

WSQ Digital Content Creation Summative Assessment

Individual Project

Prepared By	
Name of Learner:	
Signature	
Date	

Instruction:

The Individual Project consists of TWO Parts. You must complete all tasks indicated in each part.

Enterprise Profile			
Name of Enterprise	StarryHope	Type of Entity:	SME/ Non-SME (*Delete where applicable)
Vision	Our vision is grounded in the belief that everyone deserves the opportunity to lead a life aligned with their aspirations, being proactive in seeking help and taking courageous step towards personal growth.		
Mission	To encourage a feeling of inclusion, establish a secure and welcoming environment, and to nurture resilience to cultivate a positive life that every individual deserves.		
Type of Business	✓ Private Company	Type of Industry	Healthcare
Customer Segment	Primary Audience: 18-27 years old (Gen Z) - Digital & Technology Secondary Audience: 28-43 years old (Millennials) <i>(Demographic, Geographic, Psychographic, Behavioral, Interests / Beliefs)</i> <i>(Reference Link)</i> https://www.healthhub.sg/programmes/justcheckingin		

Products/Services	<ol style="list-style-type: none">1) Building a community where individuals with similar challenges can share experiences, coping strategies, and provide mutual support.2) Workshops, seminars, and educational programs to increase awareness, reduce stigma, and provide information about mental health issues and coping strategies.3) Peer Support Programs - Programs where individuals with lived experience of mental health challenges provide support, understanding, and encouragement to others going through similar situations.4) Wellness Programs - Programs promoting overall well-being, stress management, and healthy lifestyle choices as part of mental health maintenance.
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Part 1: Develop a Digital Content Strategy

Provide an analysis of the organisation, its goals, and target audience.

Challenges of Mental health issues especially for Gen Z has been increasing tremendously due to reasons such as Social Media and Cyberbullying, Stigma and Barriers to Seeking Help, Academic Pressure and the sense of isolation stemming from frequent online interactions. WhisperingHope builds a community where individuals with similar challenges can share experiences, coping strategies, and provide mutual support, so that everyone deserves the opportunity to lead a life aligned with their aspirations.

Our goals (SMART)

Increase the awareness of mental health issues and to encourage individuals to be more proactive in seeking help by giving out talks and seminars every twice a month.

Our **target audience** will be the Gen Z age ranging from 18-27 years old.

Develop a digital content strategy

Content goals and objectives

LU 2:

- Get 500 Tik Tok Followers In 3 Months
- Get 500 Subscribers for my Website in 3 Months
- Get 500 new users to my Website in 3 months

Target audience personas (Demographics, Interests, behavioural Patterns)

Persona: Zoe, the Tech-Savvy Activist (24 years old)

Interests:

- Enjoys technology, social media activism, and staying connected.
- Engages in online communities and forums focused on social issues.

Pain Points:

- Generation Z often faces high expectations and pressure to succeed in the workplace, which can contribute to stress and anxiety.
- Concerns about job stability and the competitive job market may be sources of stress for Gen Z individuals entering the workforce.
- Achieving a balance between work and personal life is a common challenge for many, including Gen Z, and can contribute to stress.
- Gen Z individuals are often more accustomed to digital communication, such as instant messaging and email, than traditional forms of communication. This preference may clash with older generations who might prefer face-to-face or phone communication.

Behavioral Patterns:

- Prefers mobile devices for information consumption and social interactions.
- Highly active on platforms like TikTok, Instagram, and Twitter.
- Values experiences over material possessions.

Goals:

- Strives to make a positive impact on the world.
- Seeks personal development and learning opportunities.

Media Consumption:

- Prefers short-form video content and visually appealing graphics.
- Trusts user-generated content and peer reviews.

- Age, Gender, marital Status, children?
- Occupation, industry, income range, educational background
- Values & beliefs, hobbies & interest, lifestyle choices
- Behavioral Patterns – how they spend free time, social platforms, shopping habits
- Challenges and Pain Points
- Goals and Aspirations, what they aspire to achieve in their personal & professional lives
- Media Consumption – what they search online? What blogs, websites they read? What shows they follow?

