

meme-ingful consumer engagement

Connecting online with Young People who use Mental Health Services

Tanya Blazewicz and Oliver Keane

Representing headspace Onkaparinga and Sonder, Adelaide SA

section 1

tanya blazewicz

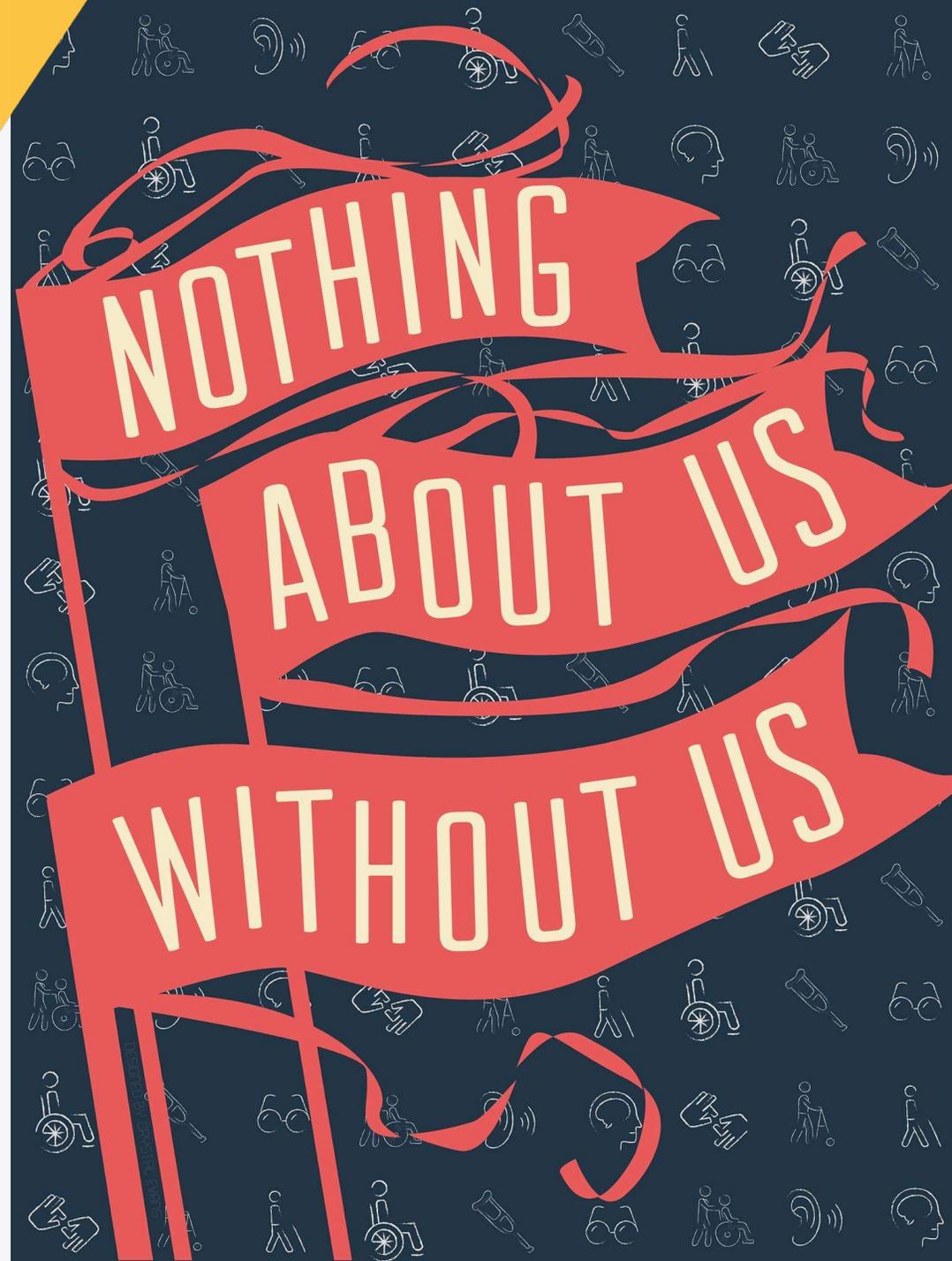
peer engagement online



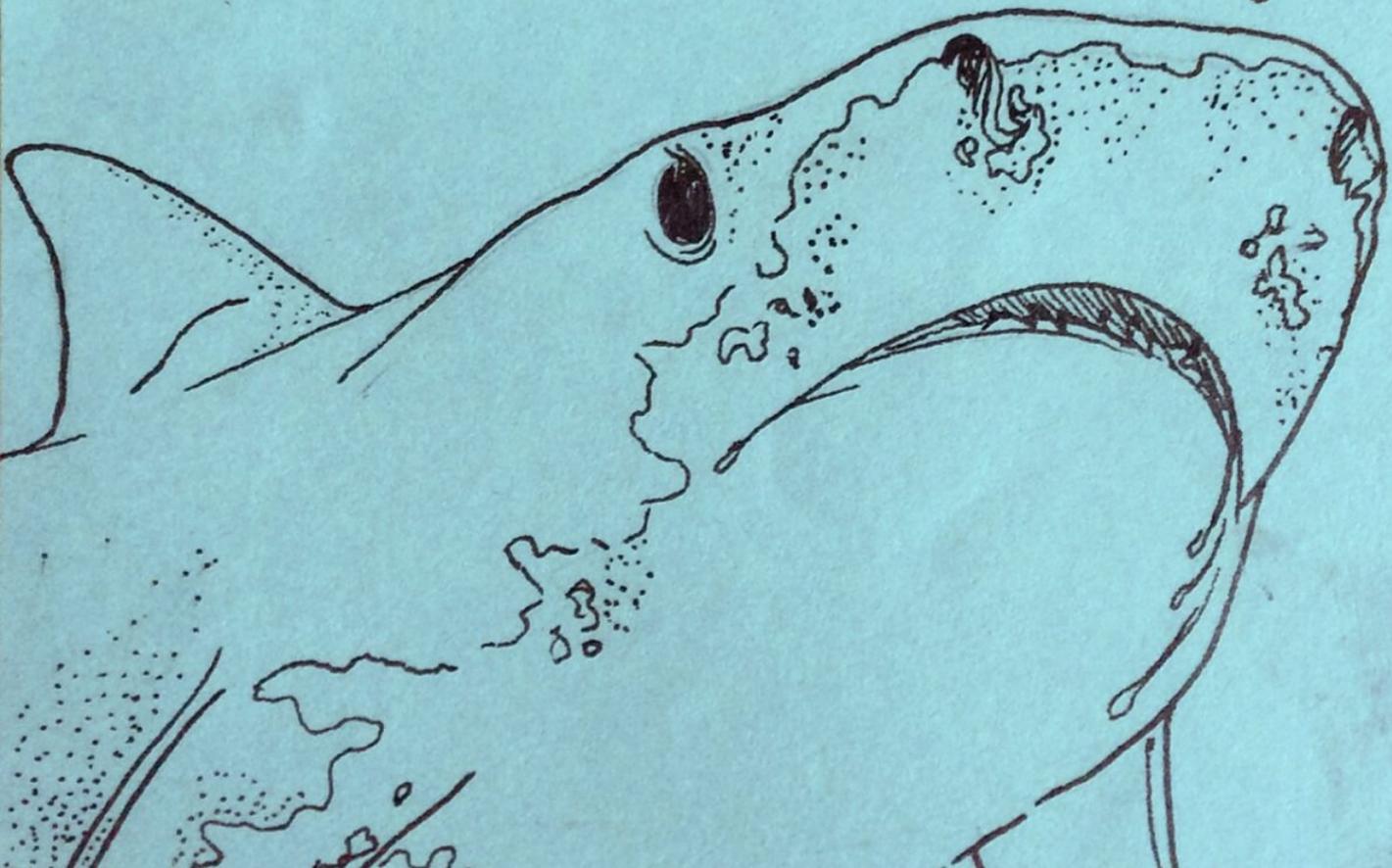
acknowledgement of country

Kaurna and Turrbul/Yuggera

**acknowledgement
of lived experience**



ARE YOU LOOKING
AFTER YOURSELF?



**content
warning**

why?

