

SEE ME

COMMUNICATIONS

THREE YEAR PROGRAMME EVALUATION
NOVEMBER 2016 - OCTOBER 2019



Mental Health
Foundation

See Me
End mental health
discrimination

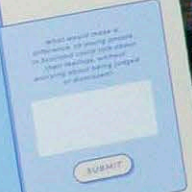
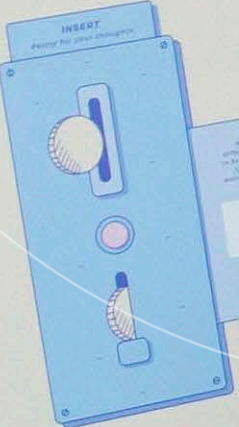


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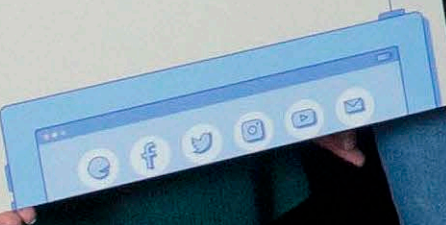
FEELS FM

THE EMOJI JUKEBOX - POWERED BY SEE ME

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CASE OF EMERGENCY
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FEELS FM

THE EMOJI-POWERED



SEE ME - COMMUNICATIONS EVALUATION REPORT

Reach of Communications *(November 16 – September 19)*

- **21,912** Facebook followers
- **6,251** Instagram followers
- **18,600** Twitter followers
- **614** YouTube subscribers
- **2,761** sign-ups to See Me Newsletter
- **3,183** Traditional media mentions
- **1,741** Lived experience voices in traditional media

Summary

- The initial evaluation of the online #passthebadge campaign provides an insight into the enormous potential of utilising social media to connect with people and have a wider societal impact
- A feasibility study of social media impact methods was conducted on the second phase of the #passthebadge campaign. This provided valuable insights into the most appropriate methodological approaches to use for this type of evaluation. This learning will inform any future campaign evaluation
- FeelsFM was a successful campaign in terms of both engagements and insights from young people about barriers to talking about mental health. The evaluation of this campaign would have benefited from a focus on impact
- Media and social media analytics show, overall, that See Me is continuing to grow its presence in these capacities
- Greater clarity is required concerning the role and direction of the evaluation of See Me Communications.

1.0 Introduction

See Me's communications and campaigns are driven by people with lived experience, who help develop their key messages, influence campaigns and share their own stories to change the way people think and behave about mental health.

The See Me Communications team aims to deliver messages that can make the greatest impact on changing behaviour in target settings. A variety of different methods are used to reach people across Scotland, from TV to radio to social media and podcasts.

In the last three years there have been five campaigns: It's Okay, Pass the Badge, FeelsFM and two Time to Talk days. These campaigns, along with targeted media supporting the programme team have resulted in 3,183 appearances in the media, of which 1,741 of those featured voices of lived experience and over **21,000** new followers on social media.

The See Me Communications team aim to change behaviour in all their communications. Pass the Badge created a community online where people felt safe to share their own mental health problems and support others. Press releases and media appearances always have tips for people on how they can tackle discrimination or make a change to their own behave. The See Me campaigns look to target behaviour change in specific areas, while on social media daily tips and guidance are provided to empower people to tackle self-stigma and reach out to get help.

All of this is driven by social contact, by telling the stories of people with real experiences, who can say what discrimination they faced, how they beat it, or what those around them did, or could have done to make things better.

1.1 Methods

A mixed methods approach was applied to the evaluation of the See Me Communications. Qualitative, quantitative and secondary data were gathered to evaluate the role of communications within See Me.

Qualitative data collection included online engagements with the #passthebadge campaign and also secondary data comments from the FeelsFM evaluation conducted by See Me. Quantitative data collection include a survey of conducted by See Me as part of the scoping phase of the FeelsFM campaign and the engagements with the FeelFM campaign as a whole. Additionally, there are media and social media analytics presented in the report.

1.2 Ethics

For the qualitative data collection all participants gave verbal and written consent to take part in the interviews/focus groups and to have these audio-recorded. Participants were given an information sheet and asked to sign a consent form once they had time to consider if they wished to take part in the evaluation (minimum of 48 hours before data gathering). In addition to this at the end of each interview/focus group each participant was presented with a list of support numbers to call if they were in any distress.

For the quantitative data collection, participants were provided with information about the purpose of the survey and the contact details of researchers at the Mental Health Foundation if they required any further information. Participants were then explicitly asked if they would like to take part in the survey. If they declined to take part, they were

excluded from the analysis and advised this would have no impact on any See Me activity in which they part took.