Editorial calendar for the next three months

Content Title	Type	Platform	Notes	Creation Due Date	Editing Due Date	Publish Date
How to Pick The Right Type of Investment Strategies Without Getting Overwhelmed	Written	Facebook		12 Sept 2023	14 Sept 2023	28 Sept 2023
7 Ways to Get Out Of The 'One Revenue Trap' & Give Yourself New Income Streams	Written	Blog		17 Sept 2023	19 Sept 2023	2 Oct 2023
How to Give Yourself A Salary Raise & Boost Your Income By 2X	Video	Youtube	Include relevant hashtags	25 Sept 2023	28 Sept 2023	10 Oct 2023
The #1 Way to Ensure You Have Enough Money By The Time You Retire	Audio	Apple Podcast		30 Sept 2023	3 Oct 2023	17 Oct 2023
How to Start A Business Without Taking On Unnecessary Risks	Video	Youtube Shorts		8 Oct 2023	11 Oct 2023	25 Oct 2023
How to Balance Your Financial Goals (Even If You Are Piled With Family Responsibilities)	Video	Youtube	Get stock video of families or parents with kids	15 Oct 2023	17 Oct 2023	3 Nov 2023
3 Ways to Build an Emergency Fund Without Stress	Written	Facebook		22 Oct 2023	24 Oct 2023	11 Nov 2023
How to Prevent Lifestyle Inflation From Eating Into Your Savings & Investments	Written	Blog		31 Oct 2023	3 Nov 2023	18 Nov 2023
6 Ways to Make Your Debt Problems Disappear By This Time Next Year	Video	Youtube		9 Nov 2023	12 Nov 2023	26 Nov 2023
How to Never Have Credit Card Debt Again	Audio	Apple Podcast		16 Nov 2023	19 Nov 2023	4 Dec 2023
5 Ways to Tackle Rising Healthcare Costs	Written	Blog	Include infographic	24 Nov 2023	27 Nov 2023	11 Dec 2023
How to Earn 3 Times More While Working Less	Video	Youtube Shorts		2 Dec 2023	5 Dec 2023	19 Dec 2023
8 Strategies To Lower Your Household Expenses	Video	Youtube		9 Dec 2023	12 Dec 2023	27 Dec 2023
How to Make This New Year Your Wealthiest Yet	Written	Blog		15 Dec 2023	18 Dec 2023	31 Dec 2023

Keyword research and SEO strategy

Seed Keywords:

Mental well-being, Mental health, Mental Health Support, Mental Resilience, Mental Wellness Tips, Emotional wellness, Stress management, Self-care practices, Mindfulness techniques, Anxiety Relief

Long-tail Keywords:

Best way to improve mental wellbeing, Depression symptoms, Techniques for improving mental well-being through mindfulness meditation, Coping strategies for managing stress and promoting mental wellness, Effective self-care practices for enhancing emotional wellness, Happiness habits to cultivate for long-term mental health, Psychological balance tips for maintaining mental well-being in daily life, Strategies for overcoming anxiety and achieving mental well-being, Boosting self-esteem: proven methods for enhancing mental well-being, Enhancing mental resilience through mindfulness exercises, Tips for improving emotional resilience and coping with life's challenges.

Content Optimization:

Implement a blog section to regularly publish articles related to Mental Well-Being, Tips on self-care, Mindfulness Meditation (Optimizing each post for specific keywords)

Social media integration plan

Goals: To Increase brand awareness and drive website traffic.

- **Share blog content and videos** on social media platforms to drive traffic to the website.
- Encourage **social sharing** to increase content visibility.
- **User Generated Content (UGC)**
 - a. Encourage Personal Stories:
 - b. Invite my audience to share their personal mental health journeys, struggles, and triumphs.
 - c. Encourage them to express their feelings and experiences in their own words.
- Create **backlinks** to the website.
- Use social media to promote **upcoming events** and **new classes**.
- **Host Contests and Challenges** - Organize challenges or contests that encourage users to create and share content related to mental health. This could include artwork, poetry, videos, or written narratives.
- Leverage **Visual Content** - Encourage the creation and sharing of visual content, such as infographics, illustrations, or photos that convey personal experiences or messages of support.
- **Share Resources and Tips** - Encourage users to share helpful resources, coping strategies, or tips related to mental health. This can contribute to the creation of a supportive and informative community.
- Use **hashtags** to enhance visibility and engagement.
- Use social media **analytics tools** to track engagement, follower growth, and referral traffic. Adjust the strategy based on the performance data.

Social Media Platforms:

Tik Tok:

- Target Audience: Visual-centric audience, tech-savvy individuals.
- Content Focus: Tips to Mental Well-Being, Topics such as Coping with stress / Overcoming Challenges, Create Visual Content that resonates with them such as illustrations / videos
- Personal Life Stories
- Personality Quizzes

**(Posting Frequency: 2-3 times per week.)*

Instagram:

- Content Focus: Photos / illustrations and quotes to encourage positivity, Tips to Mental Well-Being / Coping with stress / Overcoming Challenges, Create Visual Content that resonates with them such as illustrations, Polling (what were you do if it were you?)