Simon Sinek's Golden Circle

What?

The product or service you provide

How?

What stands you apart from competition?

Why?

Your core purpose or belief





diversity

Valuing diverse opinions within a diverse population.

Specialisation within lived experience workers and advocates could prevent diverse people from being stretched thin over multiple opportunities.

equity of voices

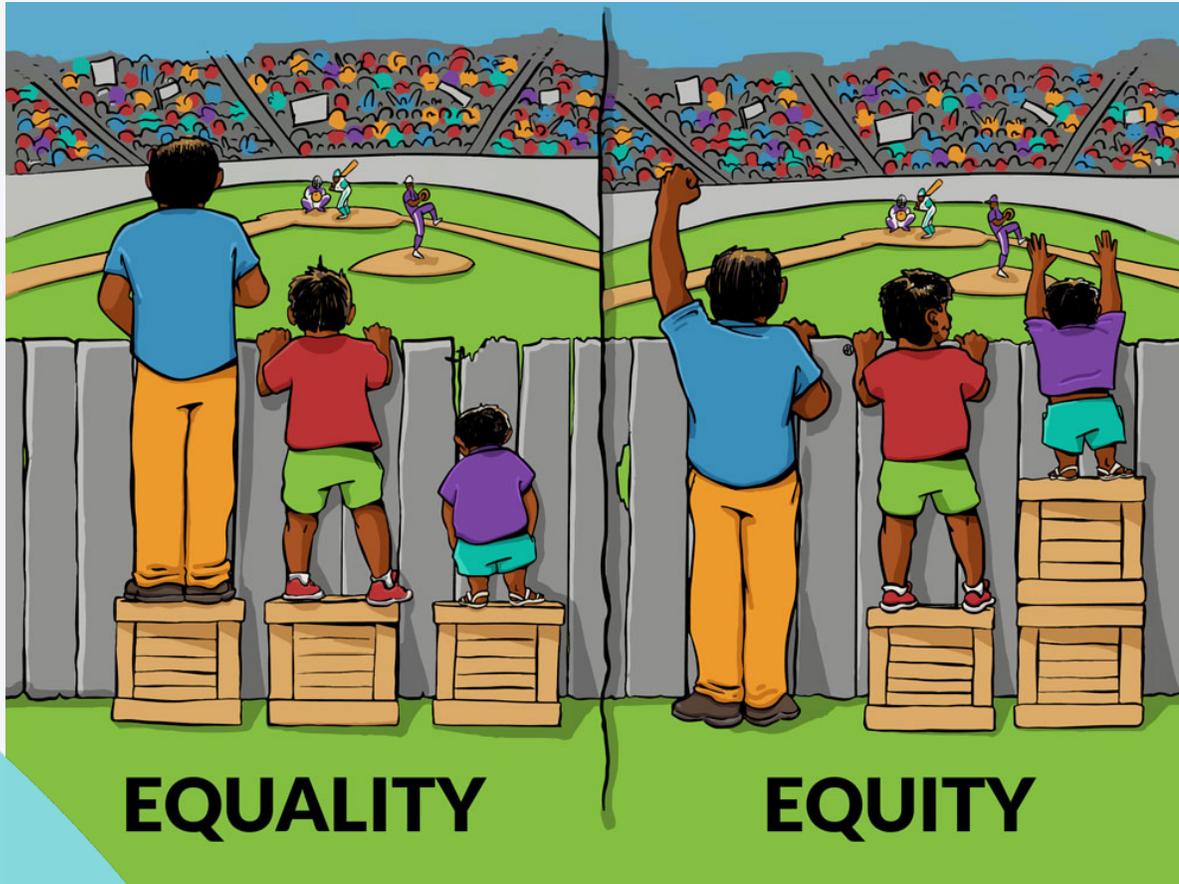


Image by Centre for Story-Based Strategy

Your voice matters
Know your rights.