The survey component of the #passthebadge analysis received a favourable ethical opinion from the University of Strathclyde ethics committee. There were three steps to consent established for this component of research. The survey that was sent to each prospective participant opened with an explanation of what the survey will be used for and asked for the participant's consent before they could proceed with the survey. Participants were then asked at the end of the survey if they were willing to be interviewed and had to give their consent at this point to be considered for interview. Finally, those participants who were to be interviewed would be provided with a written consent form prior to the interview and the interview will not take place until consent is received. In addition to this at the end of the survey each participant will be presented with a list of support numbers to call if they found anything in the survey distressing.

1.3 Analysis

The qualitative data from the #passthebadge Instagram comments was analysed using a thematic analysis approach. When themes were identified, these were separated into process and impact themes. Large themes were further broken down into sub themes. Analysis of the data gathered through the FeelsFM campaign was conducted internally by See Me and what is presented in this report a synthesis of the See Me analysis.

1.4 Limitations of Data

Limitations with the data collection and methodological approach, a common feature of real life evaluation, will inform further evaluation stages, in particular: the sampling strategies used for the collection of both quantitative and qualitative data could be improved to reflect more diverse experiences. Some of the data for this report are secondary data that was collated and analysed by See Me and therefore may not have been subject to the same level of rigour as independent analysis. Additionally, the report also contains analytics data from See Me's media monitoring.

1.5 Report Structure

The sections 2, 3 and 4 provide information from the analysis on the process and impact data collated across the range and scope of the See Me Communications. These sections are:

- Social Media Campaign - #passthebadge
- FeelsFM
- Media

Discussion on the implications of these findings and what the data tells us about the See Me Communications function is provided in Section 5.

2.0 Social Media Campaign - #PasstheBadge

Pass the Badge began as an activity, started by a See Me Community Champion, which invited people to wear a See Me badge for a day and then pass it on to someone else to wear for the next day. The campaign raised awareness of mental health and started conversations all over the world. Between 20/11/2017 and 31/12/2017 See Me focused on creating a digital safe space for people to share their experiences and ask questions about mental health using #passthebadge. This campaign was across Facebook, Instagram and Twitter. The campaign aimed to contribute to three of See Me's strategic outcomes, namely:

- People individually and collectively will increasingly challenge self-stigma, stigma and discrimination
- People will increasingly feel safe, confident and inspired to speak about their mental health and seek help
- Diverse leaders and organisation's champion the elimination of stigma and discrimination and take relevant action themselves.

Analysis of this campaign was separated into two stages. The first stage was a content analysis of **153** Instagram posts from **132** different users that engaged with the #passthebadge between 20/11/2017 and 31/12/2017. The second stage sought to ascertain why people engaged with See Me's online #passthebadge campaign and what impact it had on those who engaged, through their own posts and the posts of others. A survey was sent to each of the **132** individuals who took part in the See Me online #passthebadge campaign from the official See Me Instagram account asking them about their experience of participating in the online

campaign and the impact participating in the campaign had on them. At the end of the survey participants were asked if they would be willing to be interviewed about their experiences engaging with the campaign.

2.1 Methodology

The #passthebadge posts were searched for on Iconosquare (an Instagram analytics software package), this returned **648** posts that had engaged with the hashtag. A number of criteria were implemented to ensure only the correct posts were analysed. The inclusion criteria for posts being analysed consisted of: the post must have been during the official campaign timeframe, 20/11/2017 to 31/12/2017; where a post was posted multiple times, only the original was used for analysis; any post from the official See Me Instagram account was excluded¹. Additionally there were **220** posts using #passthebadge during this period that were in relation to a cancer awareness campaign in the USA, these posts were excluded from the analysis. This left a dataset of **153** posts from **132** different users.

This dataset was then split into two separate datasets. The first set was that of a group of eight Influencers that See Me hired to initially promote the Pass the Badge campaign on Instagram. The second set was the entire collected results of searching the hashtag, not including the Influencer posts. The Influencers' only dataset consisted of **8** posts in total whilst the complete data set consisted of **145** posts.

The survey design and distribution were carried out on SurveyMonkey. Both the design and the distribution were granted a favourable opinion by the University of Strathclyde's Ethic Committee. A link to the

¹ The official See Me Instagram account 'regrammed' the majority of posts that engaged with the hashtag.

survey was sent to each participant in the campaign as a comment on their original post; this was carried out by the team at See Me.