**(Posting Frequency: 2-3 times per week.)*

Email marketing plan

Email Frequency: once per week.

Content Types: Upcoming workshops, Talks, Seminars, Tips to Improve Mental Health, eBook, Audio, Life Stories, Short Interviews

Visual Content: Infographics, personality/mood quizzes, short videos, eBook

Multimedia content creation plan (videos, images, infographics)

Content Types:

Video Series:

Content:

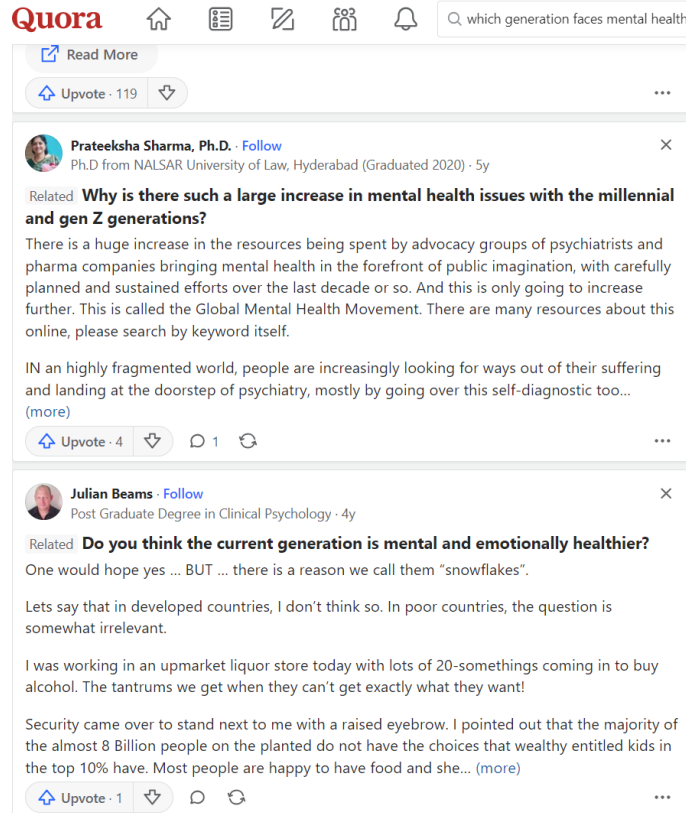
- Short videos on Personal Life Stories (invite audiences to talk about their stories),
- Tips on how to overcome challenges,
- Live discussions on trending health topics and Q&A sessions
- Interactive webinars
- Encourage users to talk about their challenges.

Part 2: Content Creation and Implementation

Provide evidence showing the implementation of the digital content strategy

How you develop Digital Content Strategy based on Part 1.

(Conduct Real Research on Big Players, is it mostly readable, watchable, listenable? Which content types have the most engagement? Is it Articles, images, videos, audio...?)



The screenshot shows the Quora search interface with the query 'which generation faces mental health'. It displays two search results. The first result is by Prateeksha Sharma, Ph.D., who is a Ph.D. from NALSAR University of Law, Hyderabad (Graduated 2020). Her answer is titled 'Why is there such a large increase in mental health issues with the millennial and gen Z generations?' and discusses the increase in resources spent by advocacy groups and the Global Mental Health Movement. The second result is by Julian Beams, who has a Post Graduate Degree in Clinical Psychology. His answer is titled 'Do you think the current generation is mental and emotionally healthier?' and discusses the challenges of mental health in developed and poor countries, as well as the impact of technology and social media.

<https://www.quora.com/unanswered/Is-the-millennial-generation-more-medicated-for-mental-health-issues-than-any-prior-generations?q=which%20generation%20faces%20mental%20health%20more%3F>

Related questions

What are the implications of social media on mental health, particularly in younger generations?

Are millennial's the generation of mental illness?

What should be considered regarding mental health in the millennial generation? What can be done to help those who are struggling with mental health issues within the millennials?

What is the difference between the generations of teens in terms of fun and mental health issues? Why is that so?

How does technology influence teens' mental health today compared to in previous generations?

How can we address the mental health challenges in today's generation?

Provide evidence for creating web content (articles, blog posts, landing pages) based on the editorial calendar.

