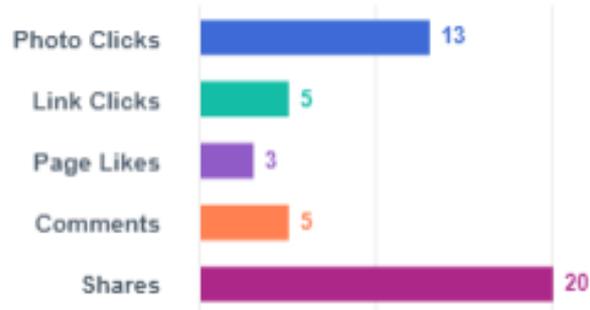
 You targeted men, ages 25 - 64 who live in 1 location.  
[Show full summary](#)

 This promotion ran for 4 days.

 Your total budget for this promotion

2,045 People Reached [?]  
209 Engagements

Actions | People | Countries



Former NFL QB Drew Bledsoe wants to start a conversation about mental health. "Reaching out for help when we need it is NOT a sign of weakness." Reduce the stigma around men's mental health. Start with a free online screening at [HealthyMenMichigan.org](http://HealthyMenMichigan.org).



## Drew Bledsoe Shares Powerful Message In Wake Of Tyler Hilinski's Death

Drew Bledsoe wants to start a conversation. The sports world tragically lost a member Tuesday afternoon, as Washington State quarterback Tyler Hilinski was...

NESN.COM

 126 people reached

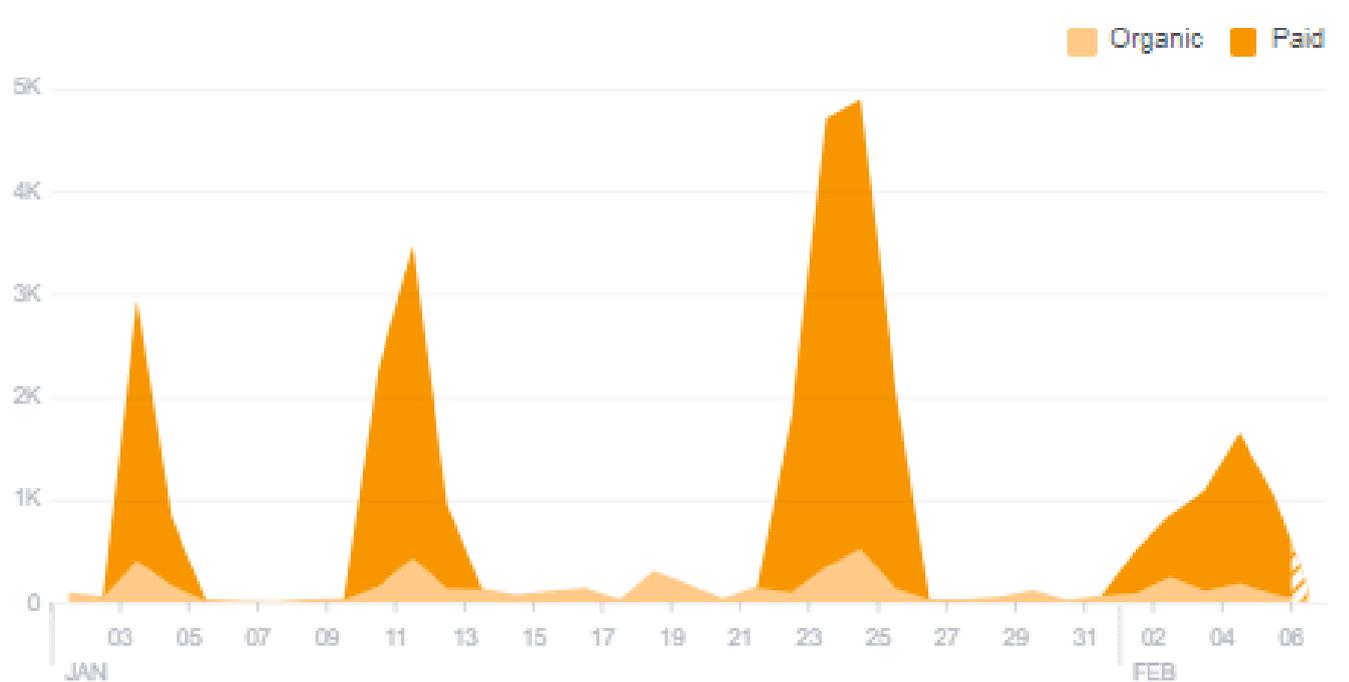
[Boost Post](#)

 Like  Comment  Share

 3 Shares

# Boosted Facebook Posts

Page Reach: Organic vs. Paid



**You can't fix your mental health with duct tape.**

We can help!