2.1.2 Limitations of the Methodology

The survey was active across April 2019, due to a delay with the ethics procedure. There were six responses to the survey with one of those respondents being open to a further interview. We had expected the response rate to be low due to the time gap between the campaign finishing (Dec 17) and the survey going live (April 19). However, a further complication was that we had not appreciated that you could not send a live url link on Instagram in any comment. Which meant that each respondent had to copy and paste the url from the comment into a browser. Furthermore, it is reasonable to assume the most participants will have been using Instagram on their phone which is a further barrier to copying and pasting the link and thus completing the survey. Additionally, this evaluation only focused on the engagement with campaign from Instagram and within the campaign period.

2.2 Key Findings

In total the **153** posts generated **17,435** likes and **987** comments. That is an average of **115** likes per post and **6** comments per post. See Me created a frame to be used with the posts that consisted of a heart with the words "Start talking" in it. Nearly three-quarters (**73.20%**) of the posts used this frame. The most common type of image used was pictures of people with just under half (**43.13%**) of the posts. A quarter of the posts (**25.49%**) were selfies. Eleven of the posts were solely a picture of this 'start talking' heart.

There were thirteen themes from the Influencers' posts: Call to Talk; "It's ok not to be ok"; Struggle or Mental Health 'Fight'; The

Invisible Effects and Silencing Nature of Mental Health Issues; Personal Experiences; Stigma; Suicide; Shame/Embarrassment; Identity; Support networks, Self-Care or Safe Spaces; Loneliness/Isolation; Medication/ Medical Help; Social media and mental health. All of these themes carried over into the larger dataset. An additional four themes (Fear, Feelings of burden, Festive period mental health and Diagnosis) were found only in the larger dataset. There were seventeen themes in total.

The first phase of evaluation of the campaign has shown that the key messages from See Me's campaign and Influencers filtered through into the overall engagement of users. This is particularly true of the 'Call to talk' and 'It's okay to not be okay'. The themes that arose from outwith the Influencer posts appeared more negative in tone than those from the Influencers and some interrogation of this could be interesting. Overall, the first phase of evaluation provided an insight into the enormous potential of utilising social media to connect with people and have a wider societal impact.

There were a total of six responses to the survey, which is a response rate of **4.5%**. This means the dataset is too small to tell us anything significant about the respondents' engagement with the campaign. One of the six respondents indicated that they were willing to be interviewed about their involvement in the campaign, however they did not respond when asked.

This evaluation was a feasibility study of the methods required to assess social media impact. The evaluation team now has a greater understanding of what does not work and what could work in relation to assessing impact. With some minor amendments it is the intention of the evaluation team to use to this methodology again for a future campaign.

3.0 FeelsFM

3.1 Background

See Me were commissioned by the Scottish Government to contribute to the central vision of the Mental Health Strategy through hosting conversations with young people about what mental health and wellbeing means to them.

Summary of campaign purpose and objectives

- To empower young people, by giving them a forum to have their voice heard where they can speak about their mental health and take action
- To ensure young people's voices are included in the decisions that affect them
- Help to normalise conversation about mental health and wellbeing from an early age and reduce the stigma around mental health
- Encourage as wide a discussion as possible on the key issues and gain a better understanding of what is important to young people
- Raise awareness of what mental health means to young people.

3.2 Methodology

The data in the section of the report is secondary data that was originally collated, analysed and presented by See Me. The data included here is from a month-long campaign development survey which generated **1,455** responses from young people aged 12-26 across Scotland and data from a number of questions that users of FeelsFM were asked when using the platform.

3.3 Development of Campaign

Presented below is how the campaign was developed by the See Me Communications team from their engagements with young people.



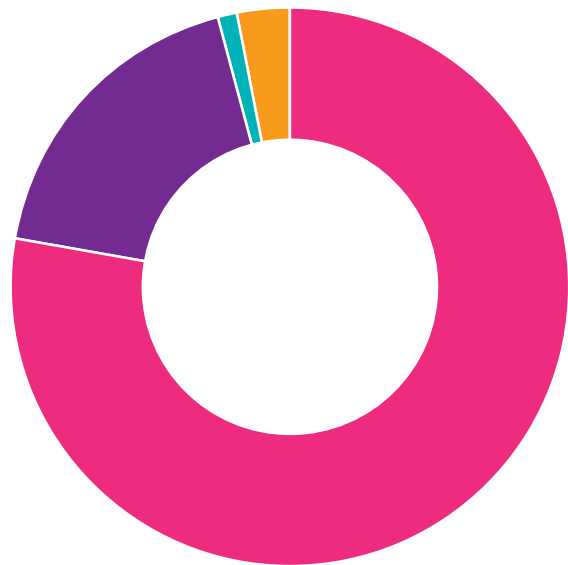
3.3.1 Demographics of survey respondents

