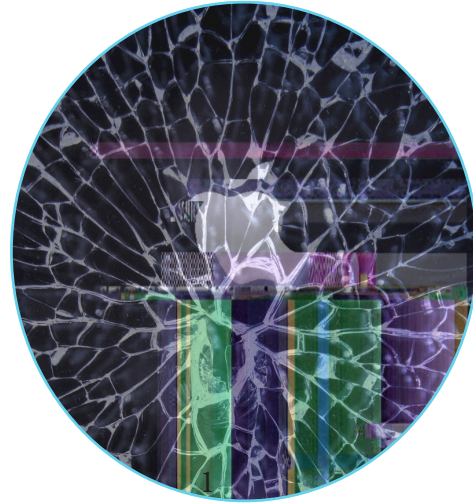




TOXIC

Social Media

HOLLY LACEY



INTRODUCTION

TOXIC SOCIAL MEDIA



Social media has the ability to have a strong and lasting effect on our lives, especially those who are young and influential. Social media has many positive connotations, such as being able to connect with people all over the world and providing a platform for businesses to promote and advertise products/services: but social media can be toxic. . (The Odyssey Online, 2018)

Firstly, 'real life' is being tainted as people on social media are given the opportunity to create a new reality by stepping away from what is real. Reality TV game shows are showing how deception is being normalised to gain popularity. . (The Odyssey Online, 2018)

Celebrity culture that is seen online is adding pressure to look and be a certain way, which is beginning to lead to effects on individual's mental health. (The Odyssey Online, 2018)

Today, everything you say is always going to lead to an opinion. What you post via social media always comes with a risk of being trolled or cyberbullied.

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.

Future Implications:

What we do on social media can affect our lives in ways that most people don't even know about. Studies showcase that future employers check your social media before they hire you, and 51% of these employers are looking for reasons not to hire you. (Career Builder, 2018) Excessive Social Media usage can contribute further to factors such as depression and our well-being. (Galer, 2018)

Marketing and PR campaigns that are happening now?

The Royal Society for Public Health has launched the campaign 'scroll free September' to encourage people to come off their phones for a month. They see the ongoing effect that our mobile phones are having on our lives and encourage people to do things such as being more present with people and getting out more rather than being stuck behind a screen. (Rsph.org.uk, 2018)

The discussion of mental health is being talked about more and organisations such as 'Calm' and 'Samaritans', who are encouraging people to open up more by giving them someone to talk to. I intend to collaborate with these organisations in order to help people who suffer mental illness as a result of social media being a toxic influence in their lives.

History of Social Media

1995- Blogging, a trend created by Jorn Barger with the site 'Robot Wisdom' soon came after this and really opened up the gap in the market where people could get connected via the internet (History Cooperative, 2018)

2003 saw the creation of Myspace. Seeing fewer young people watch less television and reading less newspapers, social media was able to come to the forefront and connect thousands across the globe (History Cooperative, 2018). Successful musicians such as Arctic Monkeys began their careers from Myspace as it gave them the opportunity to promote their music.

1997 saw the birth of social media with the site 'six degrees'. This was a site in which people were finally able to make a profile and befriend other users. (History Cooperative, 2018)

2004 the giant that is Facebook was brought to us by Mark Zuckerberg. (History Cooperative, 2018)
Originally created for US universities to connect, it soon gained popularity from universities and high schools from across the world. When made accessible to all in 2006, facebook went from 12m users to 50m users in less than a year. 'With business grabbing accounts and new features such as games like Farmville, being introduced, 2009 managed to be get 350 users involved. Since then, Facebook now had 2.23billion users, 1.15 billion active users every day. (Phillips, 2018)

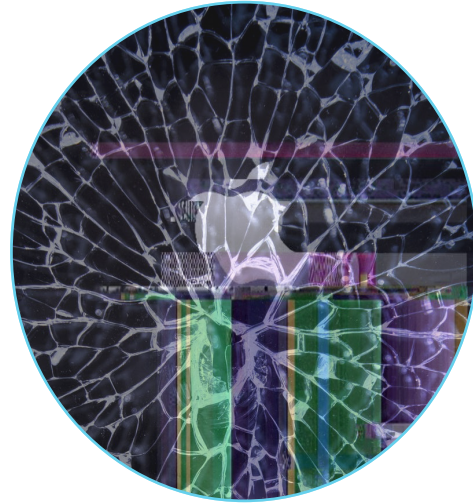
Today, social media is a term that **EVERYONE knows. The majority of people will have a form of social media that they access every day.**

2005 saw BlackBerry Messenger (BBM) contribute to the storm of social media in the UK, giving youths a free way of communicating. (History Cooperative, 2018)

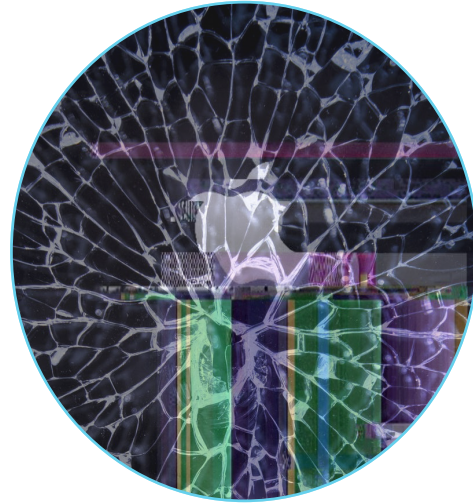
2010 introduced Instagram. (History Cooperative, 2018)
A new site whereby you could share pictures and get likes. It's one of the social media sites that continues to display a rise in popularity.

2006, Twitter was created. (History Cooperative, 2018)
Being inspired by SMS and text messaging, it created a platform where people could voice their opinions in 140 characters or less, now changed to 280 characters, so users don't have to spend time condensing their thoughts, and more time talking. It has become the platform that created and influenced hashtag trend and it has become a place where celebrities are able to connect with fans Twitter today has 335 million users, with 500 million tweets sent per day and is one of the leading social media platforms. (Omnicoagency.com, 2018)

2011 saw the introduction of snapchat. Here people were able to send 10 second 'selfies' to friends. It was a new way to communicate in comparison to the normal texting way. (History Cooperative, 2018)



SOSTAC



SITUATION

ADVANTAGES

-Based on primary research, I have identified that people are willing to come off social media if prompted. From this information, it gives motive to do a 'get off social media event' in order to attract the consumer. (Lacey, 2018)

-Mental health is spoken about more in modern society than in the past and charities such as Samaritans are available for individuals if they require help. (Lacey, 2018)

-Mental Health Funding is increasing in the next five years, meaning it is a good topic to get behind as it starts the movement (Gilbert, 2018)



DISADVANTAGES

-Social media is used heavily in our day to day lives. 3 billion people use social media, so it will be difficult to take this away from people who use it all of the time and rely on it. (Brown, 2018)

-Businesses promote products and services via Social media networking, therefore making potentially consumers weary of coming off.

-Even though Mental health is spoken about more now than in the past, some people still find it difficult to open up. (Lacey, 2018)

STRENGTHS

-Getting people to come to the event and take part is getting people active in the cause, thereby contributing positively to mental health.

-According to reports, 66% of my targeted consumers, 16-24-year olds, have already tried cutting down on social media giving my campaign as gap in the market (Mintel 1, 2018)

OPPORTUNITIES

-Mental health is being spoken about more, so allows conversation into what social media is doing to a person.

-As 16-24 year-olds have already tried to get off social media, it a good demographic to target (Mintel 1, 2018)

-Celebrities such as Selena Gomez could create trends that people would be interested in getting involved with (Bailey, 2018)

WEAKNESSES

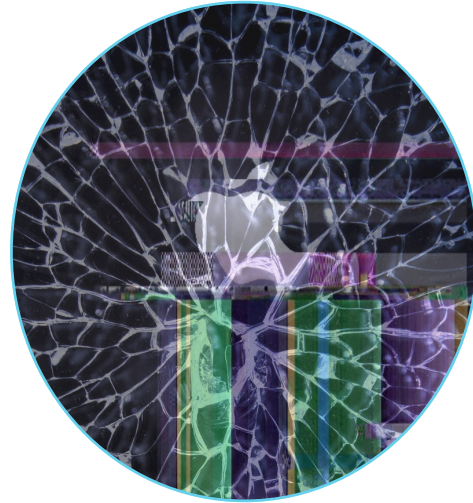
-Social media plays a huge factor in people's lives, often a way of communicating with each other and businesses.

-The increase in technology could result in people not wanting to get involved in the cause (EverydayHealth.com, 2018)

THREATS

-Social media has developed popularity partly because it is where the majority of information is shared, so people may be wary of coming off it in case they miss something 'important'.

-Other campaigns are taking place around the issue of mental health resulting in competition



OBJECTIVES

The mission during this campaign is to encourage young people between the ages of 16-24 to get off social media for one day to have a 'digital detox' that allows them to take part in an activity run by Calm and Samaritans.

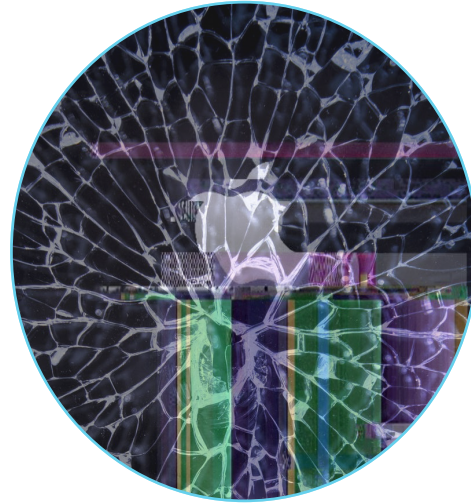


Increase revenue of subscriptions to the Calm app by 10% within a 3-month campaign, through giving people between the ages of 16-24 the access to understand what resources are available to them if they are struggling with mental health.

