

### Using Digital and Social Media to Connect

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# AGENDA

- A Little About Us
- Social/Digital Media
  Overview
- Our Research
- Application of Research
- Group Discussion on Applications of Use
- Questions



"I USED TO FETCH THE NEWSPAPER NOW I JUST ACCESS IT ONLINE AND PRINT IT UP."

# IMPACT OF ONLINE MEDIA

http://www.personalizemedia.com/garys-social-media-count/

#### Average number of hours consumers spend on activities per week

All numbers are average number of hours engaged in each activity per week	*		٠				
Using the Internet	15.4	13.2	11.7	12.2	14.4	12.1	13.1
Watching television	6.7	14.0	12.0	13.1	15.5	10.8	14.1
Listening to the radio	2.7	6.5	3.7	7.7	8.4	5.6	6.9
Reading e-mail	3.3	4.6	3.2	3.6	4.2	3.1	4.1
Listening to music through a device other than the radio or the Internet	4.5	5.1	3.7	6.0	5.9	3.5	5.6
Using your mobile phone	6.3	5.8	3.2	4.5	3.8	2.3	4.0
Playing video games (offline)	4.0	3.6	3.0	3.8	4.3	3.8	4.5
Seeking/giving advice to friends, family and colleagues	2.7	2.8	2.2	6.0	2.2	1.8	2.8
Reading newspapers	3.3	2.9	2.4	2.9	2.9	1.9	2.7
Reading magazines	3.4	2.2	2.0	2.6	2.1	1.9	2.2
Reading mail or information you received through the post	3.0	2.0	2.6	1.9	1.8	1.5	1.6
Total average hours spent per week	55.3	62.7	49.7	64.3	65.5	48.3	61.6



# LISTEN

**Digital Presence Analysis** 

**Beyond Search Engines** 

**Artificial Intelligence** 



# OUR COMMUNICATIONS TOOL CHEST



- Blogosphere
- Microblogs (e.g. Twitter)
- Websites (Media, Education, Health)
- Social Networks (e.g. Facebook, Bebo, MySpace, etc)
- Newsgroups
- .alt Feeds, Bulletin Boards, 4Chan & Forums
- Over 150 Gb of data

# THE AUDIENCE IS SURPRISING









Average age 43

Average age 25-65



Average age 22



Average age 62

# SEARCH PARAMETERS

#### **Research Parameters & Methodology**

Given the large volume of data on this topic and the number of issues, we focused on obtaining a broader view of the activities, notable trends, memes and current issues. In some cases we looked at trends and organizational influencers engaging in Social Media channels.

Sample Size: Teens n=14,570, Adults n = 14,235

#### Phrases:

school mental health, teen mental health, teen depression, teen anxiety, teen stress, teen guilt, eating disorders in teens, the teen brain, social phobia in teens, teenage depression, causes of teen depression, parents of a teen with mental illness, parenting a depressed teen, parenting through teen suicide, mothers with depressed teens, fathers with depressed teens, anorexia in teens, social phobia and teens

#### Keywords:

teens, depression, youth, psychosis, adhd, ocd, anxiety, suicide, social, phobia, panic, parents, guardians, foster, schizophrenia, brain, sexuality, guilt, compulsive, disorder, disorders, eating, bulemia, bipolar, bi-polar, manic, severe, stress, obesity, relationships, parenting, mother, mom, father, dad, pressure, peer, school, college, addictions, marijuana, cocaine, methamphetamine, crack, dope, weed, alcohol, alcoholism, ptsd, shock, anger, coke, doper, sexting, bexting, mobile, hate, high-school, junior high, party, gorging, puke, vomit, style, twilight

#### **Regionalization:**

Search basis was concentrated to English speaking countries, primarily the U.S. and Canada with some UK presence.

# LEARN General Demographic



**Important Note:** In Social Media, its important to understand that discussions happen around groups of people with shared interests. Researching the individual is essentially "profiling" and is harder to conduct. By understanding the group, you'll understand the individual preferences of the participants so you can make better strategic decisions.

## LEARN Regional Activity



This data is achieved by looking at IP addresses, profiles in Social Media channels where people identify their city, state or province.

Canada is broken into 3 regions and the U.S. into 5 regions due to population and ISP bias.

# LEARN Organizational Activity



# LEARN Channel Analysis



## LEARN Topics Analysis





### LEARN Topics Analysis



## LEARN Memes



# ENGAGE Be Specific



# ENGAGE Be Relevant

Search the Site	🔶 Stay Up To Date	
KNOW WHAT YOU ARE LOOKING FOR? Enter the keywords below and quickly find what you need! Enter search terms here	Select a title and enter your email. You will be kept up to date and much more! I am a Teacher Parent Health Professional Teen JOIN	
A word from the gloss	Take me to the C	You can find us here too!
Suicidal Ideation Includes thoughts and fantasies about, death in general, and self-inflicted deat	or ruminations and preoccupation h in particular.	YouTube

### ENGAGE **Be Accessible**

Version)

Transitions (Canadian

🔘 teen mental health



mentale des enfants et WHATCHING les adolescents au Canada C'est dans cet esprit de

Evergreen:

document-cadre en

matiere de sante

collaboration que les

adolescents, les parents, les

éducateurs, les professionnels.

de la carté mentale et tous les

autres intervenants dans la vie

Added: Oct 29. 2010

> des adolescents et des enfants se sont ressemblés, à l'aide de technologies en ligne, pour bittir Evergreen à partir de rien...