Gender breakdown of survey respondents



- **32%** 12-15 years old
- **34%** 16-19 years old
- **32%** 20-26 years old

Age breakdown of survey respondents

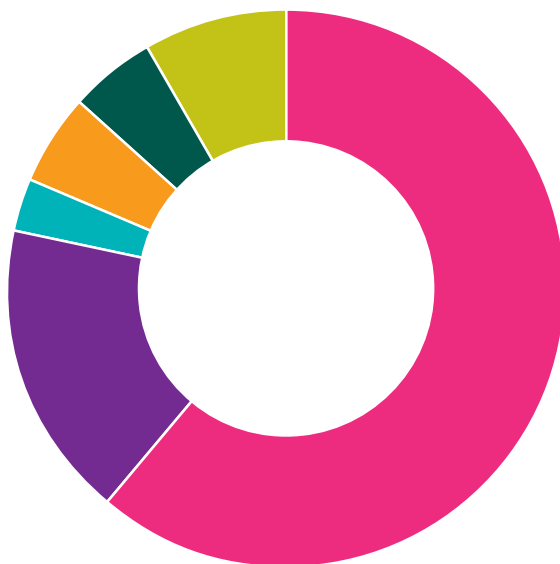


- **78%** Female
- **18%** Male
- **1%** Prefer not to say
- **3%** Other

The age breakdown of survey respondents was very evenly spread across the three age categories with each category having roughly a third of respondents. This shows a good balance in terms of age representation across the age categories.

Nearly four-fifths (**78%**) of the respondents to the survey identified as Female. Just under one-fifth (**18%**) identified as Male. An additional **3%** identified as Other, which included transgender, non-binary and gender fluid. The final **1%** selected Prefer not to say. The respondents being so overwhelmingly female is something to be mindful of when considering the results.

Sexual orientation breakdown of survey respondents



■ 60%	Heterosexual
■ 17%	Bisexual
■ 3%	Gay
■ 5%	Lesbian
■ 5%	Prefer not to say
■ 8%	Other

Around two-thirds (**60%**) of respondents identified as Heterosexual. A further **17%** identified as Bisexual. **8%** identified as Other which included not sure, pansexual, asexual and queer. **5%** identified as Lesbian and a further **5%** selected Prefer not to say. The final **3%** identified as Gay.

3.3.2 Co-production

Concurrently with the survey See Me also worked with See Me Youth Volunteers to further help co-produce the campaign. To get a representative sample that included marginalised and intersectional voices there was a strong focus on partnership working. This included groups that worked with LGBT youth and BME young people.

3.3.3 Scoping Findings

The findings from the initial scoping engagement found that young people had an awareness of mental health but this typically was focused on mental ill-health. It was suggested that young people found starting conversations about mental health to be difficult, that they felt they were not always taken seriously by adults concerning mental health, they did not know where to seek help, there was a difficulty in expressing feelings and a fear of being judged. Additionally it was suggested that music was often used as a coping strategy. The survey highlighted that two-thirds (**67%**) of the respondents would tell somebody if they were struggling with their physical health. Whereas only about a quarter (**26%**) would tell somebody if they were struggling with their mental health and just under a third (**31%**) would tell somebody if they had a diagnosed mental health condition.

The findings from the scoping engagement and previous exercises carried out by See Me found that young people primarily used music as a positive coping strategy and also to help understand and express their feelings.

3.4 What is FeelsFM?

After the co-production and consultation period the online platform FeelsFM was created. FeelsFM is an innovative emoji-powered jukebox. Young people are invited to choose an emoji that expresses how they currently felt and this then generates a playlist that should reflect the emoji selected. Whilst the playlist is being generated the user was asked these questions:

- Does music affect how you are feeling, and if so, how?
- Music can help when you don't want to talk. What makes it difficult for young people to talk about their feelings?
- Sometimes it can be hard to describe in words how you're feeling. What helps young people talk about how they are feeling?
- Why did you choose that emoji?

3.5 Campaign reach

During the official campaign, which ran from 17th September to 14th October 2018, FeelsFM was viewed **52,000** times by **31,613** users. By the end of the calendar year the total site views hit **63,000** by **32,000** users. There were **4,849** responses to the above questions from young people.