Changing attitudes towards mental health by 20% over a 3-month campaign. This could be reducing stress and anxiety levels and helping individuals connect with something other than just their phones and social media. This will be measured by encouraging people to buy the Calm app and donating to the charity Samaritans.

To raise awareness of the toxicity of social media by 20% during a 3-month campaign for 16-24 year olds, using both traditional marketing techniques and digital marketing techniques.

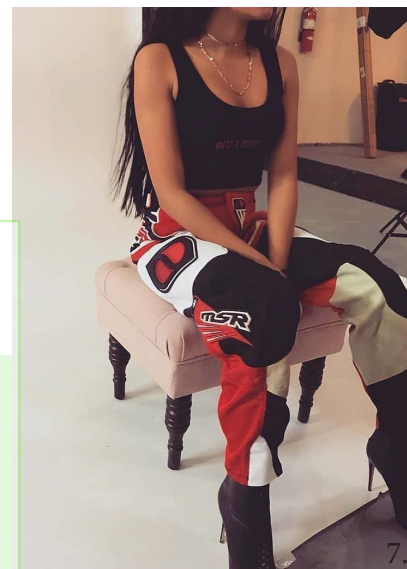




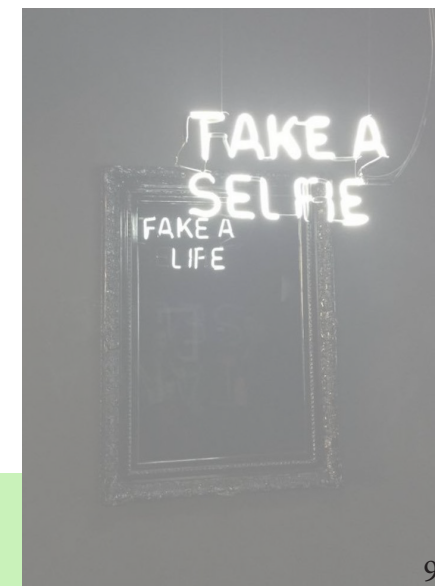
STRATEGY



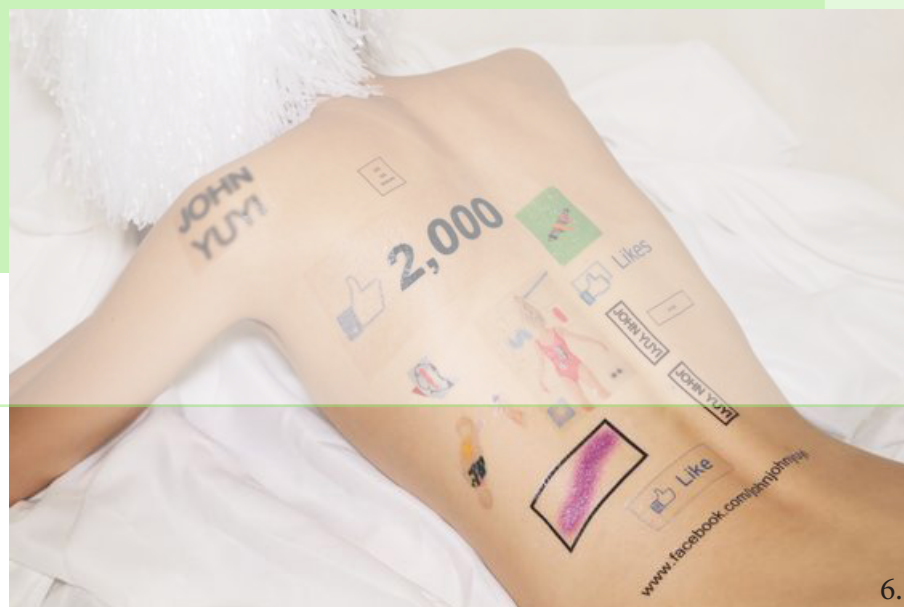
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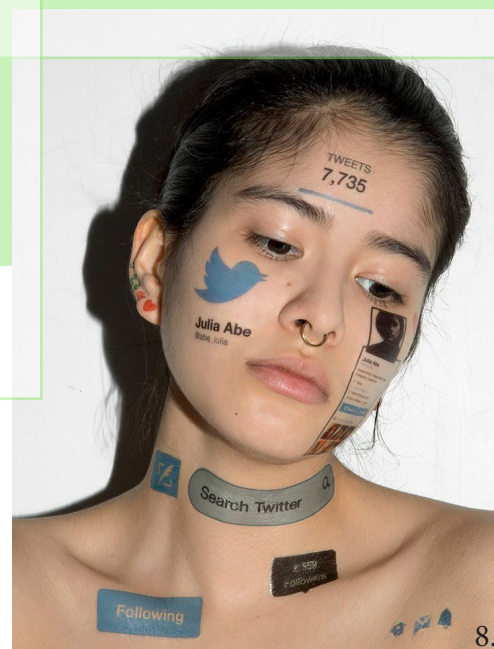
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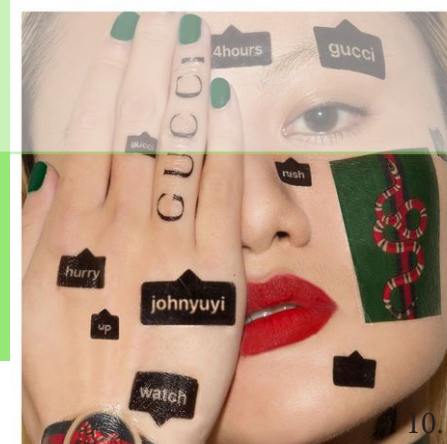
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Marketing

The target consumer is 16-24-year-olds; both male and female. According to reports from Mintel, this age group holds the most social media accounts and are the most regular users; 26% of them admitting to having 6 social media accounts or more. (Mintel 2, 2018)

In the last year, 17% of adults expressed that they felt stressed about their mental health. This statistic rose this year to 28% within the age group 16-24; and within this age group one-third expressed they felt stressed about their appearance across social media platforms. (Mintel 2, 2018)

Reports have already shown 66% of 16-24year olds trying to cut down on social media (Mintel 1, 2018), which gives this campaign a clear consumer to work with. Mental health is an increasingly recognised issue that is very topical and relevant to modern society. By putting on an event, it is hoped that this will raise awareness of the organisations that are out there to help and start a conversation about the issue.

Information provided by Theresa May saw that in the next 5 years, NHS funding will increase by £20.5billion. £250million of this money will be invested into new crisis services such as:

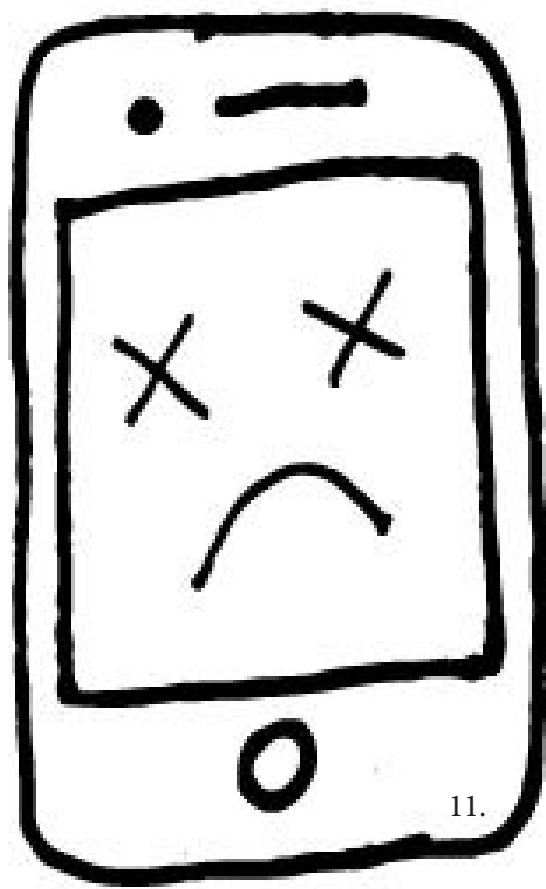
- 24/7 support via NHS 111
- Comprehensive mental health support to be put in every A&E
- Mental health specialist ambulances

Even though this is a future plan, work to help people needs to start now. Opening up the conversations will mean that when the funding begins, people will be confident recognising the problem and use the services that will be available to them. (Gilbert,2018)

Digital Detox is a trend that has that has grown in popularity in recent years. People between the ages of 16-24 seek to limit the 'addictive appeal' of social media by the amount they use it, with figures showing that almost half of the demographic have made some type of effort to reduce how much they use social media. Incorporating Digital Detox and the issue of mental health makes my campaign contemporary and relevant. (Mintel 1, 2018)

December 2017 saw 83% of the population using smartphones (the highest figure to date), which gives a liable reason to tackle this issue as we are moving further way from the real aspects of life. (Mintel 3, 2018)

An event on March 1st 2019 will show CALM and Samaritans collaborating in order to be of service to people that feel that they need help with learning how to deal with mental health issues, or simply just need a person to listen to them.