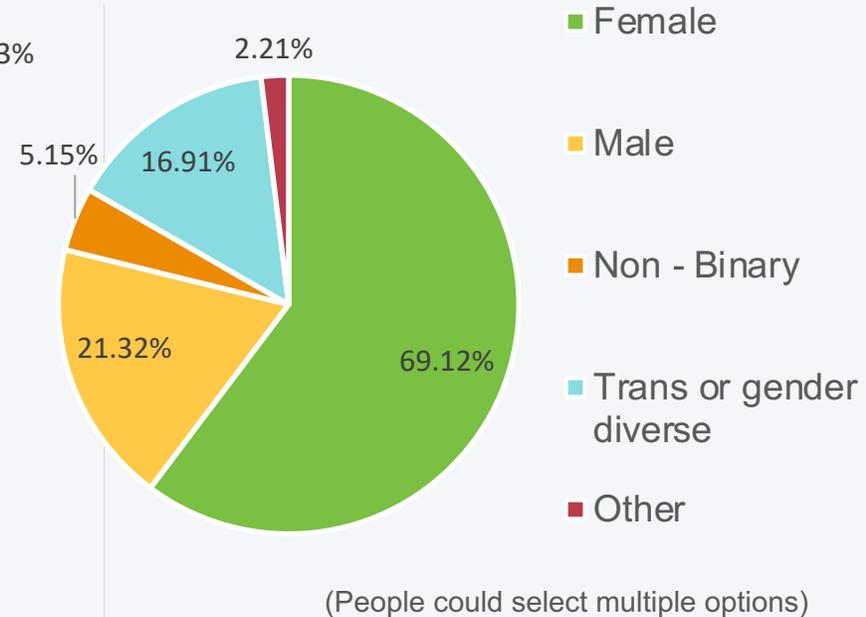
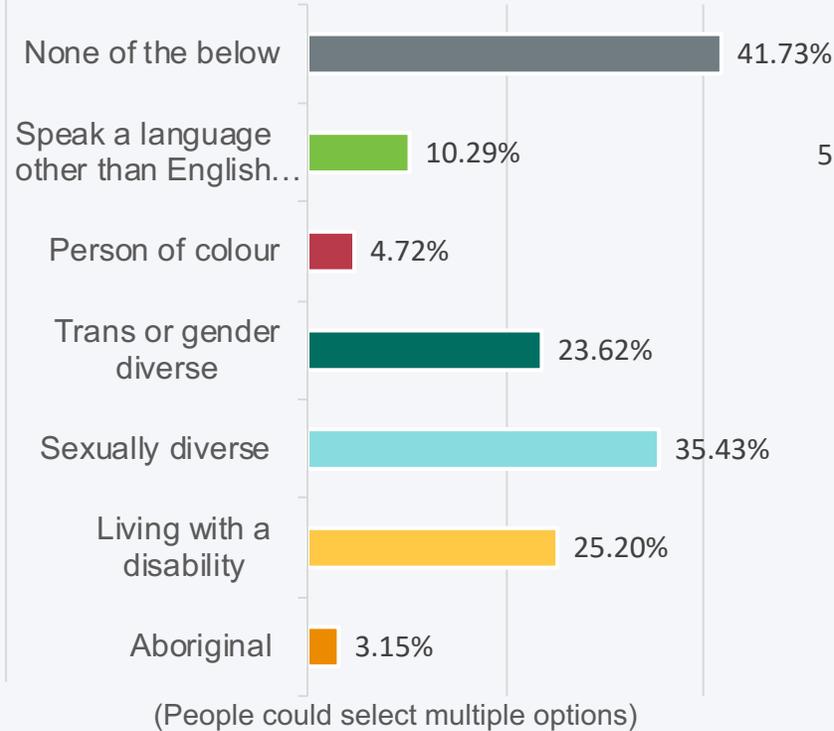
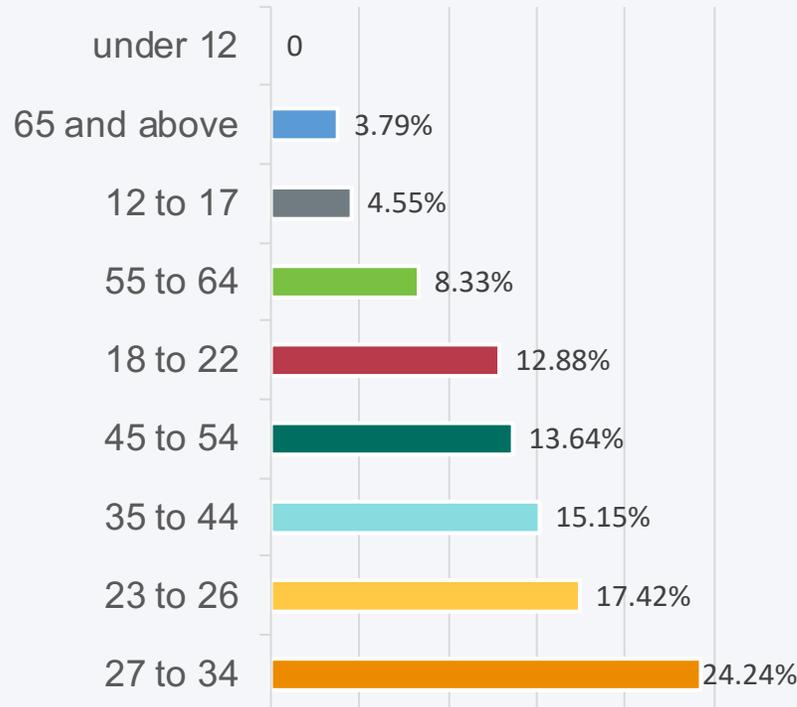
Image by Tanya Blazewicz

how are people using online spaces for their mental health?

Anonymous community survey with 156 responses, with 136 giving consent for their answers to be used at TheMHS

“...Social media helps me feel connected. It reduced my feelings of isolation when I was out of circulation due to being unwell” - anonymous

our participants age, gender, and diversity



meaning that majority of our responses were from people of diverse backgrounds!

a story about feedback



When compassion and person centred care comes second to paperwork – the reality of a broken system.

feedback outside of mental health

Easily available and rewarded in retail and hospitality



HOW WAS YOUR experience?

TELL US HOW WE WENT, AND GET A TREAT - BY SIGNING INTO MYMACCA'S

YOU CAN CHOOSE FROM:

- FREE SMALL FRIES WITH ANY PURCHASE**
Available after 10.30am
- FREE 3 PACK CHICKEN McNUGGETS® WITH ANY PURCHASE**
Available after 10.30am
- FREE SOFT SERVE CONE WITH ANY PURCHASE**

[GET STARTED](#)

feedback alternatives

Patient Opinion, an online feedback system for healthcare providers and clients

“the middle man that passes your anonymous story – good or bad – to the right people”

**PATIENT
OPINION** AUSTRALIA
BE HEARD.

Share your experiences of Australian health services, *good or bad*.
We pass your stories to the right people to make a difference.

Home

Tell your story

About us

▶ Search



Search for stories about...

eg Royal Brisbane Hospital, heart surgery, depression, 2250

We believe that patients' feedback - *good or bad* - is essential to improving Australian health services.

Tell us what was good and what could be improved, say thanks or call for change - we'll pass your stories to the people in the health services who can make a difference.

▶ Tell your story - Make a difference

Patient Opinion in 2 minutes



Featured stories

▶ View latest stories

"My only concern was towards the end when he had lost the use of his legs, *nurses didn't come to our aid quick enough to take him to the toilet*. The overall experience my father had was a comfortable one, but they really need more staff throughout the night."

About: Wantirna Health / Palliative Care Inpatient Unit

STORY HAS A RESPONSE



experienced by 1 other

Make yourself heard

Whether you're a patient, carer or service user, share *your* story and help make a difference.

▶ What's your story?

Who's listening to your stories?

6,200 stories told

2,692 [staff listening](#)

"There was a lady there with a very young

STORY HAS A RESPONSE

mental health on twitter



John
@Jphilippides_

therapist: and what do we say when we feel this way?

me: don't be sad. because sad backwards is das. And das not good.