There were **684** Tweets about FeelsFM on Twitter from **405** contributors and the campaign led to an increase in See Me Twitter followers of **113**, an increase in Facebook followers of **454** and an increase of Instagram followers of **76**.

3.6 Campaign Findings

3.6.1 Does music affect how you're feeling?

Across all age ranges young people reported that music affected the way that they were

feeling. For the younger age groups it was a more straightforward positive affect that music had on them. For the older age groups music was still seen to have a positive affect but it was also recognised that music could make them feel nostalgic and even sad depending on the song.

3.6.2 What makes it difficult for young people to talk?

Older age groups specifically referred to stigma as being a barrier to talking about their mental health and expressed feelings of embarrassment and vulnerability when talking about their mental health. Younger age groups did not specifically reference stigma as a barrier but highlighted feelings such as judgement, pressure and fear as being reasons for not talking about their mental health.

3.6.3 What helps young people to talk about how they're feeling?

Across all age ranges trust and having somebody to trust were highlighted as being the best positive coping strategies to help young people talk about how they are feeling. The older age groups indicated a few negative coping strategies such as alcohol and drugs.

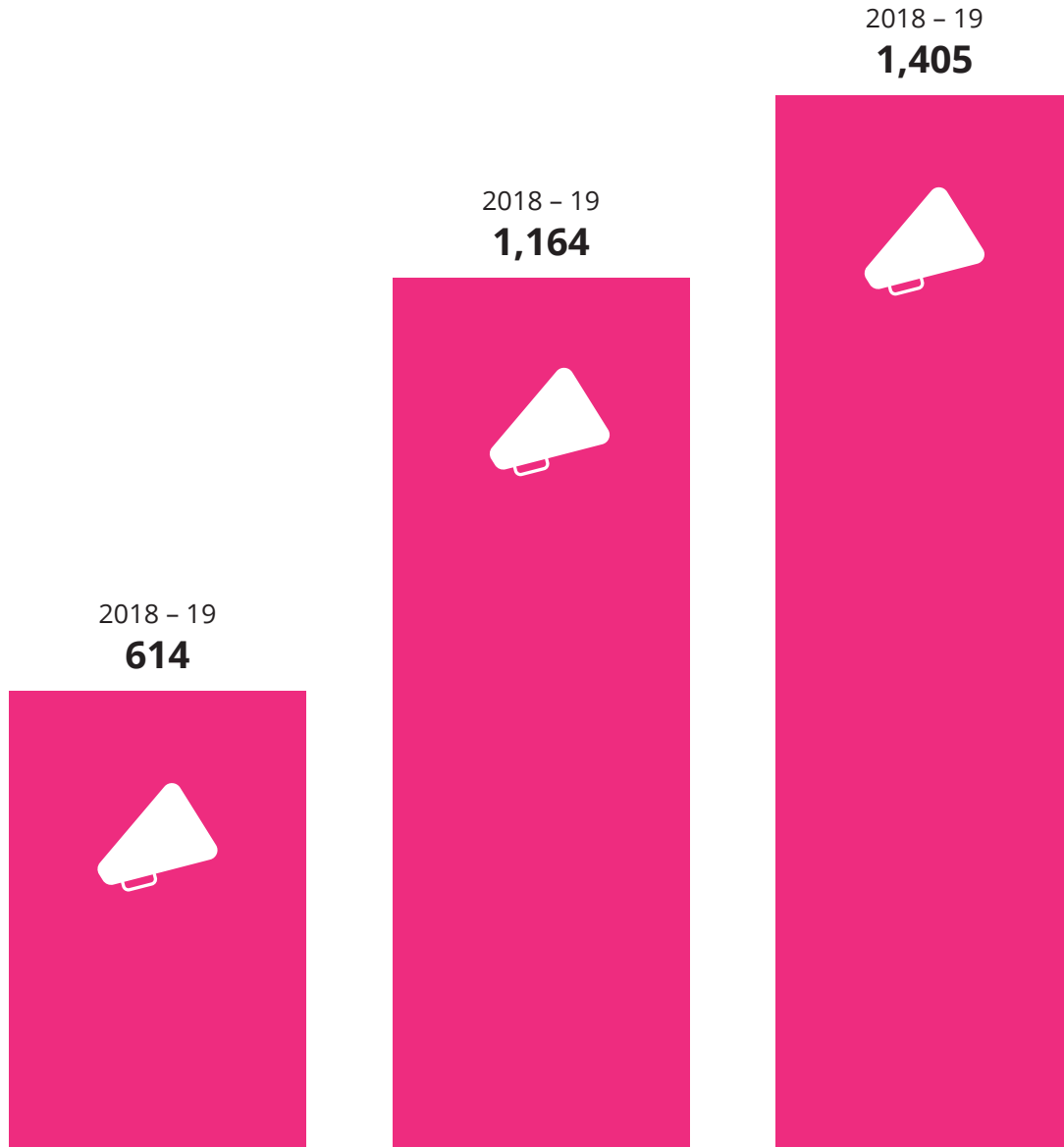
3.6.4 Emoji choice

A range of positive and negative emotions were given across all the age ranges. For all apart from the youngest age group, relationships and being in love were mentioned as reasons for the choice of emoji. This included both positive and negative responses about relationships and love. Some of the older age groups mentioned having suicidal thoughts.

4.0 Media

The data reported on in this section of the report is secondary analytics data generated by the See Me Communications team. This data is typically used for in-house reporting by the Communications team. This is the first year that the range and scope of the Communications function of See Me has been presented in an evaluation report.

Total media coverage 2016 - 19



4.1 Media Coverage

This year See Me has received more media coverage than in any previous year. Much of the rise on last year is due to increased online coverage, with broadcast and press mentions dropping slightly. It should be noted that there is one month less data for 2018-19 due to the cut off for reporting being earlier than normal.

In total See Me had **1,741** articles, broadcast pieces and online stories feature the voices of lived experience, these include: Daniel