SOCIAL
MEDIA
DETOX

Media

To market my campaign, I will use traditional platforms such as:

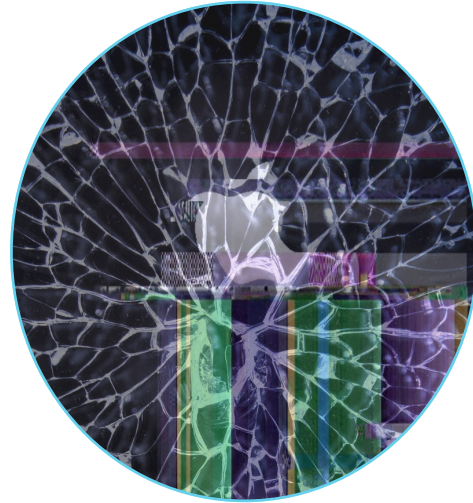
- Billboards
- Taxi/bus wraps
- Flyers
- Sponsored posts
- Celebrity endorsement, primarily from Selena Gomez
- A Paid event
- Radio advertisements

Choosing these types of media mean that the campaign can reach across to a mass audience. Flyers and billboards will be a constant reminder of what is occurring and when, whereas taxi and bus wraps will catch the eye and be memorable to the consumer – peaking interest and drawing attention to the cause. Using only sponsored posts and posts via Calm and Samaritans will reach out to the enormous following online, yet won't come across as hypocritical.

Message:

During the campaign, the hashtag 'logout' will be circulating. The hashtag will go around via social media which will let their followers know that they won't be on social media for the day, as well as being displayed among billboards, flyers and taxi/bus wraps. This will gain interest and curiosity.

The campaign will encourage people to go to the event. With the entry fee being donated to both organisations, it will mean that individuals will be donating money without doing it deliberately encouraging people to donate as well. Raising awareness of the charity and the Calm app is of the utmost importance, hence the reason for having Selena Gomez – a high-profile individual - as the celebrity endorsement.



TACTICS

Event £20 entry

The event is the prominent focus of this campaign. 6,000 people will have the opportunity to attend the event in Hyde Park, London by purchasing tickets via the campaign's website. The charge of the ticket will be £20 due to the Selena Gomez being such a high-profile individual. For the fee, people in attendance will be able to attend talks by Calm and Samaritans about who they are and what they are about, as well as Selena Gomez sharing her own experiences of poor mental health.

The main activity in the event will be done by Calm. They will be leading activities that teach people how to utilise the techniques on their app in the most beneficial way. Based on primary research, 62% of people said they would prefer to learn how to do something before investing their time into it (Lacey, 2018). This would create an opportunity for Calm to gain more custom through an increase in people buying the app in the UK.

Radio Broadcast locally

As the event will be held in London, an advert will be broadcasted across the local radio station Capital FM. The station is well known and popular, but also plays genres of music that are popular with the target demographic, meaning that the necessary audiences will be reached.



Billboards around London

In the month leading up to the event, billboards will be put up in boroughs around London. They will be in London as the event will be taking place in Hyde Park, meaning they will be able to attract London locals as well as people that visit the city.

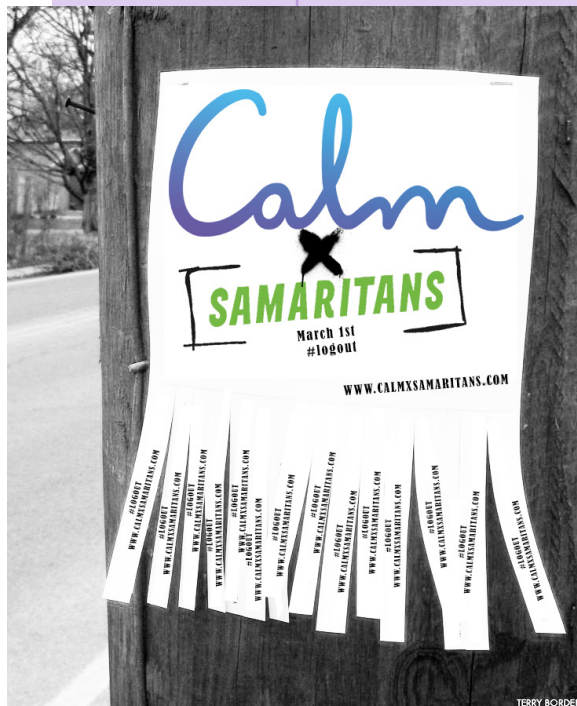


[Book Now](#)



Flyers with tear off tabs

Flyers will be put around London. These flyers will be designed specially so people can tear off tabs at the bottom which will provide people with the campaign's website as well as important details regarding the event.



Sponsored posts

Sponsored posts will be done across social media sites and when clicked will take customers directly to the campaign's website, where people can purchase their tickets for the event. Sponsored posts allow the campaign to be spread to a mass audience without the campaign actually having social media accounts. It will also allow the campaign to reach people that might not necessarily follow the organisations or Selena Gomez but are part of the target audience/demographic.



Taxi wraps and Bus wraps

5 taxi wraps and 3 bus wraps will be used around the city of London. Using these buses and taxis will reach a mass audience as they spend the majority of their time in and around the city thus putting the campaign in front of millions of people. They give the campaign advertisement 24/7. They grab people attention creating impact and conversation around the campaign.



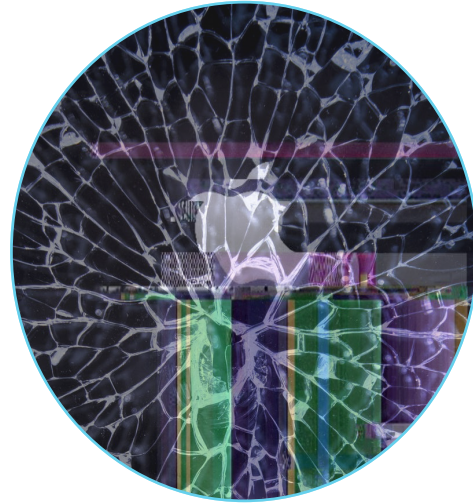
Selena Gomez in attendance and doing talks

Selena Gomez will be a paid celebrity that will be attendance at the event. She is an individual that 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. At the event she will be doing talks as well as taking part in activities run by Calm to encourage engagement.

She is the most followed female on Instagram, allowing great publicity to be gathered from a large amount of people. She is in the demographic that the campaign is targeting, and she has great connection with people that grew up watching Disney Channel, therefore making her an effective and relatable ambassador for the cause.

Having such an influential person there will mean that press will be there. Having coverage from news stations will help with spreading awareness about the event through the publicity. The more people that know about the event, the more donations, engagement, and involvement for my charities and organisation.





ACTION

C O S T I N G S

Event- Held at Hyde Park	£10,000
Billboards x 4	£800
Taxi Wraps x 5	£1,000
Bus Wraps x3	£900
Flyers x 10,000	£1,500
Selena Gomez as celebrity endorser	Free- up to £100,000
Sponsored posts for 50,000 people	£300
Radio (local London station)	£500
Total:	£15,000- £150,000

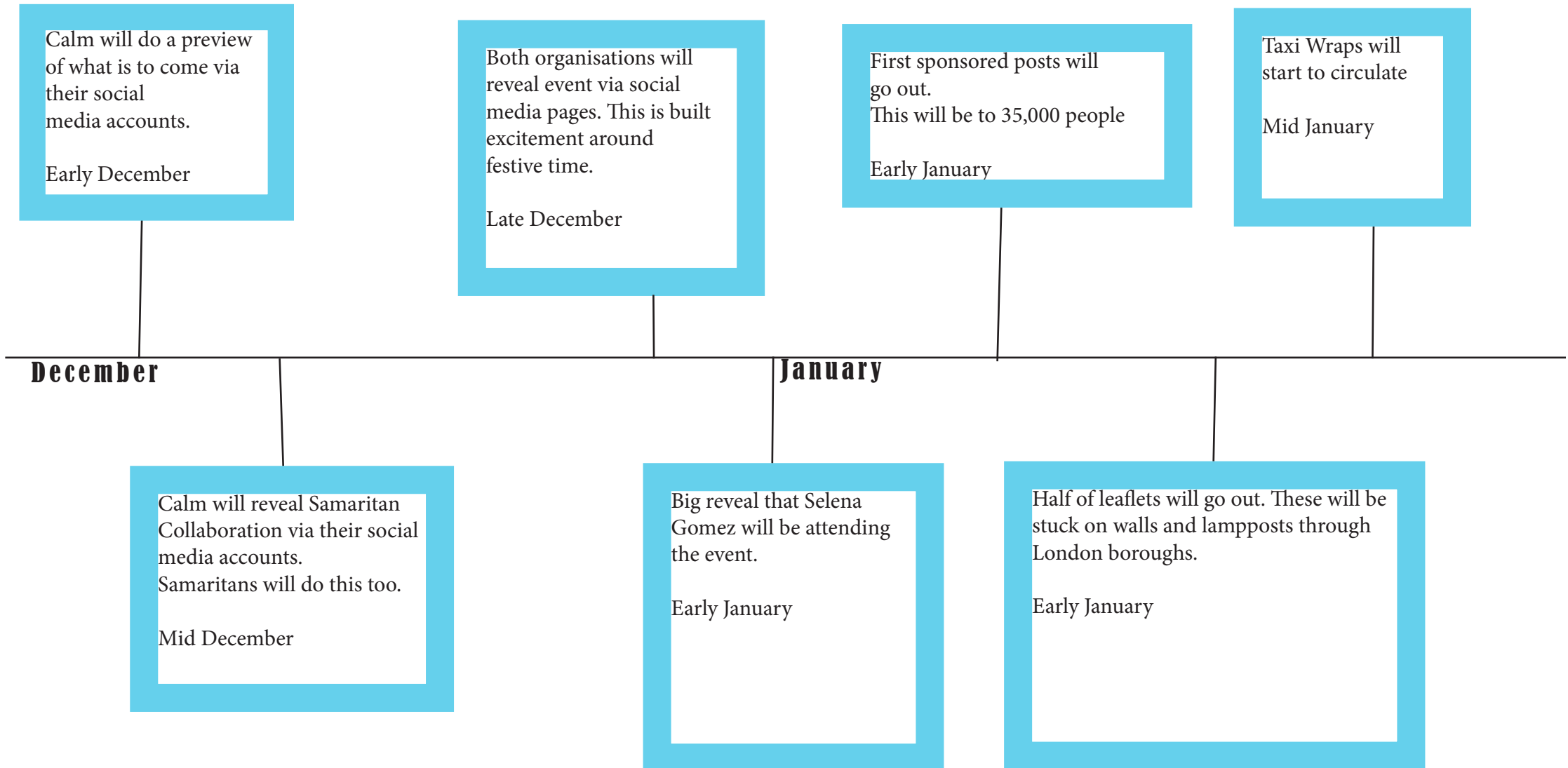
Based on research gathered, Selena often doesn't charge for doing charity work. (Look To The Stars, 2018) (UNICEF USA, 2018)