Therapist: *taking notes* can I use that



Edit profile

Tanya Blazewicz

@tanyablazewicz

@SANEAustralia Peer Ambassador, Human Rights & Mental Health Activist, footy player #peerworker #LGBT #suicidesurvivor Human being. Tweets are my own. 🇺🇸 🇦🇺

📍 Karna Land

🔗 [linkedin.com/in/tanya-blaze...](https://www.linkedin.com/in/tanya-blaze...)

📅 Joined November 2017

4,601 Following 1,502 Followers

Tweets Tweets & replies Media Likes

📌 Pinned Tweet



Tanya Blazewicz @tanyabla... · 05 Mar. ▾

Disclaimer: I am not a clinician. I sometimes attend conferences and lectures with clinicians and live tweet them, but I have not studied nursing, psychology or social work. I am a person with a lived experience of so called complex mental illness, and I am a worker.

mental health on twitter

	Match	Users	Tweets
Bipolar	6k	394	992k
Depression	5k	441	1.0m
PTSD	477	244	573k
SAD	389	159	421k
Control	10k	5728	13.7m

Quantifying Mental Health
Signals in Twitter
Coppersmith et al

#mentalhealth

298,462 tweets/30 days

#selfcare

77,401 tweets/30 days

#mentalhealthmatters

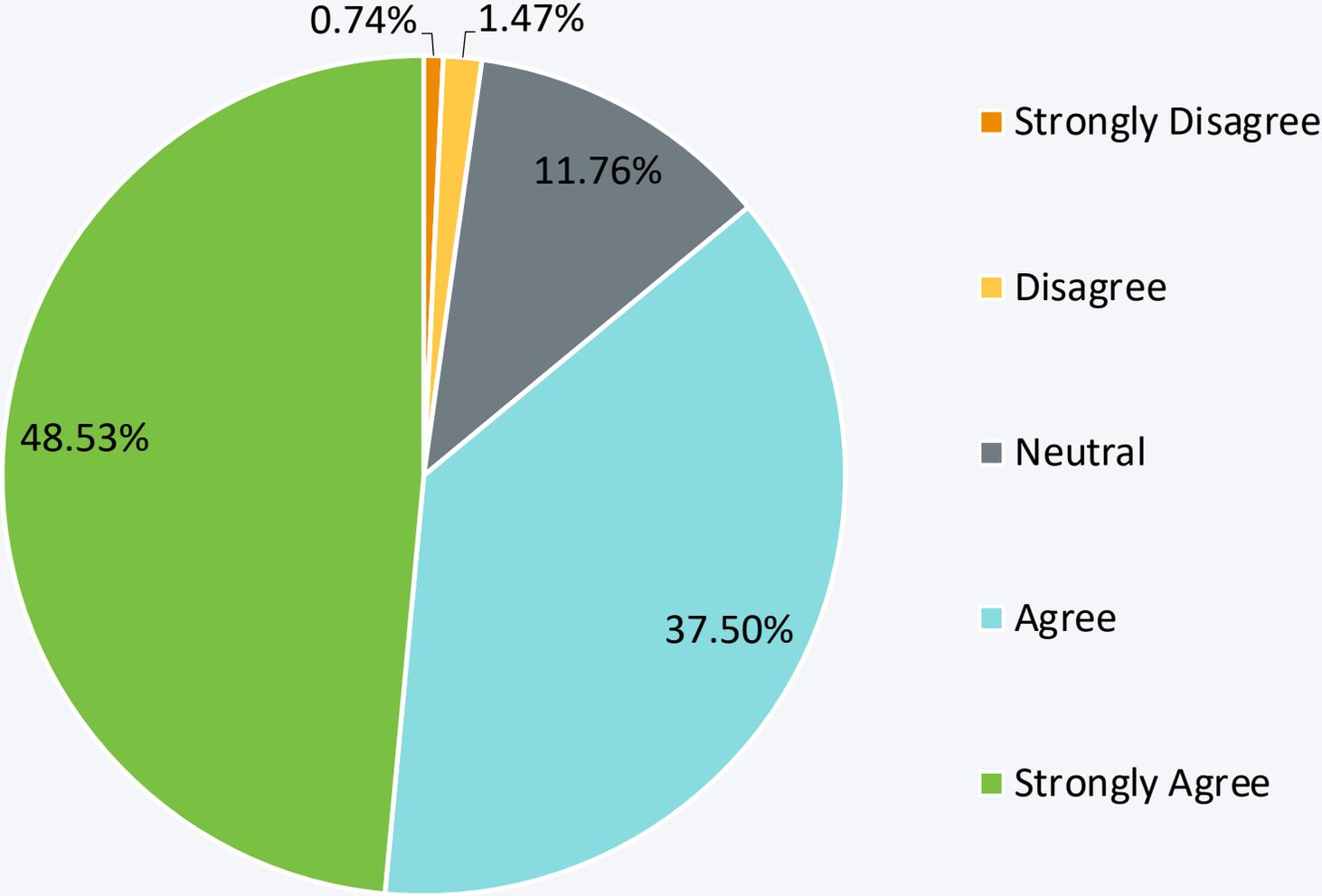
48,843 tweets/30 days

#suicideprevention

23,612 tweets/30 days

survey results

“I want to help people who have had similar experiences to me”