Portman (from Game of Thrones) who spoke about his depression and OCD for Time to Talk day, Sally Nimmo, who shared her story for the FeelsFM report launch, and Sean McGugan, who received a great amount of coverage for his art exhibition in SMHAF and Jenn Barnes also has a lot of coverage speaking about her mental health, and dealing with her brother’s suicide, this was as part of a release we put out at New Year.

Over the last three years See Me has been mentioned in the media **3,183** times.

4.2 Website



Stats	Nov 2016- Oct 2017	Nov 2017- Oct 2018	Nov 2018- Sep 2019	% Change
Page views	261,477	265,775	293,736	13%
New visitors	73,189	75,160	87,869	20%
Returning visitors	13,011	13,068	14,537	12%
Sessions	100,419	101,515	118,894	18%

Website visits have continued to increase between years November 2016 and September 2018, with returning visitors and new visitors also growing. This increase website visits could be an indicator of growing interest in and reach of See Me.

4.3 Social Media

4.3.1 Facebook



Stats	Nov 2016- Oct 2017	Nov 2017- Oct 2018	Nov 2018- Sep 2019	% Change in the last year
Total likes to page over period	3638	2156	1093	-50%
Total likes to page at end of period	18,380	20,536	21,629	5%
Average post reach (organic)	9520	4985	3484	-30%

Although See Me have grown in followers in the last year (5%) they have decreased in engagement. Facebook engagement overall has fallen significantly since 2018, as algorithm changes to the site have made posts from organisations less visible than ones from your friends.

Algorithm changes to Facebook means that See Me have been less present on our followers timelines, and so their posts have not performed as well as they had previously. Consequently, they have focused less energy on posting frequency and focused more on quality content and paid advertising. The top post for the year was in February and was a branded animation video for Time to Talk Day.

The screenshot shows a Facebook post from 'See Me Scotland' published on 6 February. The post text reads: 'Tomorrow is Time to Talk Day. Conversations about mental health can change lives, and you don't have to be an expert to talk. In the gym with a mate, over tea and cake with friends, on the phone, or on social media. However you do it, have a conversation about mental health.... See more'. The video thumbnail features a magnifying glass over a play button with the text 'MIND CARE'.

The performance analytics overlay on the right side of the post includes the following data:

- Performance for your post:**
 - 24,659 People Reached
 - 2,968 3-second video views
 - 252 Reactions, comments & shares
- Reactions:**
 - 137 Like (37 On post, 100 On shares)
 - 19 Love (3 On post, 16 On shares)
- Comments:** 4 (0 On Post, 4 On Shares)
- Shares:** 92 (90 On Post, 2 On Shares)
- Post Clicks:** 411 (35 Clicks to Play, 11 Link clicks, 365 Other Clicks)
- NEGATIVE FEEDBACK:**
 - 4 Hide Post
 - 4 Hide All Posts
 - 0 Report as Spam
 - 0 Unlike Page