Written content such as blogs/articles, opening...points etc

How to ... / X ways to... 1) Opening 2) Points 3) Recap/Summary 4) Action

How To Make Positive Changes In Your Life

At some point in life, everyone wishes to turn their lives over and make proper changes. However, when it comes to walking the talk, it is never that easy. It seems change is really hard to embrace, let alone implement. Whether we want to be happier, healthier, or more active and successful, we have to make conscious efforts if we are to change for the better. To make change easier to implement, it does not have to come in huge leaps and bounds, it should be a gradual process comprised of small decisions and efforts. Below are methods and steps that can help you get to where you want in terms of positive changes in your life.



1) Know what you want to change

To set the process in progress, you have to be sure about what exactly you want to change in your life. You need to have a certain objective in mind, and fully understand the real reason why you want to change that aspect of your life. Whether it is your relationship life, your personal life, or your professional life, you should pinpoint exactly where the change is to be implemented and why. Just like a patient consulting a doctor, you need to state clearly where you think your problem is. Once you have it all clear in your mind, you can now easily start the journey to a new life.

2) Take small steps

Many people cower when they think of change. This is because they want to start with one huge sweep, totally wiping down the board and making huge leaps overnight. That is hardly sustainable as it can be mentally and physically draining. Do not underestimate the small steps you take. What you should be afraid of is being stuck in one place, afraid of change. Take small steps, celebrate the small victory. Break down your goals into small attainable objectives, tiny things you can do every day. It might be small things like waking up thirty minutes earlier, having a few minutes of exercise, or getting rid of junk food. These small things all slowly assemble to form that big picture.



3) Stop Procrastinating

It would be embarrassing if a list of all our unfinished projects or things that we are putting on hold was to be publicized. We are always waiting for "that right time" to do or complete something. With time, we find ourselves having a pile of incomplete tasks that then overwhelm us with their urgency. If you are in this group, you need to de-clutter your life. Take on those unfinished projects and tackle them. It is unseemly to have a long list of incomplete things. Learn to finish what you started. This will teach you some discipline and commitment in life. If we are to go far, commitment and discipline are needed. Do not be a sloth, exercise diligence in your life. Do things now. Why do tomorrow things that you can do today?

4) Face your fears

Fear cripples many people into submission. We are afraid of change because we love the comfort of the familiar, even when the familiar is not ideal. We often twist ourselves into all the uncomfortable positions just to remain in that small domain of what is familiar, afraid to face the devil we do not know. Shun fear, stare it in the eye, and do all those things that scare you. Fear is a roadblock to the things you want. Oftentimes, the best thing lies way beyond our comfort zone. What is needed is a daring spirit that will allow us to venture way beyond the borders of the things we learned and things we know. Who knows what you will find beyond the furrowed borders of your comfort zone? Only you can find out.