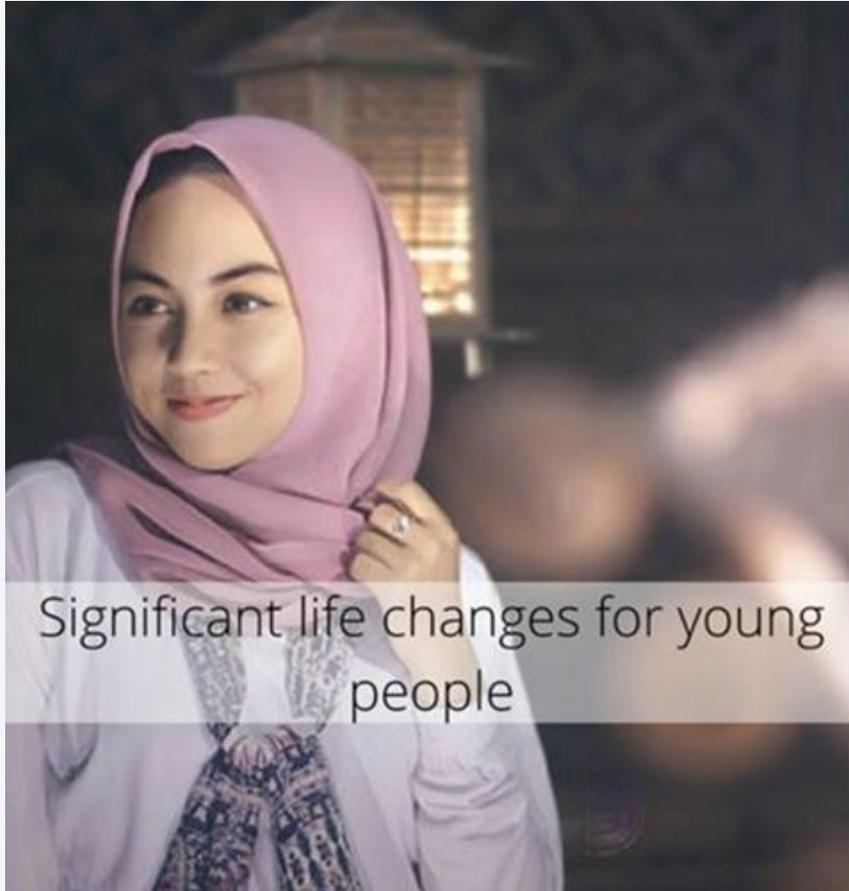


distress tolerance resource

Tanya Blazewicz @tanyablazewicz · Mar 19

Thanks to everyone who made suggestions for my "use before" box for young people who [#selfharm](#) ! From people with a [#livedexperience](#) of selfharm and their suggestions - I have started to build this box for work! [#peerwork](#) [#MentalHealthMatters](#) [#youthmh](#)

services doing it well



#TopicTuesday

Online Forums

— **19 September @ 7pm AEST** —

SANE
AUSTRALIA

section 2

oliver keane

online engagement by youth
health services

my WHY: finding my community

YouTube and blog stories helped me access language and ideas I had never heard in real life

My online access helped me understand myself, and supported me to make decisions during my transition



How to really know if you're transgender | Doubts & insecurities

Kovu Kingsrod • 106K views • 11 months ago

Hia! You have requested a video on how to know if you're transgender for years, and ever since I made one years ago I've always ...



How I knew I was Transgender- FTM

Aidan Silva • 16K views • 3 years ago



HOW I KNEW TRANSITION WAS THE RIGHT DECISION (FTM TRANSGENDER)

uppercaseCHASE1 • 16K views • 10 months ago

Hey! Thanks so much for watching! How I Knew I Was Trans (part 1): <https://www.youtube.com/watch?v=JaP3WFZ3dAk> Want to ...

CC



So You Think You're Trans- FTM Life

Aylian Dowling • 69K views • 1 year ago

Come See Me! Aug. 25-27 Gender Odyssey: <http://www.genderodyssey.org/> Sep. 1-3 PlayList LIVE D.C: [http://www.playlist-live ...](http://www.playlist-live...)



How I Knew I Was Transgender - FtM Transgender

Jackson Miloh • 23K views • 2 years ago

I hope you guys enjoyed! I love you all!



FTM How I Knew I Was Transgender

Cody_talks • 4.8K views • 3 years ago

How I knew I was transgender.

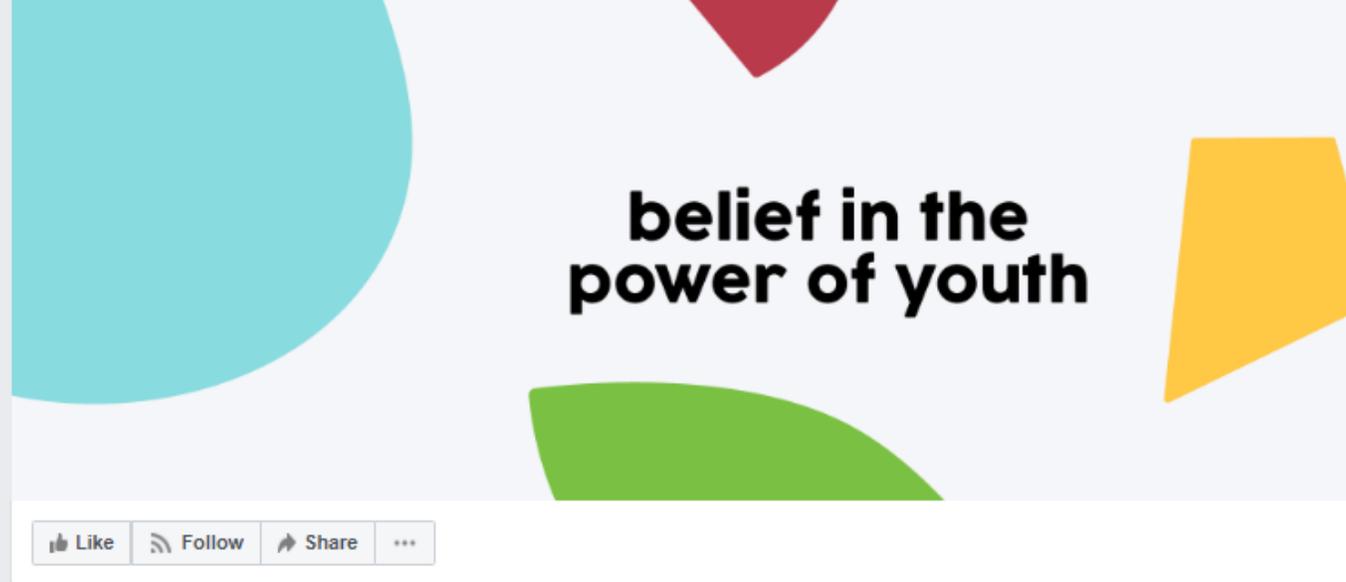
running a service's social media

Often underutilized, and used for primarily key service updates or job vacancies



headspace
Onkaparinga
@headspaceonkaparinga

- Home
 - About
 - Photos
 - Events
 - Videos
 - Notes
 - Posts
 - Community
- [Create a Page](#)



Photos



Community

[See All](#)

- Invite your friends to like this Page
- 2,037 people like this
- 2,130 people follow this
- Cathy I and 2 other friends like this

About

[See All](#)

- (08) 8186 8600
- www.headspace.org.au/onkaparinga
- Community
- Hours 9:00 AM - 5:00 PM
[Open Now](#)
- [Suggest Edits](#)