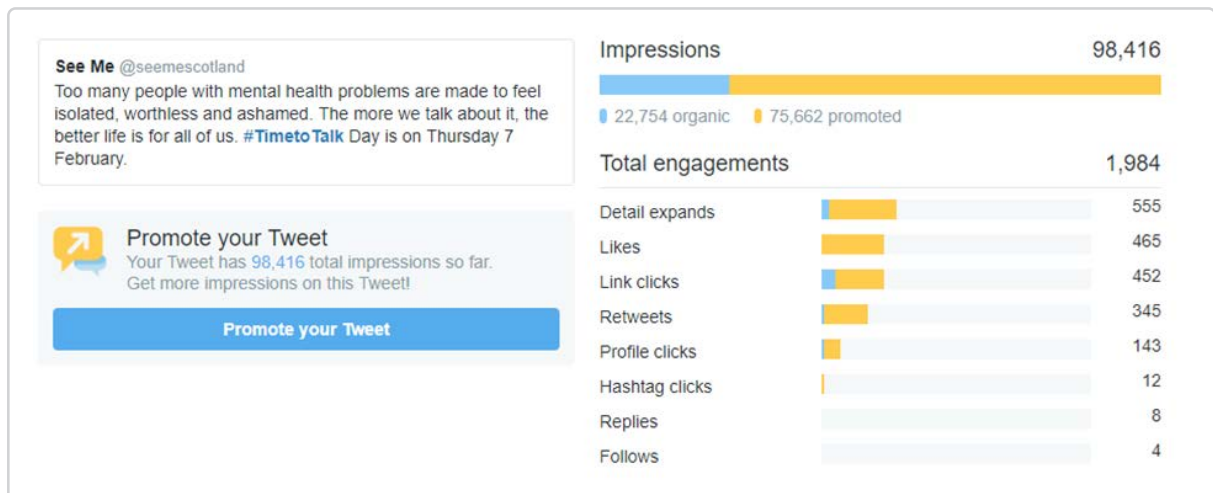
At the bottom of the post, it shows '24,659 People reached' and '663 Engagements'. A 'Boost Post' button is visible, with a note: 'Get more likes, comments and shares. Boost this post for £60 to reach up to 83,000 people.' The post is shared by Liz McLaughlin, Diane Gillespie and 37 others, with 90 shares.

4.3.2 Twitter



Stats	Nov 2016-Oct 2017	Nov 2017-Oct 2018	Nov 2018-Sep 2019	% Change in the last 12 months
New Followers Per Year	3169	2997	1986	-33%
Total Followers by End of Year	13,448	16,565	18,551	12%
Average Impressions (Reach)	256,600	367,000	360,436	-2%

Average impressions decreased slightly in the last year, but this is likely due to the campaign Feels FM launching the previous year which greatly increased engagement across all channels in 2018. The top two tweets for the year were for Time to Talk Day.



