

Social Media Plan for Succeed Together: A Campus Mental Health Initiative

Step 1: Organization Overview

Succeed Together is a hypothetical campus based mental health organization designed to support middle and high school students who are experiencing depression, anxiety, and emotional stress. The organization's goal is to create a supportive online and in person community where students can have mental health resources, learn coping strategies, and feel less abandoned. The organization aims to reduce the stigma around mental health and promote healthy conversations through peer support, educational content, and collaborating with counselors and professionals. Social media will be a crucial tool for awareness, engagement, and community building.

Step 2: Audience Identification and Segmentation

The primary audience is:

- **Age Range:** 13-18 years old
- **Interests:** Mental health awareness, school life, self care, relatable content
- **Online Behaviors:** Daily users of social media, primarily watch short and interactive content
- **Platform Preferences:** TikTok and Instagram for content, Discord for communities

The audience participates in online communities because they are really active on social media and usually look for connection and relatability online. Platforms like TikTok and Instagram work as social networks where users engage through things like likes, comments, and shares. Discord is more like an online community where users join servers around shared interests and have endless conversations.

Step 3: Social Media from A-Z & The Social Media Trinity

Strategy

The main goals for using social media are:

- Increase awareness around teen mental health
- Provide accessible coping strategies
- Reduce stigma around depression and anxiety
- Build a supportive community

Success is going to be measured through engagement, follower growth, and participation in the community discussions.

Content

Content will include:

- Short educational videos
- Student testimonials
- Relatable mental health memes
- Weekly mental health check in posts

Videos will be a huge focus because short term video content is what catches teens attention.

Instagram reels and Tik Tok videos will be used for quick and engaging content. Stories will also be used for polls and check-ins.

Community

Community building will include:

- Hosting monthly live discussions
- Encouraging people to share their experiences
- Responding to comments in a supportive way

Step 4: Platforms, Audio, and Video

Instagram

Instagram is appropriate because it is highly visual and it's widely used by teens all over the country.

It is used as a social network where users can follow accounts and engage with curated content.

Content types:

- Stories
- Reels
- Weekly mental health tips

TikTok

TikTok is ideal for short and relatable content with trends being in the forefront. Its algorithm helps content reach beyond current followers and also increases awareness.

Content types:

- 30-60 second coping strategy videos
- Student perspective videos
- Trend based mental health awareness posts

Discord

Discord is more of an online community rather than just a regular social network. It allows structured conversations and deeper engagement.

Content types:

- Weekly discussions
- Voice chat sessions
- Resource sharing

Step 5: Ethics and Accessibility

Ethics

The organization will:

- Have only verified mental health information
- Avoid giving a medical diagnosis
- Protect student privacy
- Obtain written consent before sharing testimonials

Accessibility

The organization will:

- Provide captions on every video
- Use clear and readable fonts
- Use inclusive language
- Include alternate text for any images used

Step 6: Planning and Scheduling

Posting Frequency

Instagram:

- 3 posts per week
- Daily stories

TikTok:

- 3 30-60 second videos per week

Discord:

- A discussion prompt every week
- Ongoing engagement

Content Breakdown

Monday: Reels about coping techniques

Wednesday: Relatable mental health memes

Friday: Motivational or testimonials post

Saturday: Discord check ins