Page Tr

Facebook is sho
understand the
the people who

Page cre

running a service's social media

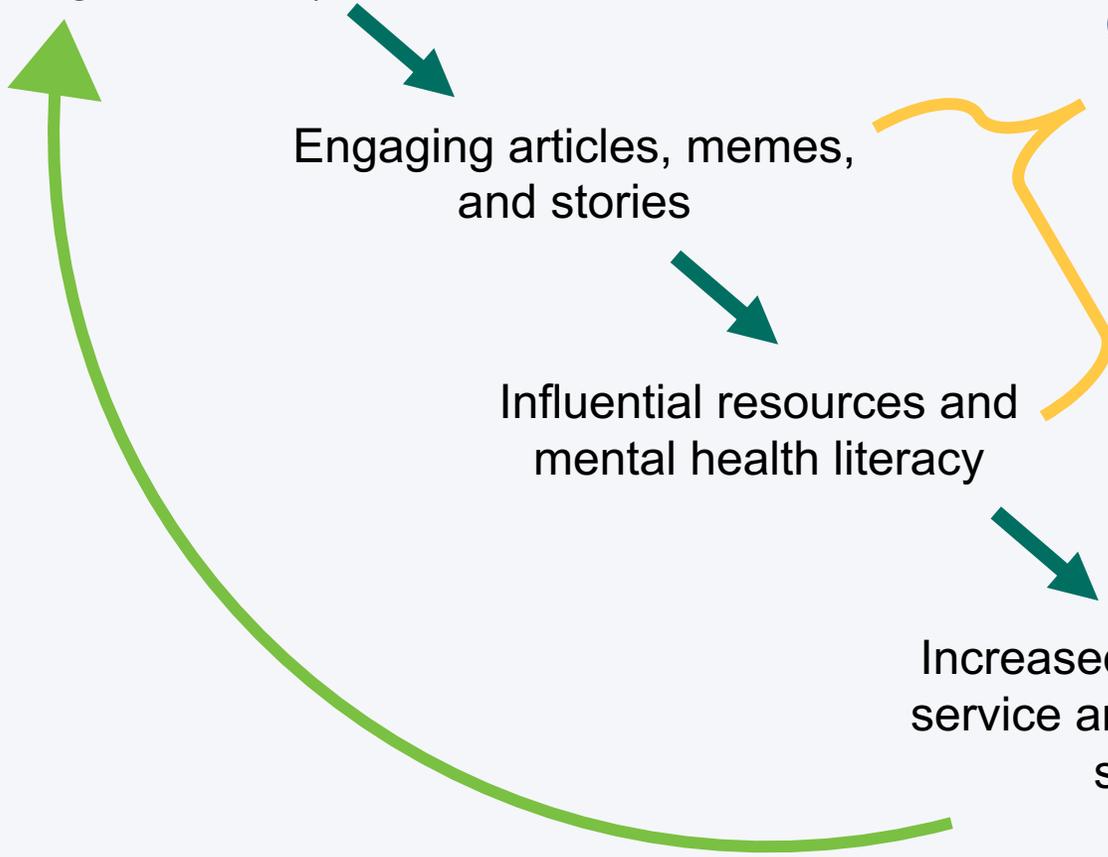
Important service information
(e.g.. opening hours, cost)

Engaging articles, memes,
and stories

Influential resources and
mental health literacy

Increased awareness of
service and its options of
support

Growth in followers,
likes, and
engagements

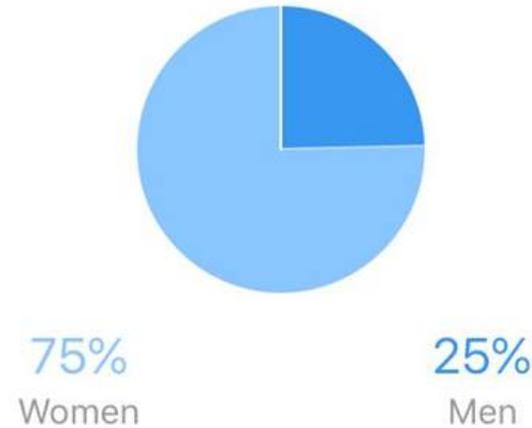


understanding our audience

Our largest audience on Social Media isn't our clients age range, but rather those supporting our clients.

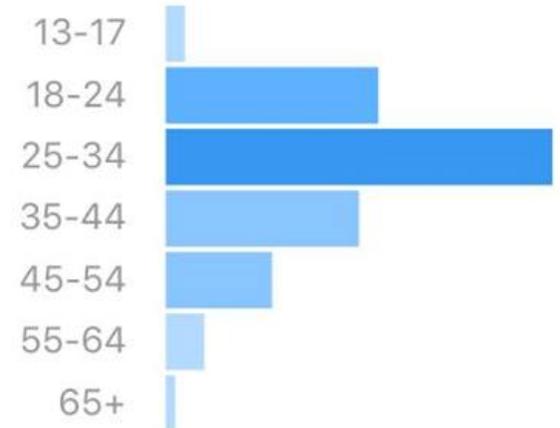
Understanding this helps us prioritize posts that increase mental health skills of all ages

Gender ⓘ



Age Range ⓘ

All Men Women

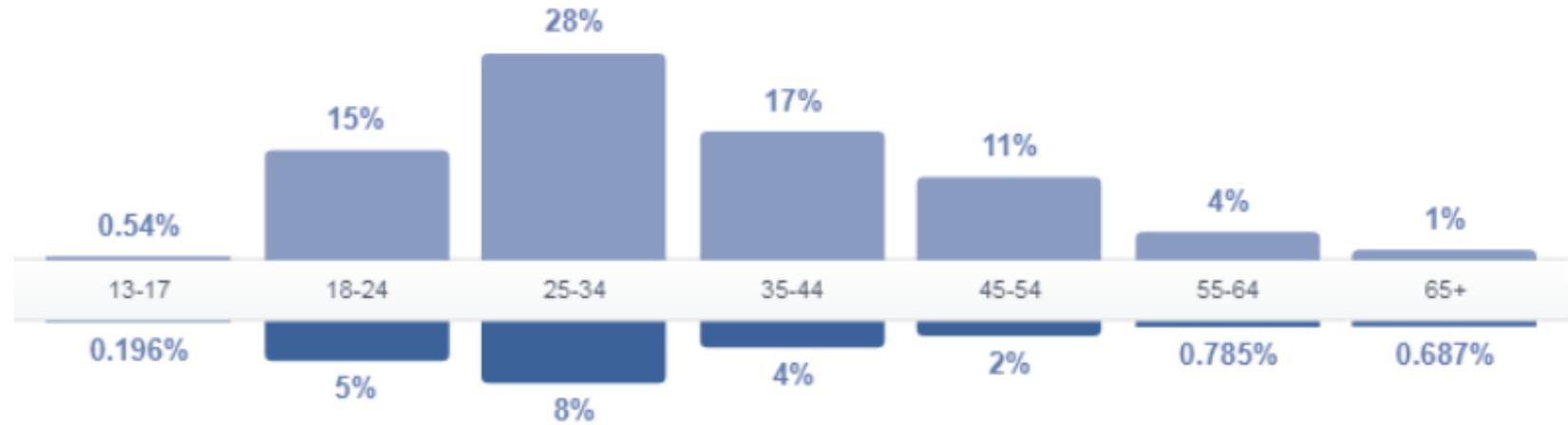


Women

77%
Your Fans

Men

21%
Your Fans





headspace Onkaparinga

Like Page

Published by Hs Onkaparinga Oliver [?] · 23 January ·

Do you feel like a young person who has no idea what they are doing? You aren't alone!

Onkaparinga Youth are running some very cool How to Adult workshops that go over the basics of many skills including car maintenance, money stuff, and well being!

