Social Machia

HOLLY LACEY

MY CHOSEN TOPIC: TOXIC SOCIAL MEDIA

Social media has the capacity to have a strong and lasting effect on our lives, especially those who are young and receptive. Social media does have positive potential, allowing people to connect with others all over the world, and being a strong marketing platform for businesses to promote and advertise their products/services; but social media can also be toxic.

'Real life' is being tainted, social media is allowing people to create a new reality where they can step away from the real world. Reality TV and game shows, for instance, are showing how deception is being normalised in order to gain influence or popularity.

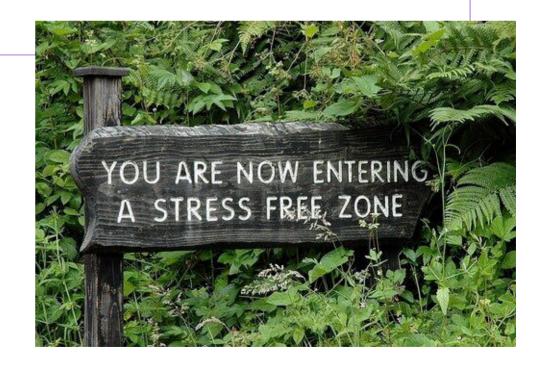
Moreover, the depiction of celebrity culture online is adding pressure to look and behave a certain way, which is beginning to have a negative effect on people's mental health.

Today, everything you say is always going to provoke an opinion; meaning that anything posted on social media carries the risk of being trolled or cyber-bullied.

The young in society have become accustomed to always being in front of a screen, whether this is checking social media or messages, and this addictive behaviour is becoming toxic.



MY CAUSE: GETTING PEOPLE OFF SOCIAL MEDIA



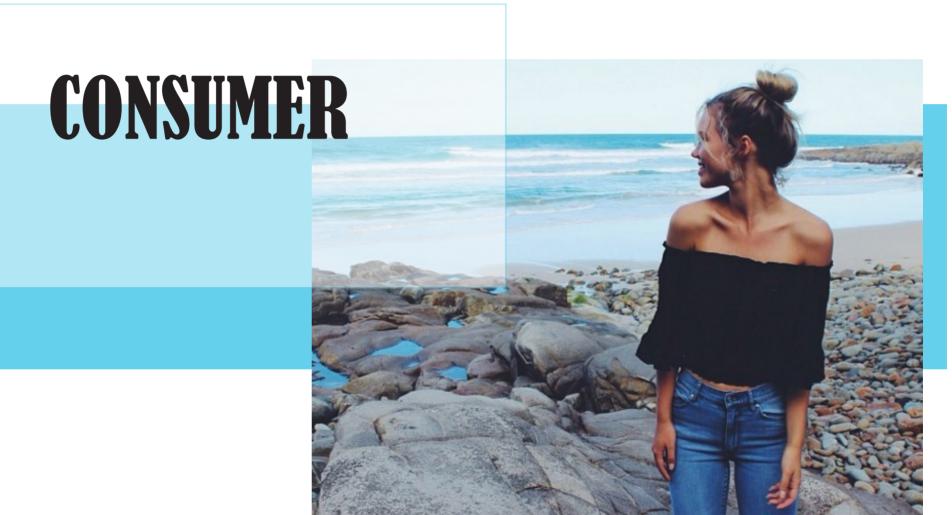
The mission of this campaign is to encourage young people between the ages of 16-24 to have a 'digital detox' and come off social media in support of CALM and Samaritans.

The campaign will hold a day-long event in Hyde Park, London for 6,000 people hosted by CALM. CALM representatives will be there to promote their app, which helps people manage and handle their emotions; meanwhile Samaritans will provide talks throughout the day to raise awareness for mental health and make people aware of their service and how people can connect with them. A walk-in service will also be in place to allow people to get help immediately if required.

Selena Gomez will be at the event and will be taking part in activities run by CALM. She will also be giving talks, sharing her experiences and how she got through her problems and the benefits of opening up and seeking help. She is an advocate of coming off social media and has frequently opened up about her own struggles with mental health – making her a relatable campaign advocate.







16-24 year-olds. 24% of this demographic admitted to having 6 social media accounts or more, and 28% expressed they felt stressed about their appearance across social media platforms.

Reports have already shown 66% of 16-24 year old are trying to cut down on their social media usage, which gives my campaign a clear demographic to work with.

Female

Individuals that feel like their life depends on social media and are easily affected by what is said about them online.

Fans of Selena Gomez

Individuals who are seeking help, or who just need someone to talk to

Stakeholders:

Influencers and the media will be key stakeholders for the campaign









How do I plan to use marketing to promote my cause positively?



Marketing Techniques used:

- Event £20 entry

£20 will be due to the Selena Gomez being such a high profiled individual. The entry fee is due to Selena Gomez being a high-profile individual, and the cost of hiring Hyde Park. For the fee, people in attendance will be able to attend talks by CALM and Samaritans, where they will discover who the organisations are wand what they do. They will also be able to attend talks from Selena Gomez, who will share her own experiences and advice. Money from the tickets will also be donated to both organisations.

Billboards around London

Will be put up in boroughs around London. They will be in London as the event will be taking place in Hyde Park so it will be able to attract London locals as well as people that visit the city.