#### Transitions (French Version) "Transitions: Student Reality

Added: Aug 00, 2010

Check, French Version", provides first-year students with information on topics including time management, relationships, nexual activity, mental illness, maicide and addictions en francais

**IDENTIFICATION** 



DIAGNOSIS & TREATMENT OF ADOLESCENT DEPRESSION (MDD) (Spanish) 

Added: Jul 28. 2010

El curso esta diseñado para ayudar al proveedor de salud de primer contacto a entender como identificar, diagnosticar y tratar efectivamente el Trastomo Depresivo Mayor en los adolescentes

Evergreen: A Youth 3 Mental Health - addition Framework for Canada (English)

122028-221 In this spirit of collaboration young people, parents, educators, mental health Added: Oct 29, professionals, and countiess 2010 others involved in the lives of

#### Transitions (US Version)

Transitions: Student Resilty Check, US Version\*, provides information on topics including time management, relationships, sexual activity, mental illness, suicide and addictions, and is

young people, came together

using online technologies to build

Evergreen from the ground up



2040

Added: Jul 23,

2010

#### first-year students with





#### Just Ask For Youth Just Ask? is an educational resource that provides

information to young people who have a brother or sister living



with a mental illness

Just Ask For Young Adults · Back to resources AND CRONTING 'Just Ack? is an educational resource that provides information to young people who have a brother or sister living oith a mental Rhess. The 'Just Ask: For Young Adults' has collected advice, questions and wodom from young adults who have a sibling with a mental illness and packaged it together in an easy-tounderstand booklet. This version is specifically designed for young adults aged 17-22, while a second version 'Just Ack For Youth' is also available. This informative guide helps readers better understand mental doordars, helps to bust mental illness myths, provides insights on recovery and treatment options, and gives the for coping and dealing eith emotional responses. "As all family members are affected by a loved one's mental illness, "My sibling has a mental illness" is a remarkable and valuable resource in addressing the concerns and questions siblings have about mintal illness and their relationship to their family member living with mental illness. It presents a clear message in assuring siblings that they are not to blame, the situation is not hopeless, and to focus on the person not the Wooss." - Chris Summerville, Schizophrenia Society of Canada Preview What is a mental illness? There are many officient types of merror devices, here is a field of some of the more common merror devices workgrounds My inother sister has a mental cliness. but what does that meand Hartal. Investor are readily conditions cause analying the in how further that affect a parameter braining, her the · Mond disprisers states, etc ra to reard to colors, and to a scale of dua, the symptoms are process unused to the network (Next et al. to beyond ented to previous ensure partial dead strength of the scale of the strength of the development or the server's rulture, mersel inspections many different causes but all reflect date transies in test the proje appelly & when the T's there more than one type of L inertal alment Thurs are service types of receive increase and it is possible

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Types of mental illnesses

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## ENGAGE **Be Topical**



#### **Related** Items

#### Guide to Panic Disorder

This Guide to Panio Disorder provides a general overview on panic disorder. discusses the causes of anciety and panic, myths and facts, treatments, and provides some useful tips for those with panis disorder and how people close to them can help.

#### TEAS DUPE

Anxiety: Flight or Fight? Today I was teaching in a primary health care wedetrop. Helping a variety of health care provided

916-12 18(#10)

#### Tag Cloud

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way induced places which an exception Addressed by address through a part of the

#### Panic Disorder

A body's natural response to potential danger is the fight or flight response. This brain response occurs immediately upon perception of danger and activates many brain areas designed to protect you from danger. As part of this response, the train orchestrates the release of adrenatine and other hormones throughout your body, so you can respond to the threat. This protective mechanism is called the light or fight response and the enclosal and physical component are know

Q.

Sometimes, panic can occur "out of the blue", when there is no danger. This is clearly not useful, and can cause significant problems for the person who experiences the panic. It a person experiences many panic attacks they often begin to worry in anticipation of having an attack. Sometimes this worry becomes so strong that they wold going to places where a panic attack night happen. For some people this may lead to agoraphobia or severa lindations to where they feel confortable going (such as: school, the mail, driving on the highway; etc.).



# ENGAGE Measure Success

- Capture user traffic information (including location, usage habits)
- Capture search terms
- Capture email addresses with self-identifying segments
- Track which segment downloads and orders resources and which resources
- Feedback sections, emails and Q&A opportunities
- Channel inquiries to the relevant people

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Statistical Data:

Pages Analysed: 956,304 Raw Storage Used: 152.6Gb Processor Capacity: 98% usage, dedicated for 8.4 hours Date Parameters: 01-01-2006 to 05-10-2010 Filters: 975





How Can This Information Be Useful to You and Your Organization?

### **QUESTIONS?**



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