To book your place head to www.howtoadultreynella.eventbrite.com.au



HOW TO ADULT

[7 WEEK CRASH COURSE]

What you need to know to crush adulting. Learn what many adults wish they knew.

Covering such topics as:

- Budgeting, credit & contracts
- Motor vehicles, purchasing & maintenance
- Centrelink & Medicare
- Employment & rights

DATE: Thursdays Term 1, starting 21 February-4 April 2019

TIME: 6.30 - 8.30pm

COST: FREE

AGE: 16-25 years

WHERE: Base 10 Youth Centre, 10 Main South Rd, Reynella

ENQUIRIES: 8387 5577
reynellayouth@onkaparinga.sa.gov.au

BOOKINGS:
[howtoadultreynella.eventbrite.com.au](http://www.howtoadultreynella.eventbrite.com.au)

Performance for your post

186,640 People Reached

8,502 Reactions, comments & shares

4,311 Like	312 On post	3,999 On shares
---------------	----------------	--------------------

465 Love	55 On post	410 On shares
-------------	---------------	------------------

80 Haha	3 On post	77 On shares
------------	--------------	-----------------

57 Wow	2 On post	55 On shares
-----------	--------------	-----------------

3 Sad	0 On post	3 On shares
----------	--------------	----------------

2 Angry	0 On post	2 On shares
------------	--------------	----------------

2,504 Comments	615 On Post	1,889 On Shares
-------------------	----------------	--------------------

1,089 Shares	1,063 On Post	26 On Shares
-----------------	------------------	-----------------

17,735 Post Clicks

5,055 Photo views	192 Link clicks	12,488 Other Clicks
----------------------	--------------------	------------------------

NEGATIVE FEEDBACK

21 Hide post	11 Hide all posts
0 Report as spam	0 Unlike Page

Reported stats may be delayed from what appears on posts

the perfect post recipe

- Youth Friendly language
- Partnerships and tagging with other organisations
- Post between 2-6pm on weekdays, or 12am - 1pm on weekends *
- Images or videos
- Luck !

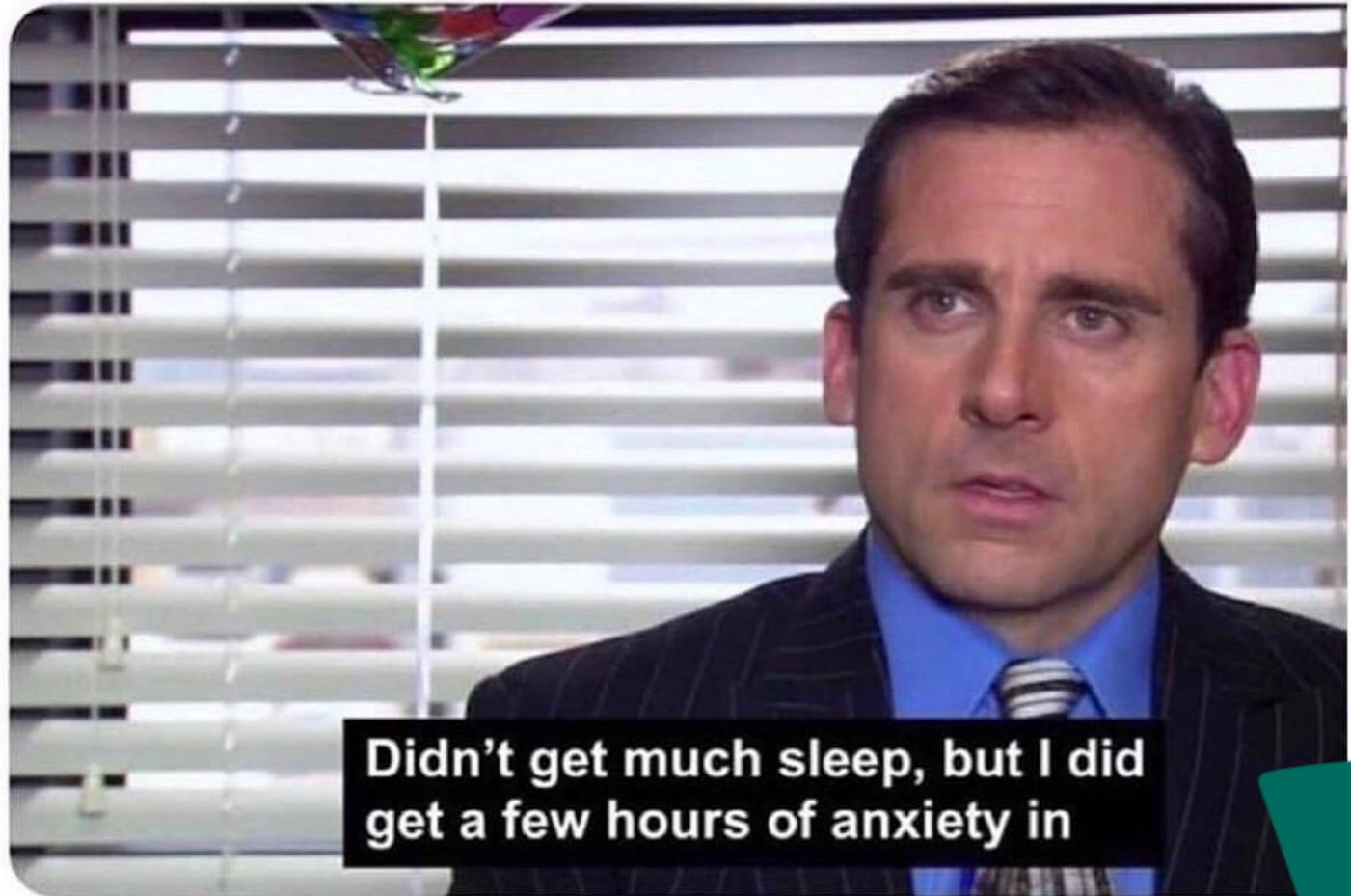
* Arens, 2019.

meme culture

A fun and casual way of sharing experiences and ideas with people from similar backgrounds.

A key way that impacts a businesses public perception

When someone asks you how your night went



me: this is going to be a great week! my skin
glowing! i'm confident! my grades will prosper!

