





	<p>Daniel has come out to his friends</p> <p>His home life is toxic - his father does not accept his exual orientation</p>		<p>Daniel returns to kidshelpphone.ca</p> <p>Begins to deep dive into the material on offer</p>		
Thinking	<p>Frightened, scared, confused, anxoious</p> <p>What can I do?</p> <p>Where can I turn to?</p> <p>Kids Help Phone . . .</p> <p>I've seen ads/PSAs</p> <p>Wasn't there info in my school enrollment kit?</p> <p>I think I saw some on Facebook or social media</p>	<p>If I do a search something might show up</p> <p>Good, I've found the web site. . .</p> <p>Relieved, I feel safe</p> <p>That's a lot of information but it's clear</p> <p>I can find what I need easily</p> <p>The search works well</p>	<p>I like the services and videos</p> <p>I can find the information I need and it looks like it's updated regularly</p> <p>Great, the newsletter lets me know wjhen there's new content to share</p>	<p>I think I'm comfortable enough to share this information</p> <p>I think it's important that I let others know what is available</p> <p>It's credible and useful</p>	<p>KHP has contact me</p> <p>I appreciate the thanks but I still want to work independently. I'm building my own network</p>
Opportunities	<p>Develop stronger Social Media strategy</p> <p>Look for opportunities to increase KHP promotions in schools</p>	<p>Redesign homepage to better reflect needs of users - client-focused/intuitive navigation</p> <p>Updated site architecture</p> <p>Strengthen SEO strategy to improve findability of important content</p> <p>Stronger CTAs</p>	<p>Group content in logical, intuitive manner to increase findability</p> <p>NOTE: 70% of web site visitors are new</p>	<p>Develop content that is easily shareable - videos, tweets, graphics & tweet cards, infographics</p> <p>Establish multpile Social Media presences</p> <p>Sharing PSAs may encourgae donations</p>	<p>Starting to engage with advoates</p> <p>Develop long-term engagement strategy</p>