- Taxi wraps and Bus wraps

These vehicles will reach a mass audience as they spend the majority of the time travelling in and around the city, thus having the potential to reach millions of people. They will also provide constant, moving advertisement, and will easily grab attention

- Flyers with tear off tabs

Flyers will be designed to have tear-off tabs at the bottom, providing multiple people with the campaign's website address and other details about the regarding the event and campaign

- Selena in attendance and doing talks

She has struggled with mental health problems and is one of the lead runners of whom have come off social media. She has opened up about her struggles and how she feels coming off social media has been a good thing. Celebrity that fits age demographic.

-Sponsored posts

Sponsored posts will be done across social media sites and when clicked will take customers directly to the campaigns website- here people can purchase their tickets.

-Radio Broadcast locally

As the event will be held in London, a radio advert will be broadcasted on the local radio station Capital FM. This station is popular with the target demographic, and therefore extend reach further.

How do I plan to use PR to promote my cause positively?



PR Techniques used:

-Press release sent to magazines

Press releases will be sent to a range of different media outlets that 16-24year olds associate with. Examples of this are Grazia magazine, Cosmopolitan Magazine, The Daily Mail and OK magazine. Based on primary research, 52% of 16-24 year olds had read or heard of these magazines.

-Invite press to the event

Press will be invited to the event, media outlets such as the MTV, Channel 4, BBC, ITV and Capital.

- Invite UK influencers

Invitations will be sent out to UK influencers such as Chris and Kem as well as model Brian H Whittaker as they have associations with mental health.

-Using a hash tag on social media- owned media (calm/Samaritans)

#logout will circulate the event. This term is what facebook, instagram and twitter use to logout of accounts. Calm and Samaritans will begin the trend.

-Influence from 'unplug day'. Bags to put phones in on the day- calm in association with Samaritans on front- given upon entrance

Sealed bag will encourage self-control of individuals not to mess with it during the day's events. On the packaging will be the logo of CALM and Samaritans to emphasise the organisations that are involved.

- Bags with logo given out at the event-leaflets/ maps

Goodie bags will be given that will contain a map of the venue to give information where everything is as well as leaflets from CALM and Samaritans to remind people what resources are available to them. Free advertising for both organisations as people leave the event.

-Emails sent out link direct to website to purchase tickets

Emails will be sent out to people that are already on CALM, Samaritans and Selena Gomez mailing lists. Using these lists will mean that individuals already associated or interested with the key aspects of the event will be contacted, increasing the scope for potential attendees.

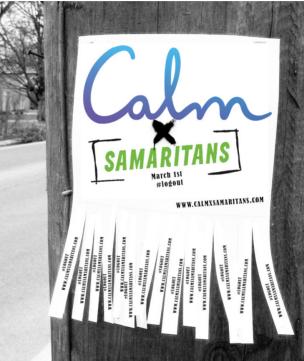


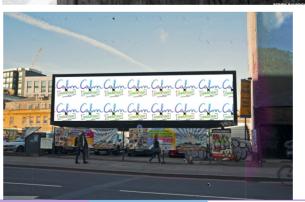
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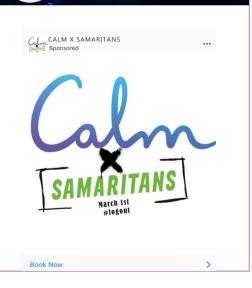


Marketing Mock

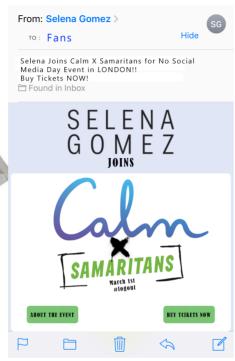












PR Mock



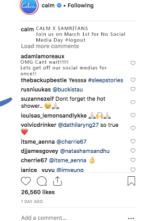
















Press Release



SELENA GOMEZ JOINS CALM X SAMARITANS FOR NO SOCIAL MEDIA DAY #LOGOUT

Selena Gomez is taking a stand against social media. On March 1st 2019, Selena will join forces with CALM and Samaritans in London, UK to get millennials off social media.

Mental Health is a huge problem in the UK and we need to open up conversations and help as many as we can.

Will you stand with us? Are you ready London? Hyde Park, March 1st. Buy your tickets now.

www.calmxsamaritans.com

#logout

What are the impacts and benefits of my campaign?



Impacts

Make more people aware of Samaritans and give them knowledge that there is a 24/7 organisation to help them.

Increase revenue through subscriptions of the CALM app, giving people who struggle with their mental health access to helpful resources.

Highlight the dangers social media has. Having talks will give people an insight upon what is really going on.

Having an influential figure like Selena Gomez present will help to influence and educate a younger demographic who may have not been aware of the issue, or the services available to them





Benefits

Opening up further conversations, as well as allowing people to have conversations in real life.

CALM revenue will go up. The company saw a small drop compared to last year. Having representatives there will be able to get new subscriptions from people in the UK.

Having Selena Gomez linked to the cause could potentially result in having her stick and represent the cause in the future

Getting people off social media for the day could encourage people to do it more often and connect with the 'real world' and not just the 'digital world'.

Most importantly, give people the opportunity to connect with people who are trained to help with mental health issues and hopefully result in positive outcomes for individuals.