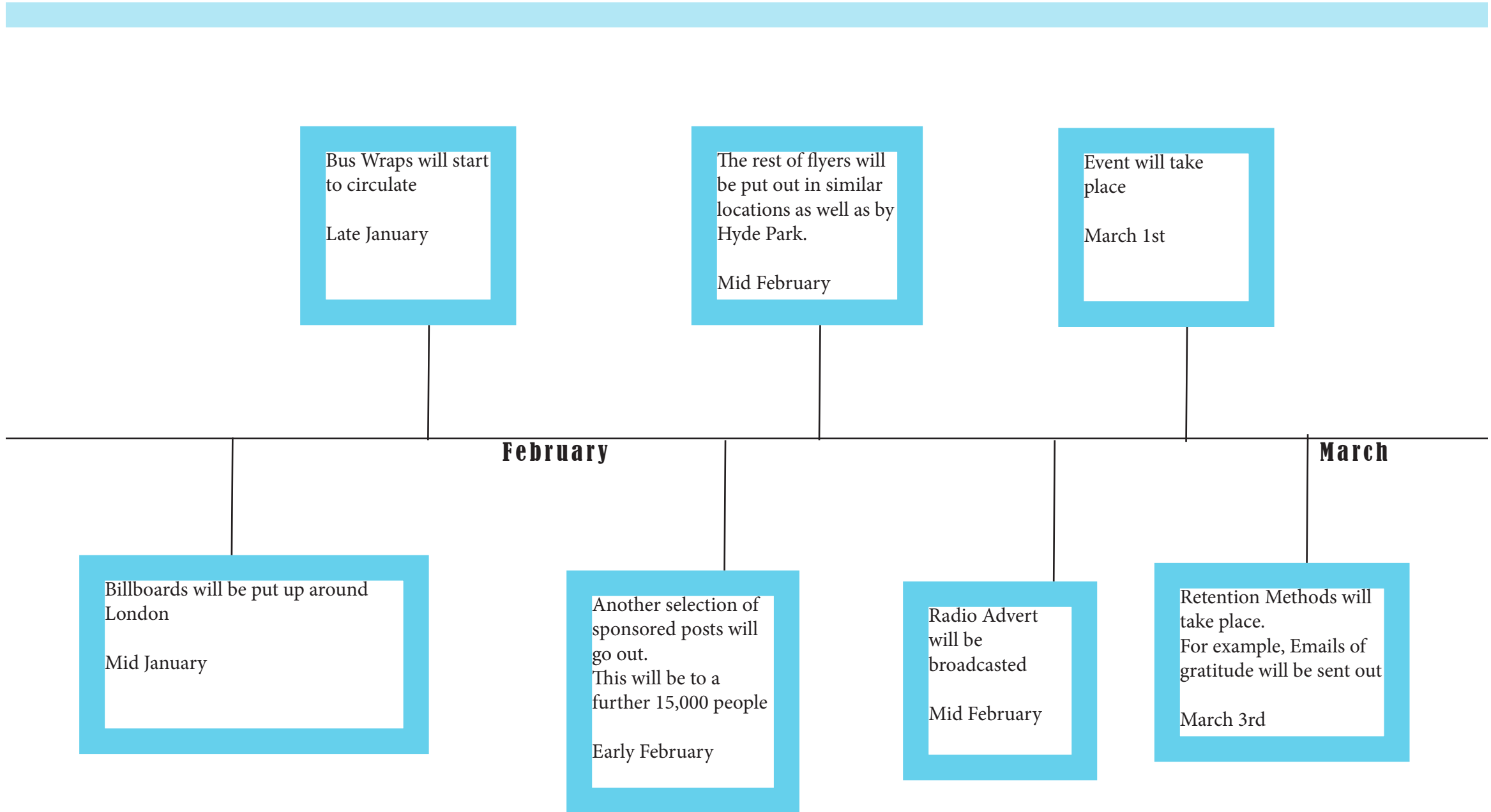
As a precaution that she does charge for the event, £100,000 will be granted as payment. This figure is found on reports that she only charges this fee when doing appearances. (Kent, 2018)
Final figure will alter due to this costing.

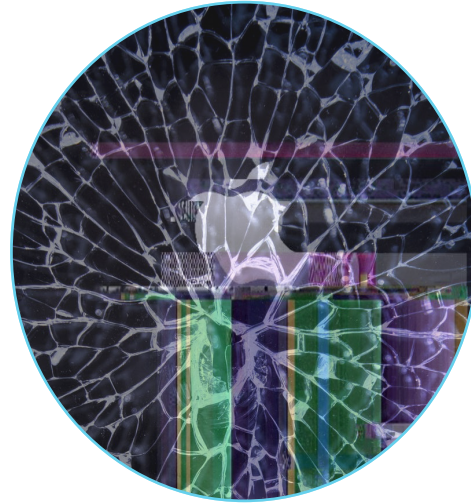
The campaign will run for 3 months. 3 months will keep excitement and conversation strong around the campaign, as well as keeping it at the forefront of consumer's minds. It will be a fast-paced campaign to demonstrate how we need to tackle the cause with urgency. Calm's revenue for the first quarter this year peaked at \$32million, up 36% from the previous year, potentially opening up more spending for marketing tools, thereby meaning that they can afford the expenditure. (Blacker, 2018)



Marketing Timeline







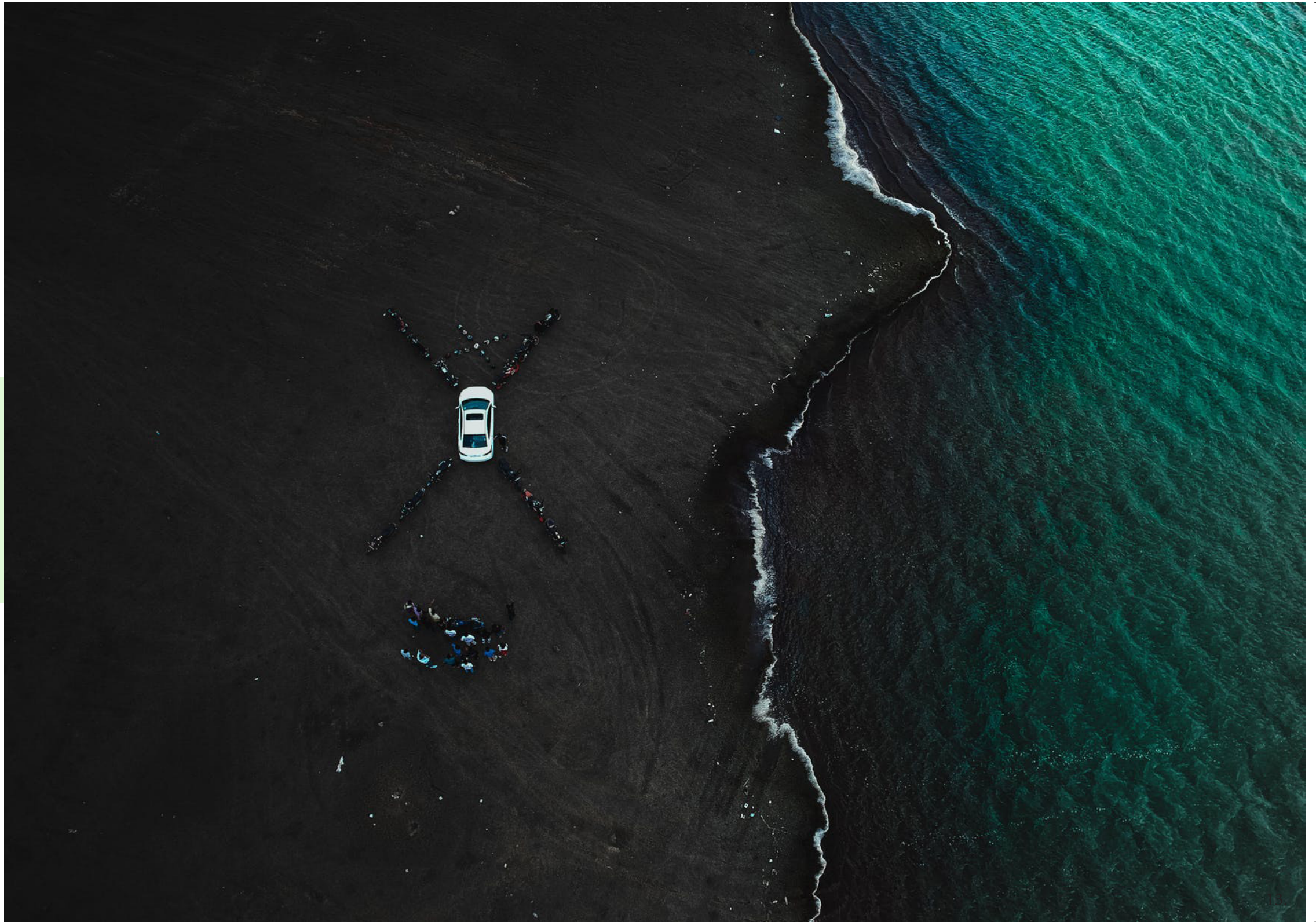
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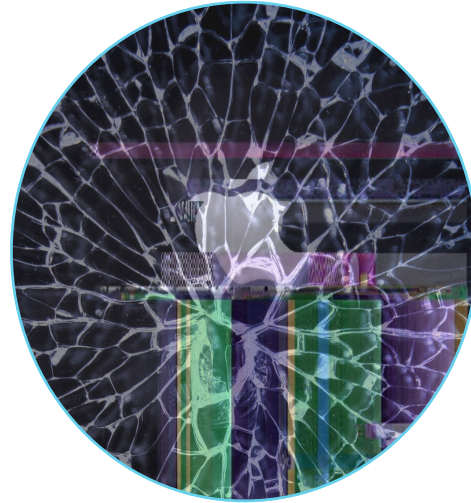
Measuring this campaign will consist of metrics such as:

- Analytics of social media posts
- Click through rate of sponsored posts
- Communicating with CALM to see if the number of downloads of their app has increased since the event
- Communicating with Samaritans to see if they received donations during and after the event, as well as seeing if people contacted regarding mental health issues due to social media

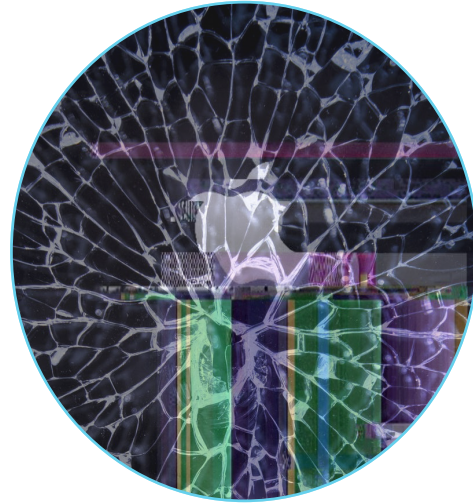
Retention:

- Emails of gratitude. A thank you email will be sent out to all that attended to the event and contributed to the cause.
- Personalisation on the emails of gratitude. The follow up emails will directly address you by name and update you on how the event went and how you can access footage from the event.
- Replying and retweeting social media posts about how the event went to ensure consumers know that we notice and appreciate them.
- Sending follow up emails on details about the event. This being how they can access subscriptions of the Calm app and how they can continue to support the charity Samaritans.





POSTAR



P OSITIONING

Perception audit

According to primary research, in a poll with 100 people, 73% of people said that social media is the first thing that they check in a morning, and 62% of people believe that social media has a negative effect on their lives; with 91% considering it as toxic. A further 98% of people believe that the rise in social media is having an effect on individuals' mental health. (Lacey, 2018)

Already, it is becoming clear that people need the opportunity to step away from social media. Based on the information gathered, working with organisations such as Calm and Samaritans – two services that are easily and readily accessible to people all over the UK – will be beneficial, as evidently help is required but those involved may not currently have the knowledge of them. (Lacey, 2018)

From information gathered, it is clear that people don't agree with 'catfishing', with 93% of respondents saying they don't agree with becoming a catfish, and 91% saying they wouldn't become a catfish to gain money or popularity. Here, we see a small percentage of people changing their views of catfishing when money and popularity became involved.

In the past, through TV shows such as MTV's 'Catfish', 'Catfishing' has always been looked at with negative connotations. However, in recent TV shows such as Channel 4's 'The Circle', we see a catfish win £50,000 from successfully gaining high ratings from other competitors and a further £25,000 for being the public's favourite. It seems we are changing the way we think it is acceptable to act when other factors become involved. (Lacey, 2018)

Research gathered identified that 62% of people would be open to coming off social media. This figure, gives the campaign a consumer that is open to influence towards a social media free zone. (Lacey, 2018)

After an interview conducted with a volunteer from the Samaritans, it was made clear that a mass amount of calls they get were from people that needed somebody to listen to them, as they didn't have people at home to do so. (Lacey, 2018)



14.



15

S- The conversation of mental health is a social trend and movement that is on the rise. The action of speaking out about the issue is something that both organisations and celebrities have recently been getting behind and promoting since the importance of the issue has highlighted a lot more. Recently PR stunts such as 'Project84' led my 'This Morning', saw 84 statues placed on the edge of the roof of the studio, to raise awareness for male suicide. (Frizell, 2018)

Also, an increase in NHS funding has meant that there will be an allocated amount of money for new and vital improvements in mental health services. (Gilbert, 2018)

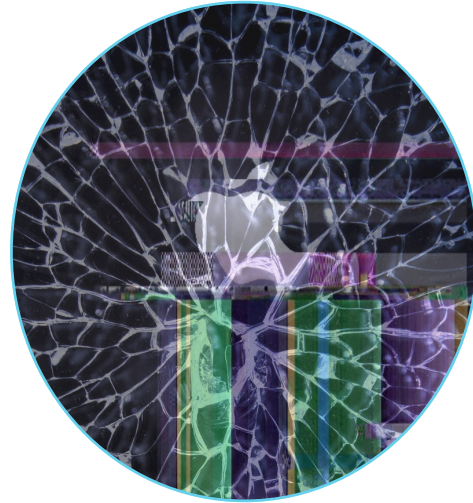
L- After the recent facebook scandal, data protection online was at the forefront of backlash from the world media. 1.1million people in the UK were affected which highlighted that nobody's privacy was really safe. Due to the backlash of this, the new Data Protection Act 2018 came into place and was designed to modernise laws that protect the personal information of individuals. (BBC News, 2018)

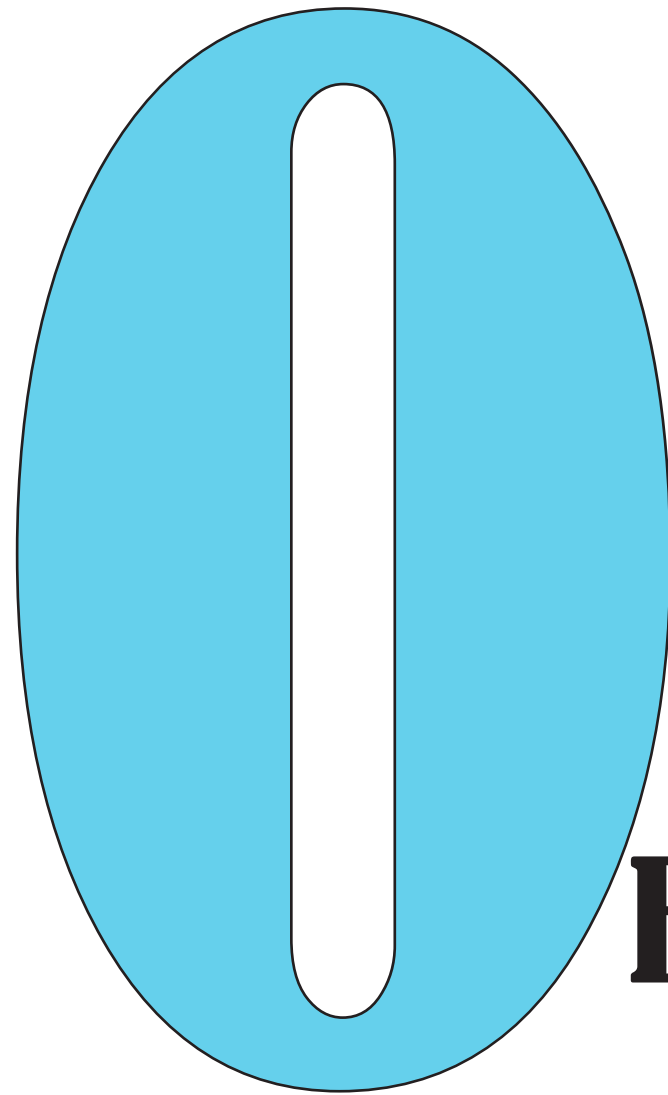
E- The element of anonymity that social media allows gives individuals the access to being whomever they want to be, thus meaning that people can't always be sure who they are communicating with, making it morally wrong. Being one of the most watched nations, the factor of privacy contributes to being ethically wrong. (Vrevzine, 2018)

P- Everything we see and do is on social media. Donald Trump constantly posts details of what is going on via his twitter accounts, however information that is put out there isn't always done sensitively, which can result in offense towards some. (BBC News, 2018) Social media is an outlet where everybody has an opinion, making it difficult to distinguish what is ok to be said and what isn't. From this, stress and anxiety can arise due to not knowing what the expected norm is.

T- As technology advances, we follow. A large proportion of young adults are affected by the expectations of social media. Psychologists and physicians say that social media expectations lead to young people feeling a lot more emotionally vulnerable to the effects of rampant texting and online sharing. (EverydayHealth.com, 2018)

Social media sites are beginning to use story features to peak consumer involvement, however this creates additional pressure. An example of this is Instagram using snapchats idea of the story. In response to this, users are posting there day to day life on both platforms.