**Healthy Men**   
**MICHIGAN**.org

The Lapeer County Suicide Prevention Network



**GIVE YOUR BRAIN  
A PHYSICAL.**  
healthymenmichigan.org

**TACKLE YOUR STRESS.**  
healthymenmichigan.org



## Welcome to Healthy Men Michigan

Healthy Men Michigan is a website created to make it easy for men in Michigan to get and stay mentally fit.

Men—it takes just three easy steps to check your mental fitness:

1. Take a free and anonymous online screening.
2. Get real time customized results and see if you are eligible for a paid, voluntary research study.
3. Check out local Michigan resources to reduce stress and improve your overall well-being.

**Jump Start Your Mental Fitness Today!**

[Take a Screening](#)

# Healthy Men Michigan's Downloadable Resource Center

How are You Promoting Healthy Men Michigan?

Promotional Materials



Social Media

Healthy Men Michigan's One Year Anniversary

Emails

Lapeer County Billboard



Webinar PowerPoints

June is Men's Health Month

Construction Workers

Veterans

January 2018 E-news



December 2017 E-news

November 2017 E-news

October 2017 E-news

September 2017 E-news

## Downloadable Resource Center



Welcome to the Healthy Men Michigan Downloadable Resource Center, your central location for pre-written, customizable social media posts, emails, press releases, and more.

Spread the word about Healthy Men Michigan:

# Healthy Men Michigan's Take 5 Campaign

- Healthy Men Michigan's one year anniversary of launch
- Call to action



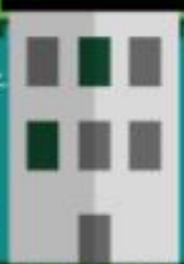
The infographic is a 2x3 grid of panels with a green and blue color scheme. The top-left panel has a dark green background with white and yellow text. The top-middle panel has a light green background with a smartphone icon and white text. The top-right panel has a light green background with a speech bubble icon and white text. The bottom-left panel has a teal background with white text and an envelope icon. The bottom-middle panel has a teal background with a building icon and white text. The bottom-right panel has a teal background with white text and the Healthy Men Michigan logo.

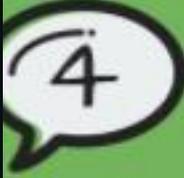
HealthyMenMichigan.org #HMMTake5

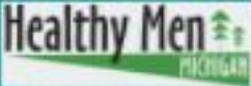
## Healthy Men Michigan's Take 5

1 Send a pre-written email to 5 people you know who can share it with men in Michigan. 

2 Schedule 5 pre-written posts on your social media accounts and use the hashtag #HMMTake5. 

3 Visit 5 locations and ask them to put out HMM wallet cards and tell them about the toolkit. 

4 Ask 5 colleagues if they know about HealthyMenMichigan.org and suggest they sign up for the E-newsletter. 

5 Take 5 minutes to put our logo on your site with the hyperlink to [HealthyMenMichigan.org](http://HealthyMenMichigan.org) 

# Michigan Community Outreach



Marquette County Health Department



Kiersten's Ride



Saginaw Survivors of Suicide



Kevin's Song



<https://www.facebook.com/HealthyMenMichigan/>

<https://twitter.com/HealthyMenMI>

<http://healthymenmichigan.org/>

[healthymenmichigan@mentalhealthscreening.org](mailto:healthymenmichigan@mentalhealthscreening.org)

# Men in Michigan Are Taking Action

## Here's How You Can Help

1. Social Media and Word of Mouth are how men are hearing about the campaign  
**Send promotional emails and social media posts to members of your community by using the Downloadable Resource Center at [HealthyMenMichigan.org/toolkit](https://HealthyMenMichigan.org/toolkit)**
2. Michigan is a big state with lots of different areas to cover!  
**Help spread the word with free promotional materials while you are out across Michigan [shop.mentalhealthscreening.org/collections/healthy-men-michigan](https://shop.mentalhealthscreening.org/collections/healthy-men-michigan)**
3. The workplace is another great place to promote the campaign!  
**Add a link to [www.HealthyMenMichigan.org](https://www.HealthyMenMichigan.org) on your organization website and newsletter**  
**Send a link to [www.HealthyMenMichigan.org](https://www.HealthyMenMichigan.org) to your employees/colleagues**
4. Connect with us and stay up to date on the Healthy Men Michigan campaign  
**Email us at [healthymenmichigan@mentalhealthscreening.org](mailto:healthymenmichigan@mentalhealthscreening.org) to sign up for the e-Newsletter**

**Spread the word about men's mental fitness in Michigan!**

# For more information...

## About the Research

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## About the Campaign

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Thank you!