



Daniel Manning, age 18

Service User (potential volunteer, influencer, donor) Calgary, AB

Bio/Background

After coming out to his friends last year, Daniel is a proud member of the LGBTQ community. Daniel's father does not accept his sexual orientation, so Daniel is currently saving up to escape his toxic home life. Daniel wants to help other young people going through the same experience, and regularly vlogs about LGBTQ rights.

Personality:

Extrovert
Sensing
Feeling
Perceiving

Brands:

Social platform: Instagram, YouTube Hobby/Interest: Music, Gaming, Vlogging Restaurant: McDonald's Clothing: J. Crew

Goals/Motivations/Wants

Needs accurate information on how to deal with his situation
Wants to give back to other young people

Values Kids Help Phone as a resource

Tech savvy; has smartphone, laptop and iPad

Doesn't want to appear sponsored by a brand on social media

Frustrations/Barriers

Doesn't have a lot of time

Discovery Interaction Return visits Deeper Interaction Engagement Sharing Social Media: Sharing informtaion KHP PSAs Aware of trending on Tools & resources Kids Help phone conversations reaches Daniel Finds out through Social Media G is now active LGBTQ resources to offer thanks on Social Media. Follows KHP He Q/As the content Researching, 1800 668 6868 KidsHelpPhone.ca Web searches Checks out the services various channels Sees what KHP does **(**P) Instagram Kids Help Phone Starting to build Has a first look Advertising/PSA and Media coverage his audience around the site Sees the tools & resources Social Media: Awareness building Daniel decides to go to Facebook - finds of what is on offer Sees articles Getting alerts Kidshelpphone.ca piece about from KHP about the lifestyle Finds article about Kids Help Phone Sharing videos 'Surviving your Signs up for Social Media First Pride the newsletter Daniel activity comes out Tech savvy - decides to go online and look for help and support aware of KHP potential traffic Over a number of months Daniel has come out to Daniel returns his friends to kidshelpphone.ca His home life is toxic - his Begins to deep dive into father does not accept the material on offer his exual orientation **Thinking** Frightened, scared, confused, anxoious Kids Help Phone . If I do a search something might show up That's a lot of information but it's clear I think I'm comfortable enough to share this information KHP has contact me I like the services and videos I think it's important that I let others know what is available I appreciate the thanks but I still What can I do? I've seen ads/PSAs Good. I've found the web site. I can find what I need easily I can find the information I need and it looks like it's updated regularly Where can I turn to? Wasn't there info in my school enrollment kit? Relieved, I feel safe The search works well Great, the newsletter lets me know wihen there's new content to share It's credible and useful want to work independently. I'm I think I saw some on Facebook or social media building my own network **Opportunities** Develop stronger Social Media strategy Redesign homepage to better reflect needs of users - client-focused/intuitive navigation Group content in logical, intuitiive manner to increase findability Develop content that is easily shareable - videos, tweets, graphics & tweet cards, Starting to engage Look for opportunities to increase KHP promotions in schools Updated site architecture with advoates Establish multpile Social Media presences Strengthen SEO strategy to improve findability of important content NOTE: 70% of web site visitors are new Stronger CTAs Sharing PSAs may encourgae donations Develop long-term engagement strategy

Kids Help Phone



Service User (potential volunteer, influencer, donor) Calgary, AB

Bio/Background

After coming out to his friends last year, Daniel is a proud member of the LGBTQ community. Daniel's father does not accept his sexual orientation, so Daniel is currently saving up to escape his toxic home life. Daniel wants to help other young people going through the same experience, and regularly vlogs about LGBTQ rights.

Personality: Extrovert Sensing

Feeling

Perceiving

Social platform: Instagram, YouTube Hobby/Interest: Music, Gaming, Vlogging Restaurant: McDonald's Clothing: J. Crew

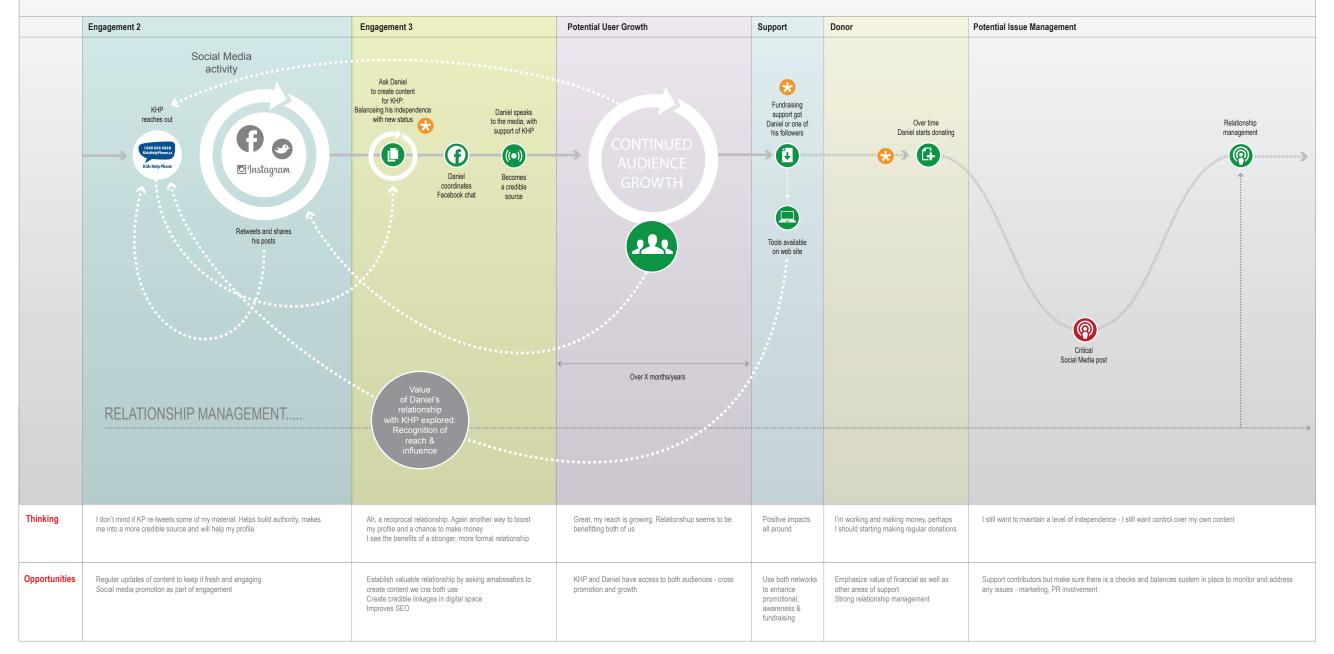
Goals/Motivations/Wants

Needs accurate information on how to deal with his situation
Wants to give back to other young people
Values Kids Help Phone as a resource

Frustrations/Barriers

Doesn't have a lot of time Doesn't want to appear sponsored by a brand on social media

Tech savvy; has smartphone, laptop and iPad



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