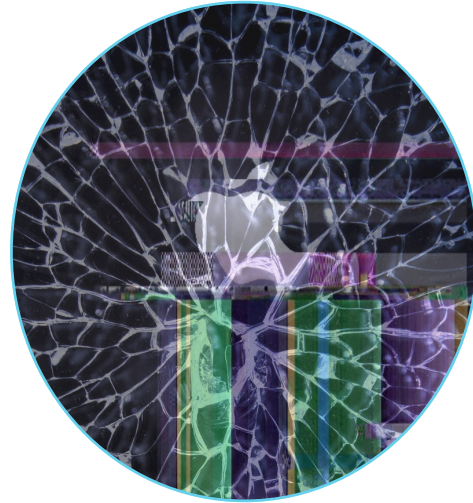


OBJECTIVES

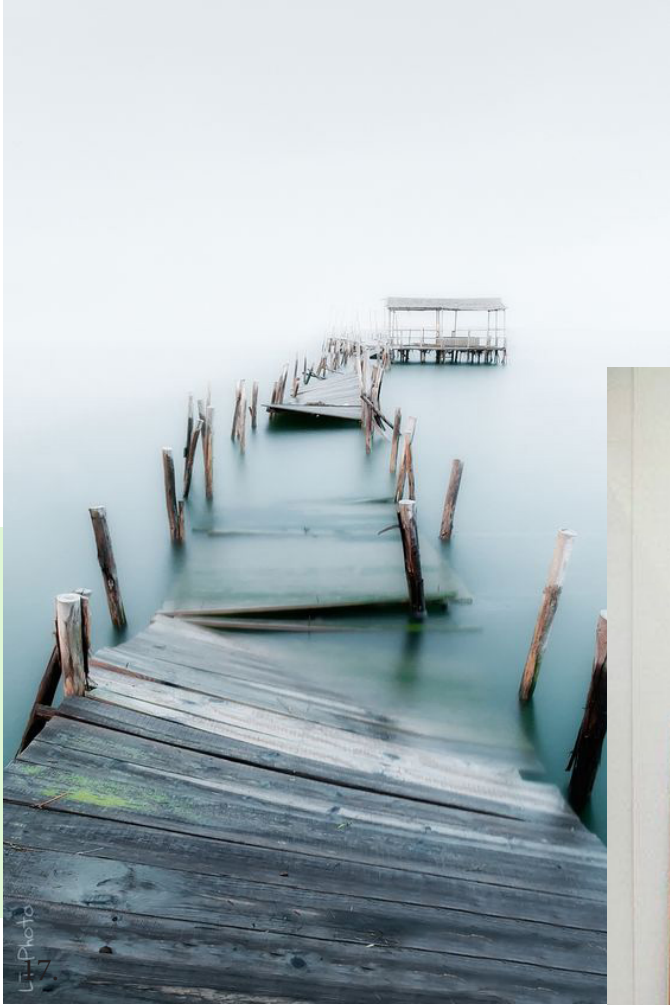


This campaign aims to help raise awareness for the charity 'Samaritans' and provide knowledge to consumers about the product Calm, through creating an event that encourages people to get off social media. The event will take part in Hyde Park, London making it a central and easy accessible event.

The campaign aims to educate people on mental health, who they can connect to ask for help, and what techniques they can do to reduce this. This will be shown through the activities provided by Calm and talks led by Samaritans. The benefit of this would encourage people to speak up and not to suffer alone.



S STRATEGY



Media outlets that will be used will be:

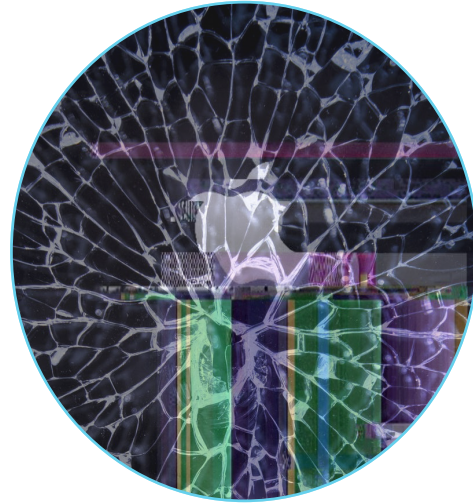
- Press releases sent out to newspapers and magazines
- Invitations to the Press
- Invitations to UK influencers
- Using #logout via social media
- Branded envelopes given out to put phones in
- Branded tote bags to be given out at the event
- Emails sent out to all mailing lists of Calm, Samaritans and Selena Gomez

The campaign will consist of using the event to raise awareness on how social media can affect people's mental health.

Having Calm and Samaritans at the event will give individuals between the ages of 16-24 the opportunity to experience the techniques and features of the Calm app alongside someone who is professionally trained in that area of expertise, to advise them on effective usage. Meanwhile, Samaritans will give out information about their charity in regard to the services they offer and that are available to people across the entire country. (Lacey, 2018)

Stakeholders involved will be:

- Calm- collaboration with the campaign
- Samaritans- collaboration with the campaign
- Customers- these are the people that will attend the event
- Hyde Park
- Security at Hyde Park (provided by Hyde Park)
- Employees
- Volunteers



TACTICS



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

Press release

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. (Lacey,2018) Hopefully, by having Selena Gomez as a celebrity involved in the campaign, print media coverage in the magazines will be assured and plentiful.

Hashtag (#logout)

The hashtag '#logout' will be part of a movement that, leading up to the event, will peak interest and curiosity. The circulation of the hashtag will start from being posted on the associated social media accounts of Calm and Samaritans. They have a combination of 1,069,825 followers on their Instagram and twitter pages

. This means the message will easily reach a vast amount of people. Then, by having Selena Gomez and other influencers post the hashtag, further circulation will be gained. The hashtag will also appear on all other forms of advertising.

Invite press to the event

Press will be invited to the event. Typically, A list celebrities such as Selena Gomez have press that follow them wherever they go, no matter what they are doing. With media outlets knowing where Selena is, they will take advantage of this by giving out new stories on Selena, thus providing free coverage for the campaign, cause, and its aims.

Leading up to the event, the press will know Selena will be coming to the UK, already informing the public on what is about to happen. The more this message is spread, the more potential donations, awareness, and engagement for the charity and organisation.

Invite UK influencers

Invitations will be sent out to UK influencers such as Chris and Kem who have both been advocates of talking about mental health and the importance of voicing emotions. The popularity of Chris and Kem in mainstream media is evident by their combined 4.1M followers on social media, giving the campaign a huge audience to reach out to.

Model Brian H Whittaker will also have an invite extended to him. He is a frequent player in social media that has openly discussed the struggles of mental health and how he has overcome it.

All three individuals are relevant and influential to the target demographic, meaning they are in a strong position where they can start movement and encourage people to attend.



Influence from 'unplug day'. Envelopes to put phones in on the day- given upon entrance (National Day of Unplugging, 2018)

In order to ensure that people stay off social media, small envelopes will be given out upon entering the event in which people can secure their phones away for the day, yet still have control of it and know it won't get lost. The 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 promote the organisations that are involved.

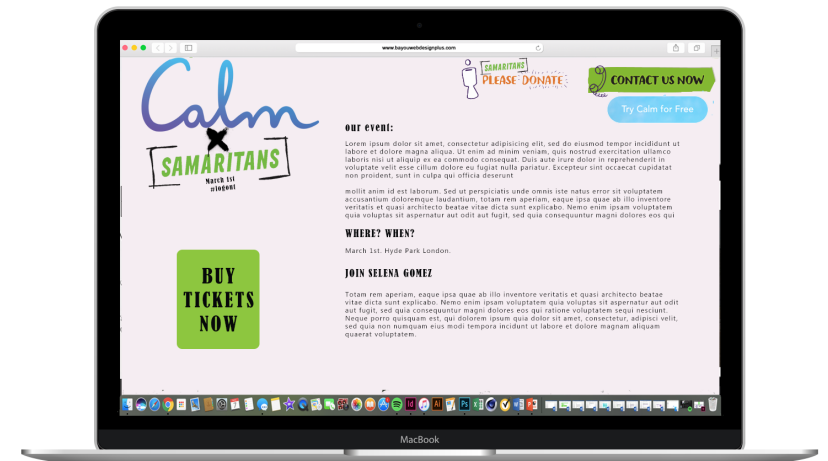
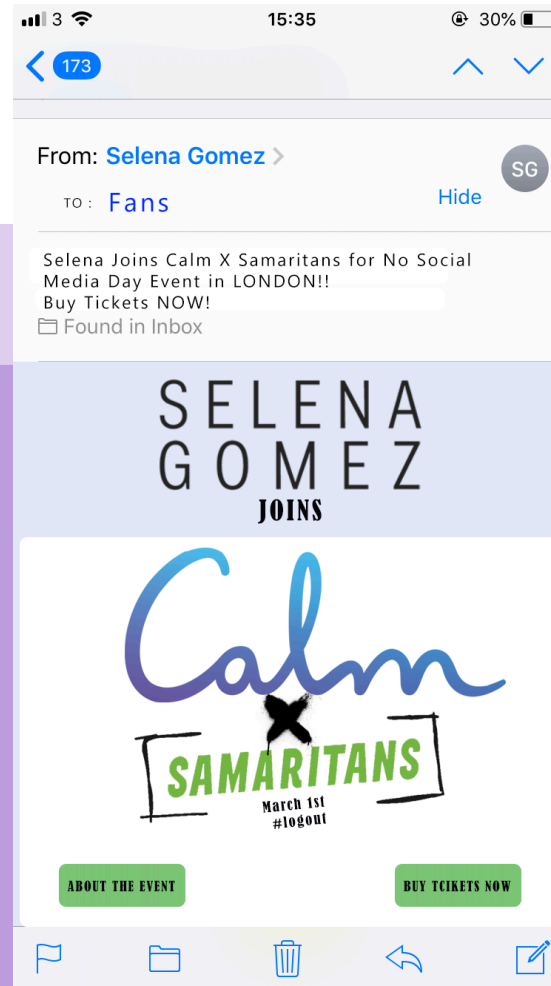
Bags with logo given out at the event- leaflets/ maps