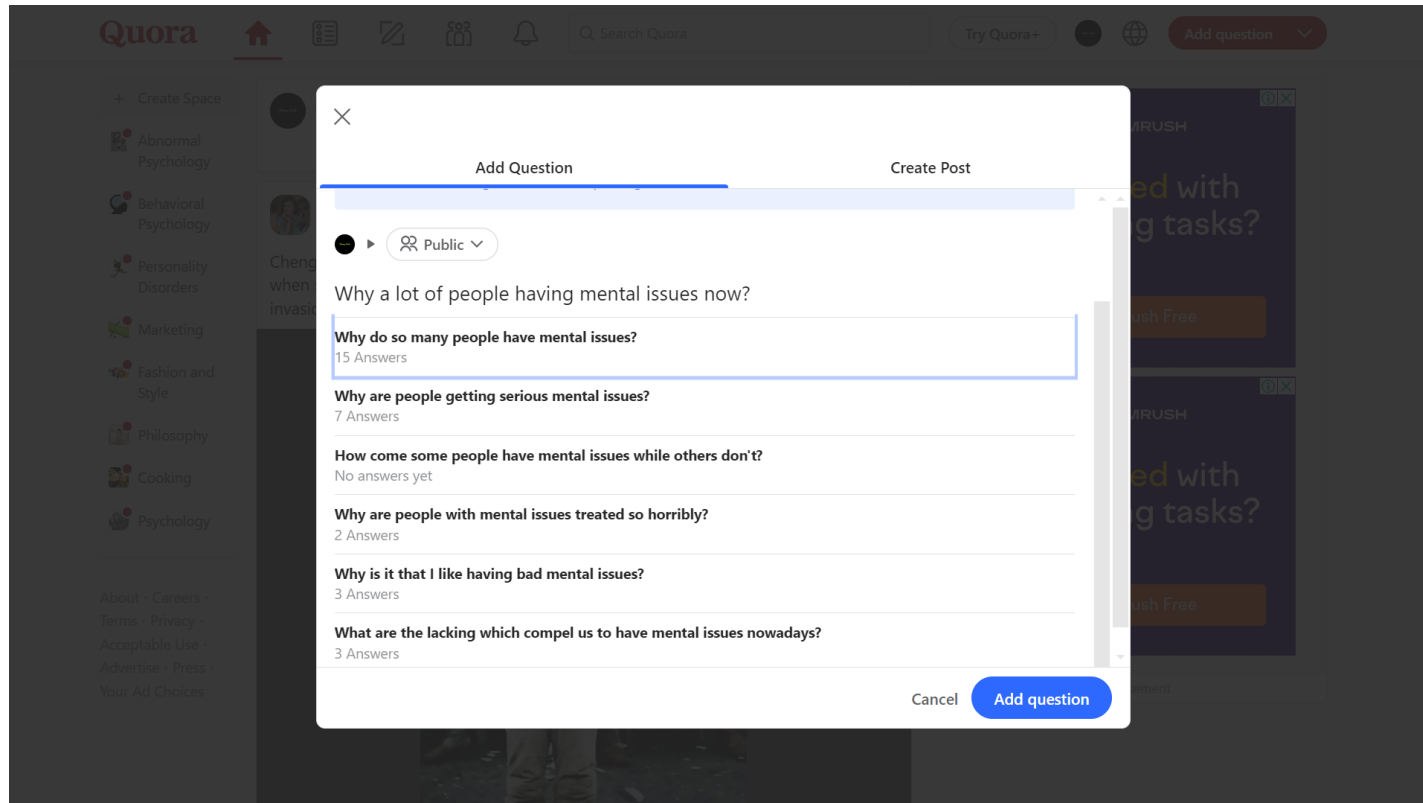
5) Do not compare yourself with others

Change is something internal and very personal. We live mostly subjective lives. Circumstances and events have conspired to be where you are. Your core values and motivations are not the same as anyone else's. Learn to give a personal touch to things, leave your mark by living your life the way you want, without comparing yourself to others. As Desiderata stated, "If you compare yourself with others, you may become vain or bitter, for always there will be greater and lesser persons than yourself." So do not become overly preoccupied with what others do. Walk down your road, have personal goals. Be yourself.

Provide evidence showing optimising the content for SEO and user engagement.


Do actual research – reviews, answer public, quora

Target audience's problems, articles or topics that keep users engaged.




<https://www.todayonline.com/topic/mental-health>


today Singapore World Big Read Adulting 101 Gen Y Speaks Gen Z Speaks Voices




Amid concerns of loneliness and isolation, youths say they are trying to overcome fears of 'complex' in-person interactions




Gen Zen: Skip the small talk. 'Big talk' set to be the next big thing in 2024, and here's why



Whether online or in the physical world, community is the key to youth wellness: IPS forum




Gen Zen: Can virtual reality therapy help with our phobias and mental health problems?




Gen Zen: When does sharing become 'trauma dumping'? Here's how to establish boundaries


today Singapore World Big Read Adulting 101 Gen Y Speaks Gen Z Speaks Voices




New online mental health forum inspired by Reddit offers 'safe space' for youths to seek advice, professional help




Gen Zen: How to spot 'energy vampires' and avoid getting sucked into conversations with them during Chinese New Year




More polyclinics, GPs to provide mental health services by 2030, among other moves to make such support more accessible



S'pore 'redoubling efforts' to better understand mental health issues youths face, says DPM Wong



How to confront anxiety and seek new perspectives



He handled suicide calls, his wife had postnatal blues. MP Wan Rizal wants to see 'next frontier' in mental health for Singapore

(What is Mental Wellness?) <https://www.samhealth.org.sg/understanding-mental-health/what-is-mental-wellness/>

Provide evidence showing the utilisation of social media and email marketing to distribute and promote the content per your strategy.

Short video

Provide Video Content – Long Form or Short Form

Can use Dummy Facebook / IG / YouTube / Tik Tok Account to upload OR upload to your Google Drive.

Your Video Here
(Portrait or Landscape)

Encourage Sharing and Engagement

- ✓ Include call-to-action prompts to encourage your audience to share, comment, and engage with your content.

Email Marketing Campaigns

- ✓ Build an email subscriber list and segment it based on user preferences or demographics.
- ✓ Create targeted email campaigns that align with your content strategy.

Personalized Email Content:

- ✓ Personalize email content to make it more relevant and appealing to individual recipients.