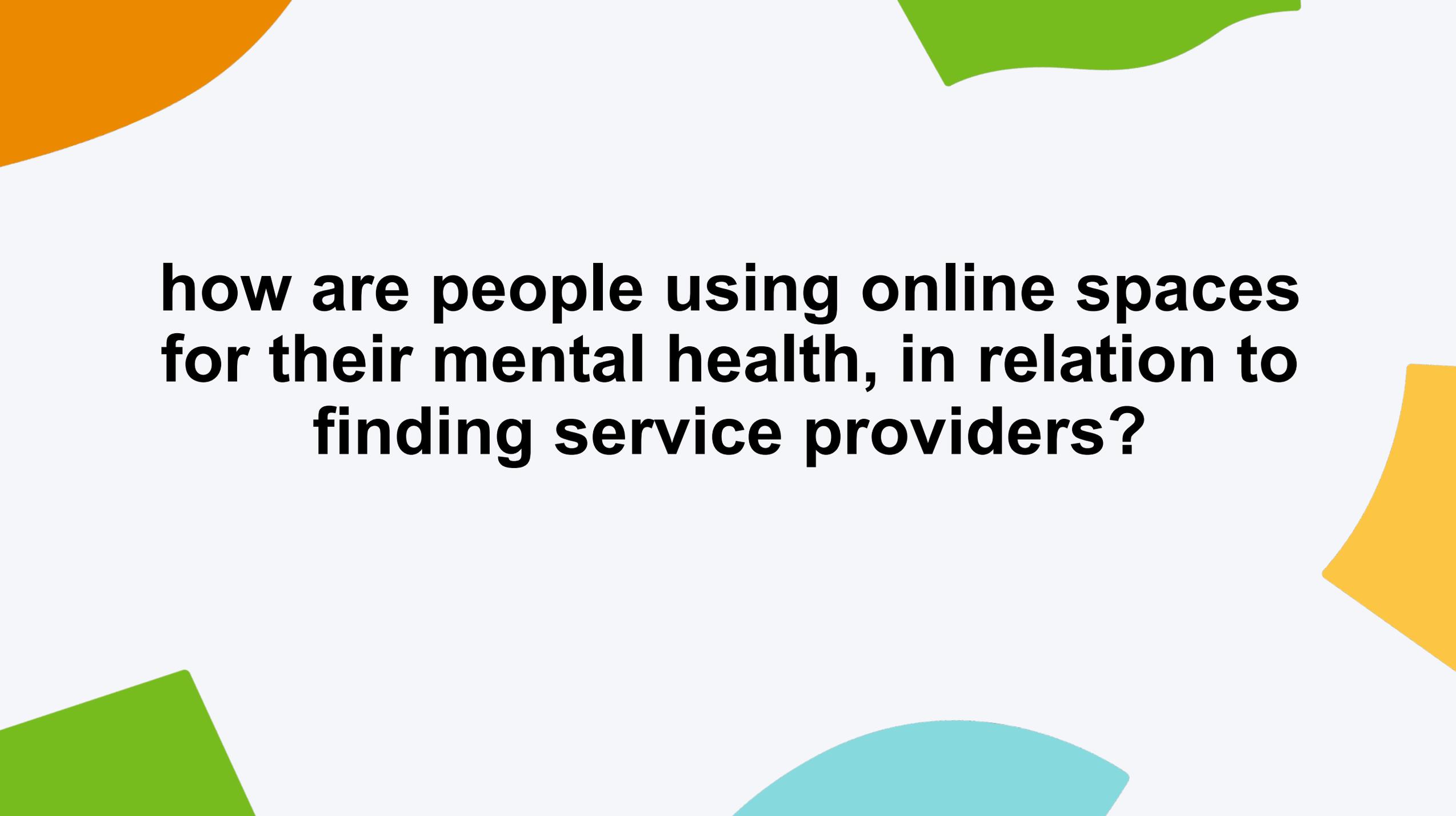
me to me: your mental health is trash



memes for mental health providers

*“internet memes are able to serve as
forms of collective action and
discursive expression due to their
persuasive and participatory nature”*

- Johann and Bulow, 2019



**how are people using online spaces
for their mental health, in relation to
finding service providers?**

for mental health, what do you use social media for?

ANSWER CHOICES	RESPONSES	
Watching videos or reading articles from professionals	60.74%	82
Mental health memes	60.00%	81
Following pages relevant to my experience/diagnosis	57.78%	78
Watching videos from people with a similar experience to mine	56.30%	76
Looking for self-care techniques	54.81%	74
Advocacy - highlighting issues important to me	52.59%	71
Sharing articles about mental health	52.59%	71
Reading blogs from people with a similar experience to mine	45.93%	62
Sharing inspirational quotes	40.74%	55
Sharing things that have helped with your own mental health	40.74%	55
Learning more about professional services	38.52%	52
Being involved with a support group or forum	34.81%	47
Chatting one-to-one with someone who has had a similar experience	29.63%	40
Asking for help	15.56%	21
Writing blogs about my experience	6.67%	9
Other (please specify)	6.67%	9
Posting videos about my experience	2.96%	4
Total Respondents: 135		

online spaces for diverse people

Did not identify as any diverse option

ANSWER CHOICES	RESPONSES
Mental health memes	55.77%
Watching videos from people with a similar experience to mine	53.85%
Watching videos or reading articles from professionals	51.92%

People with disabilities

ANSWER CHOICES	RESPONSES
Following pages relevant to my experience/diagnosis	68.75%
Looking for self-care techniques	68.75%
Watching videos or reading articles from professionals	65.63%

LGBTQ+ Identifying

ANSWER CHOICES	RESPONSES
Mental health memes	75.00%
Following pages relevant to my experience/diagnosis	73.08%
Watching videos or reading articles from professionals	73.08%

Trans or gender diverse

ANSWER CHOICES	RESPONSES
Mental health memes	83.33%
Following pages relevant to my experience/diagnosis	73.33%
Watching videos from people with a similar experience to mine	70.00%

People from diverse backgrounds are using online spaces a lot more for their mental health, and are using it in different ways.

where to from here?

Online spaces can be uncharted territory for youth mental health services, but can be a crucial part in how we are perceived and accessed by young people and their families.

Contact Tanya and Oliver here:

(08) 8186 8600

tblazewicz@sonder.net.au

okeane@sonder.net.au



references

Arens, Elizabeth (2019). Best times to post on social media for 2019. Sprout Social Publishing : <https://sproutsocial.com/insights/best-times-to-post-on-social-media/>

Centre for Story-Based Strategy (n/a) Why we need to step into #the4thbox Website <https://www.storybasedstrategy.org/the4thbox/>

Johann, Michael & Bülow, Lars. (2019). One Does Not Simply Create a Meme: Conditions for the Diffusion of Internet Memes. International Journal of Communication. 1720-1742.

McDonald's Australia (2019) Feedback Form Online, <https://mcdonalds.com.au/feedback-form>

Sinek, Simon (2019). Find Your WHY, Simon Sinek Website <https://simonsinek.com/commit/learn-your-why/>

Patient Opinion (2019) Patient Opinion, Be Heard <https://www.patientopinion.org.au/>

question time!

More information on our research, community survey results, and social media:

linktr.ee/themhsonline

Contact Tanya and Oliver here:

(08) 8186 8600

tblazewicz@sonder.net.au

okeane@sonder.net.au