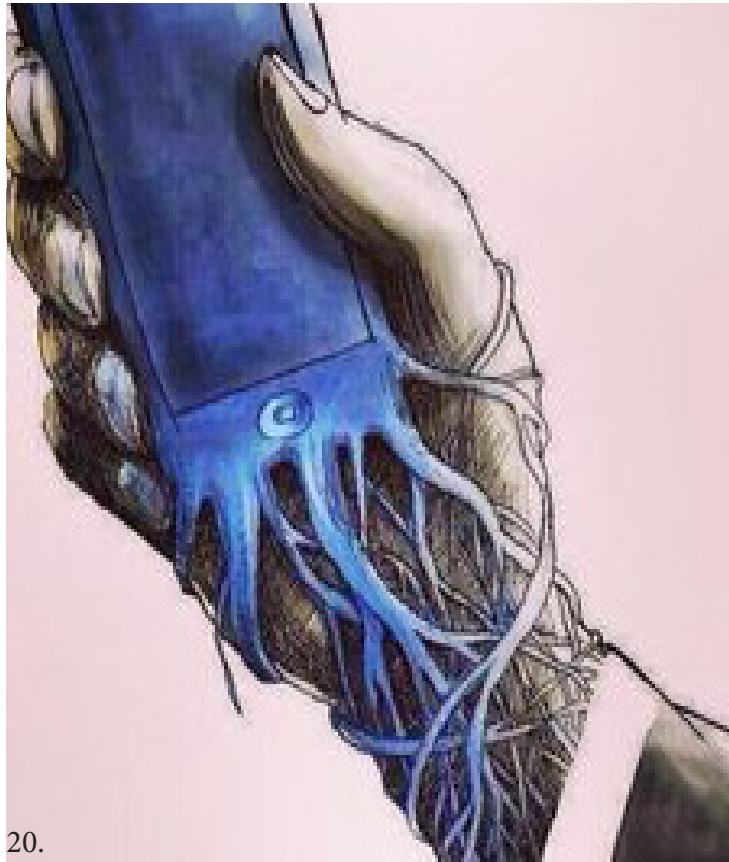
As well as being given the envelope to put their phone in, people at the event will be given a goodie bag that will contain a map of the venue to give information where everything is, as well as leaflets from Calm and Samaritans to remind people what resources are available to them. When people leave the event, the logos will provide free advertisement to people who didn't attend the event.



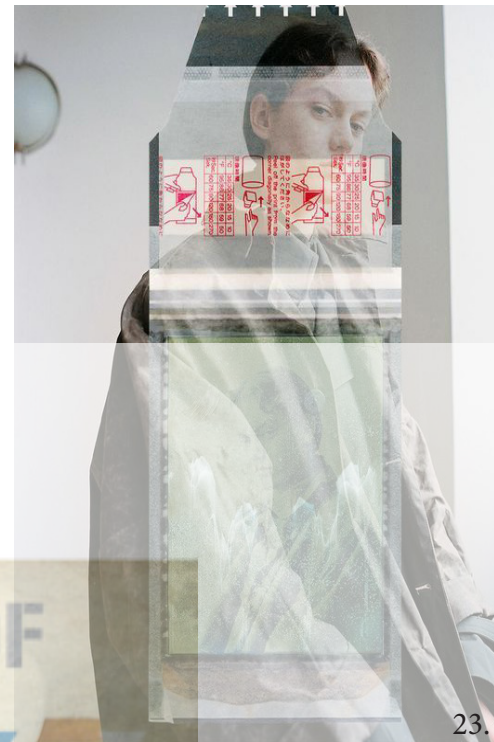
Emails sent out link direct to website to purchase tickets

Emails will be sent out to people that are already on Calm, Samaritans and Selena Gomez's mailing lists. By doing this, the campaign will be able to reach sections of the target demographic directly and with ease, as those on the mailing lists will be people that have some sort of interest in the aspects of the event, already gaining potential attendees.





20.



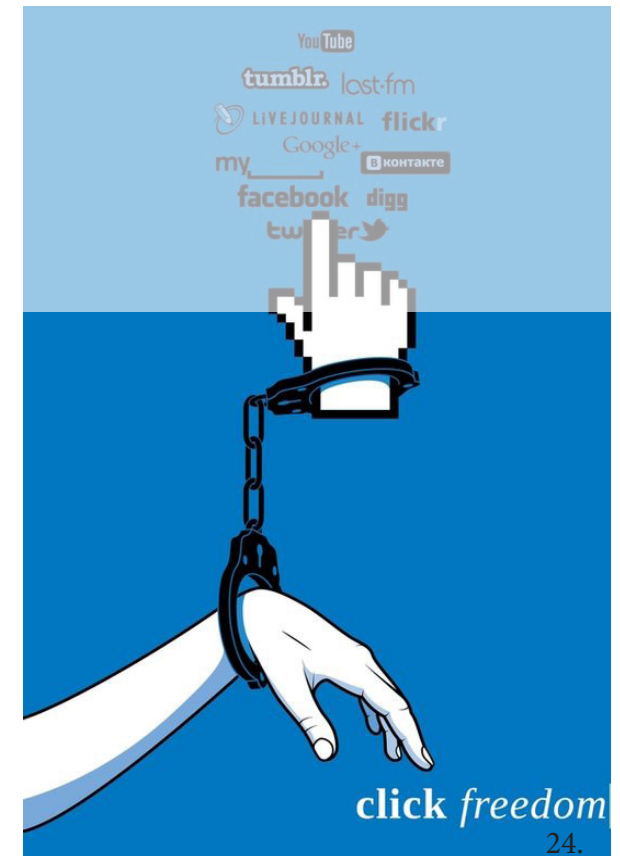
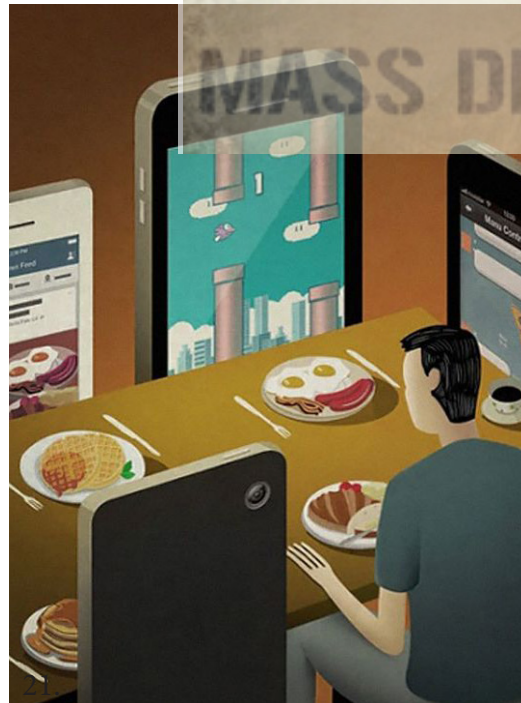
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WEAPONS OF



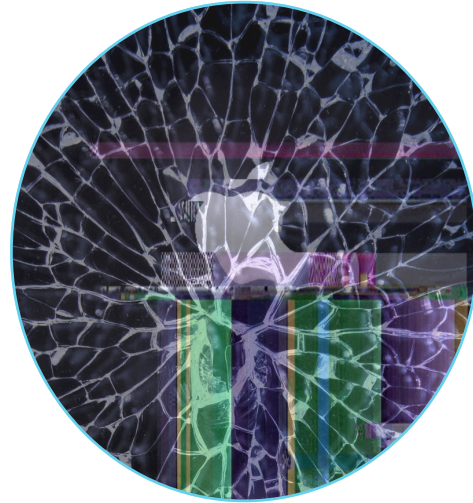
MASS DISTRACTION

22.



24.

Crisis	Severity of crisis	Holding message	Response	Platforms	Stakeholders
Selena Gomez can't attend event	High	'We as an organisation are aware of the information regarding the attendance of Selena Gomez, but we assure you we are dealing with the situation and will notify you of facts when confirmed.	Trying to get Selena Gomez to record her footage that we play at an event. Replace Selena Gomez with UK influencers that are attending event.	Social media of CALM and Samaritans and via the press	Both organisations- CALM and SAMARITANS and consumers
Disruptive employees	Mid	We as an organisation are aware of the current issue surrounding our campaign. We will do our best to investigate and make good of any situation Information will follow as soon as we know the facts.	Contact the employee directly and deal with the issue in a formal and private way.	Social media of CALM and Samaritans and via the press	Both organisations- CALM and SAMARITANS and consumers
The #logout doesn't circulate, and people don't know about the event	Mid as have other tactics involved.		Get invite other influencers to get involved with the hashtag in hopes it can circulate	Social media	Both organisations- CALM and SAMARITANS and consumers
Weather conditions	High	We as an organisation are aware of the current weather issues but we have put in place measures to ensure the event continues to run smoothly until we know the facts.	Have back up gazebos to put up just in case it rains	Social media of CALM and Samaritans and via the press	Both organisations- CALM and SAMARITANS and consumers