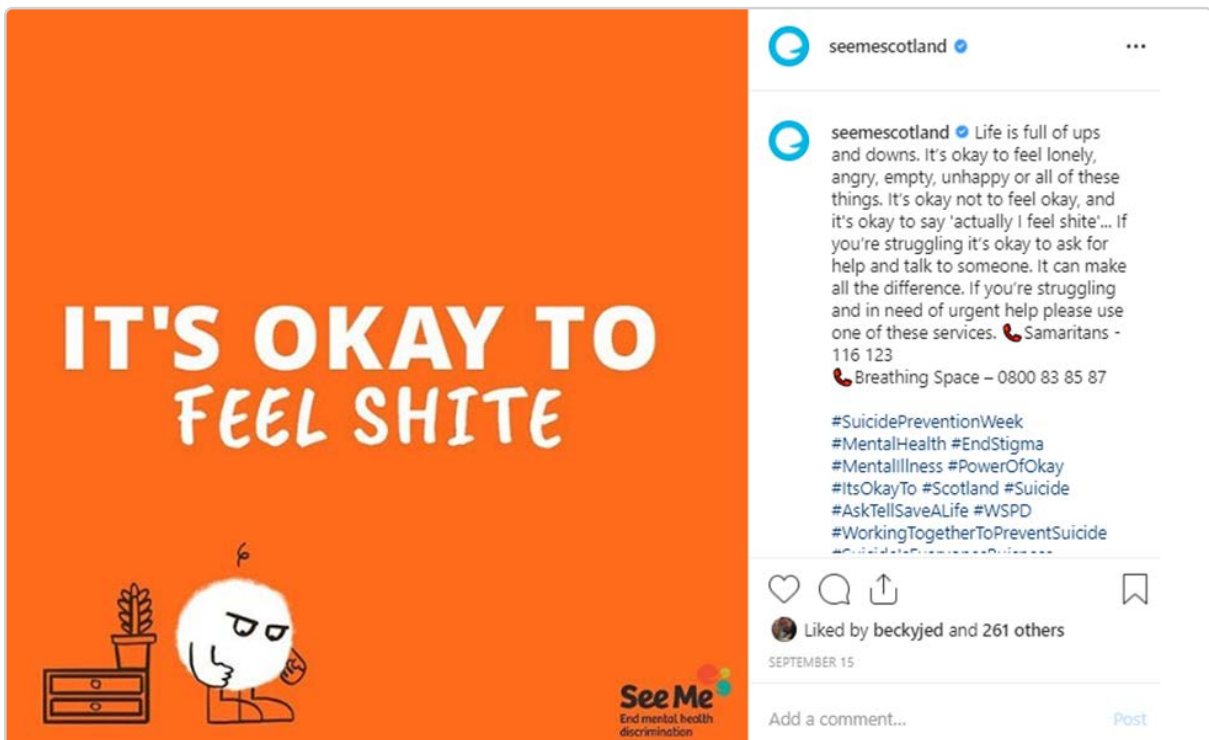
4.2.3 Instagram



Stats	Nov 2016- Oct 2017	Nov 2017- Oct 2018	Nov 2018- Sep 2019	% increase in the last 12 months:
Total likes to page at end of period:	4293	5786	6223	8%
Engagement over period:	24,883	26,341	10,281	-61%
Posts over period:	275	256	114	-55%

Instagram followers have continued to grow over the last year, despite a decrease in posts and post engagement. This large decrease in post frequency and engagement is due to 'Pass the Badge' launching on Instagram in November 2017 the previous monitoring year, which greatly increased user generated content and engagement. There was also a second campaign launch (Feels FM) in

September 2018 of the same monitoring period, and so potentially a lack of a new campaign launch during Nov 2018-Sep 2019 has decreased growth and engagement across all channels. The top post for the year was for Suicide Prevention Week which encouraged people to talk about how they are feeling and reach out for help if they felt they were struggling.



5.0 Discussion and Recommendations

The evaluation for Communications is still in a formative stage. It originated from a desire to evaluate the impact of the #passthebadge campaign in September 2018. During this evaluation period a decision was made to extend the evaluation from beyond social media campaigns to cover the Communications function more broadly. This direction should be formalised by the See Me team and the evaluation team for the coming year to ensure that the scope and impact of the Communications work is captured and represented.

The media section of this report highlights the scope and reach of the traditional communication work of the See Me Communications team. This is presented solely as analytics data as generated by Kantar and Meltwater. There needs to be thought given to whether a more thorough

interrogation of these data is something that is appropriate for the evaluation team to carry out or whether this should remain in-house at See Me and the analytics be presented as they have been in this report.

The #passthebadge campaign took place during October – December 2017. The decision to evaluate the campaign was formalised in September 2018 and the initial phase of analysing the content of the posts shared on Instagram during the campaign period began in October 2018. Ethical approval was then sought for the second phase which involved surveying those who participated in the campaign on Instagram and once a favourable ethical opinion had been given to the methodology by the University of Strathclyde it was April 2019 before primary data collection could begin. This was fourteen months after the campaign



had concluded and the participants had not anticipated there to be any follow up. The time delay was a significant reason a low response rate was expected but it was worthwhile to test the methods as the favourable ethical opinion is valid for three years. However, it was unforeseen that url links could not be posted on Instagram until the beginning on the process. This meant that for somebody to engage with the survey they would have had to copy the link and paste it into the url bar at the top of a webpage. Given that it is reasonable to assume that most people would be using Instagram on their phones this makes doing that even less likely.

The FeelsFM campaign was live for a four week period across September and October 2018. There has not been any external evaluation of this campaign. The data presented in this report are secondary data from internal evaluation conducted by the See Me Communications team. The campaign was successful both in terms of engagement and insights into what young people consider to be the main barriers and challenges to speaking out about or accessing mental health support. An external evaluation focusing on the impact of the campaign would have made the findings more robust.

There is now a greater understanding about how any future campaigns could be evaluated and assessed for impact.

5.1 Recommendations

Recommendations for See Me

- Clarity is needed about the direction of the Communications evaluation
- A consideration as to whether there should be outcomes attached to the Communications evaluation and what they would look like
- Evaluation to be built into any future campaigns from the beginning to ensure full impact data can be obtained.

Recommendations for MHF

- A more in-depth evaluation framework to bring Communications in line with the programmatic areas



mentalhealth.org.uk

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