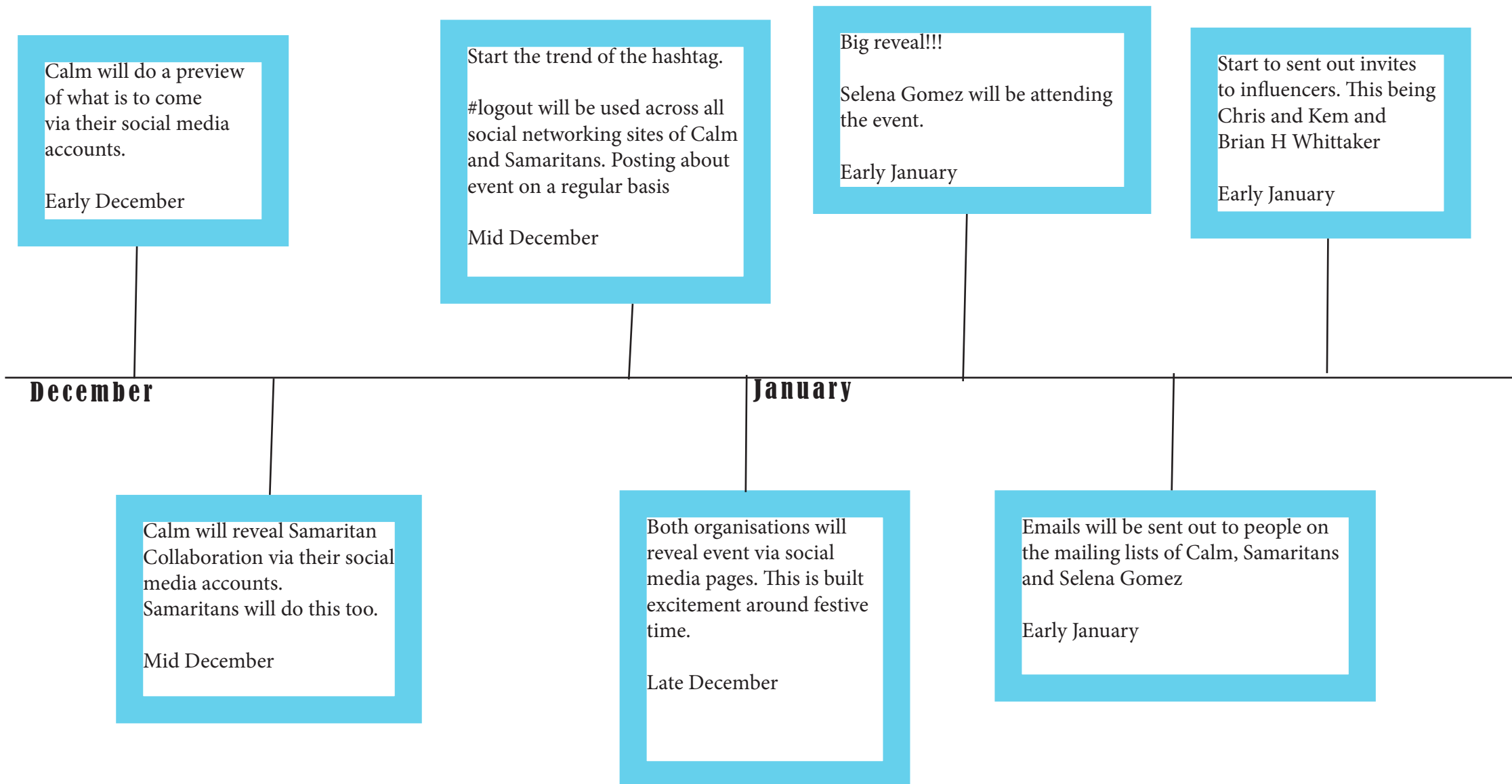
A ADMINISTRATION

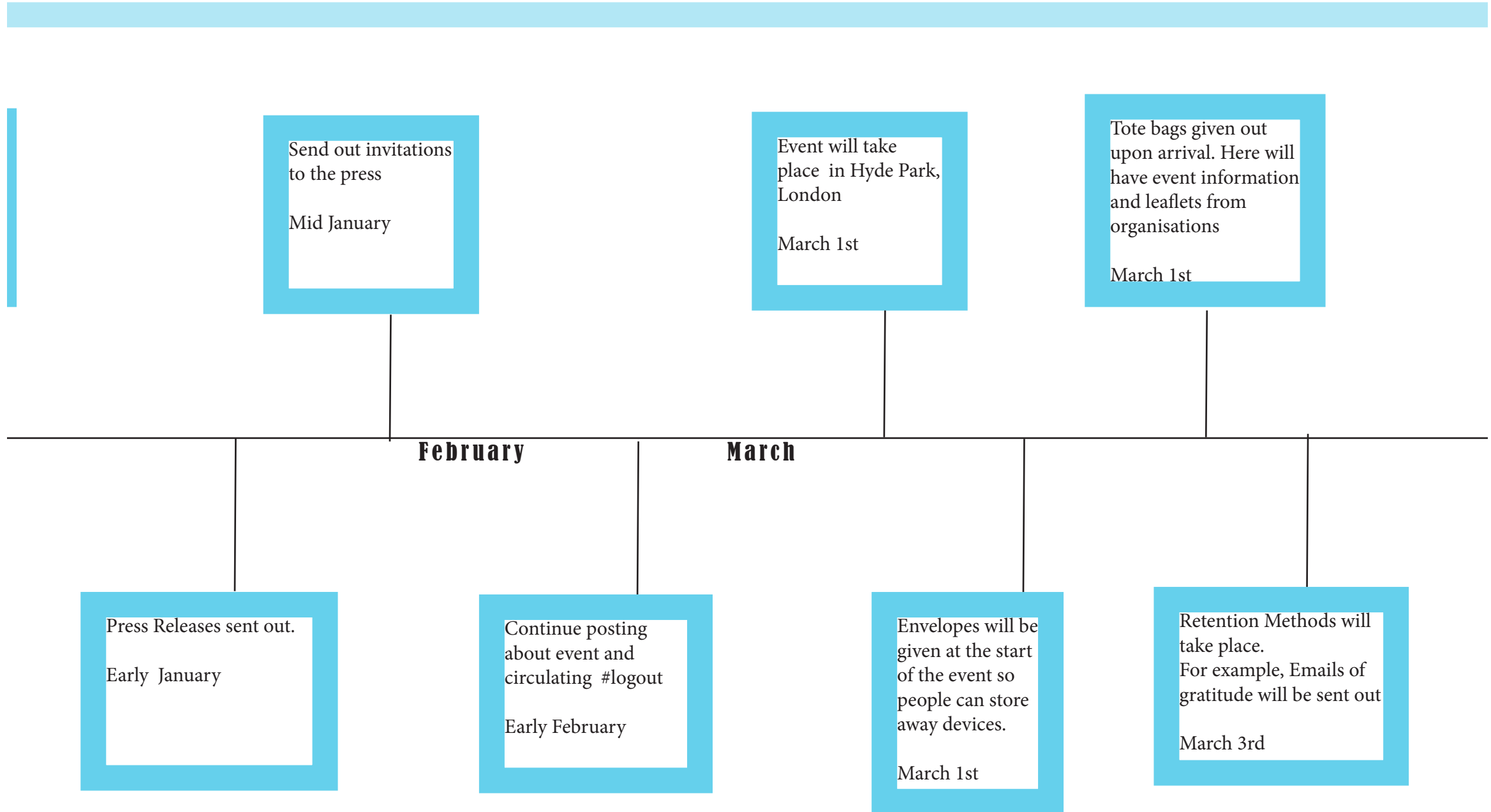


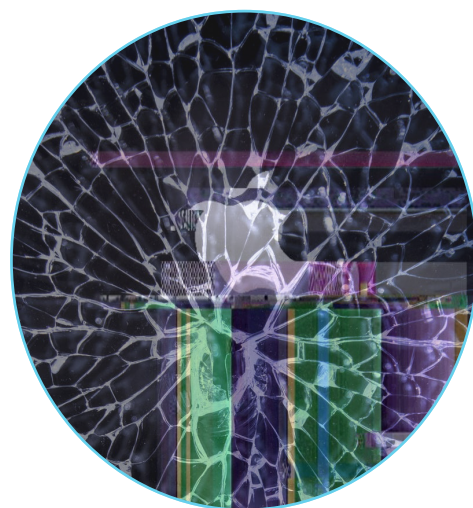
Gazebo	£5,000
Employee's to run Calm event	Representatives from Calm
Volunteers	Representatives from Samaritans
Leaflets given out on day	Provided by Calm and Samaritans
Film Crew (full day)	£1,000
Tote Bags	£3,900
Envelopes	£359.40
Total:	£10,259.40

C O S T I N G S

PR Timeline







R

RESULTS

Output

Press release	Cosmopolitan and Grazia magazine- 32,225 people per issue (Statistia, 2018)
Press at event	Daily Mail- 100 million people on there website per month (Darce, 2018)
Influencers and Hashtag circulation	Followers on Instagram: <ul style="list-style-type: none"> •Selena Gomez: 144 million •CALM: 895K •Samaritans: 10.2K •Chris Hughes: 1.9 million •Kem Centinay: 2.2 million •Brian H Whittaker : 895K
Envelopes/Bags	6,000 as this is the amount that will come to the event
Emails	Up to 144 million as that is the following that Selena Gomez has on social media.

Outtake

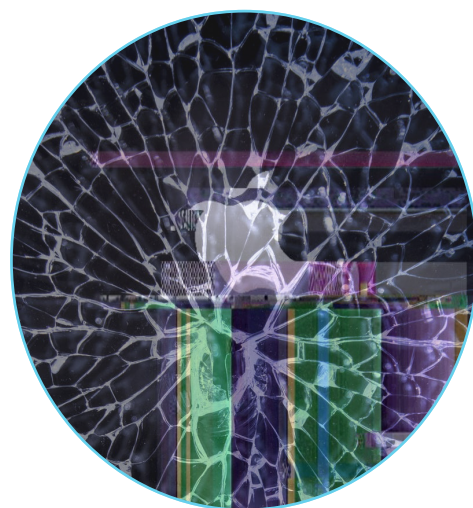
This campaign aims to make more people aware of Samaritans and give them the knowledge that there is a 24/7 organisation there to help them. It will highlight the dangers social media has, through having talks which will give people an insight upon what is really going on. Hopefully, the campaign will open up further conversations and encourage people to have these conversations in real life outside of the campaign and speak out when they need help.

An aerial photograph of a beach. The top half of the image shows a wide, sandy beach in shades of tan and brown. A single person is visible walking on the beach. The bottom half of the image shows the ocean with white, frothy waves crashing onto the shore. The water is a deep green color.

Outcome

Getting people of social media for the day and to 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.



Word Count: 4,249

R

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