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DIG 4104c

Site Case Study

Reinventing You – A New Approach to Self-Care

Summary

The concept of self-care has been around since Ancient Greece and, starting in the 19th century, scientific and medical discoveries redefined self-care beyond its original purpose. Within the last 10 years, and especially during the Coronavirus pandemic, the public became more aware of how important it is to take care of yourself. The value of the health and wellness market has increased significantly, with many companies promoting inefficient products and ideas online through influencer marketing. This marketing technique is questionable because it has been spreading misinformation about self-care on the internet to a wide variety of age groups. My team and I are taking on the challenge of reinventing an informative self-care website that has been designed with a focus on content management in order to tackle the spread of misinformation that has become so popular in modern day social media in order to educate consumers on effective ways in which they can properly practice self-care. With an understanding of the target audience, we can create a more aggressive marketing strategy to effectively bring awareness to health and wellness with reliable sources of scientifically based, peer-reviewed, self-care information.

Backstory

Before the 20th century, the concept of self-care was commonly associated with a social class of predominantly white upper-class citizens who achieved their social status due to their vast amounts of colonization around the world. This group of upper class were able to follow a higher living standard of proper hygiene and diet providing a higher standard of living. Because of the oppression upon women and African Americans, it wasn't until the women's rights movement and the civil rights movement that self-care practices were used as a symbol of uprising against the oppressive social standards composed of racist and misogynistic business practices in the medical field predominantly controlled by white males. By the mid-20th century, self-care was used in the medical field to treat mentally ill or elderly patients ¹. "Eventually, academics saw the benefits of self-care treatments when applied to high-risk and emotionally daunting professions such as EMTs, trauma therapists, and so on". Flash forward to the 21st-century, where the stresses of modern life have made self-care a necessity, the practice of self-care has become more relevant in modern day society where social media has allowed for information to be widely spread. Clients of self-care are dealing with challenges today that have intensified greatly since the 20th-century. According to the National Institute of Mental Health, "40 million adults in the United States are affected by anxiety, and millions more are afflicted with depression-related disorders" ² with Millennials suffering the highest average stress levels. Based on an increase in profits of modern self-care businesses, we understand that our audience

¹ "A Brief History of Self-Care." *ISF*, 6 Aug. 2014, isfglobal.org/what-is-self-care/a-brief-history-of-self-care/.

² Stamm, B. H. *Secondary Traumatic Stress: Self-care Issues for Clinicians, Researchers, and Educators*. 1999

are seeking for ways in which they can improve their lifestyle in the midst of modern-day stresses.

Since the first COVID-19 shutdown, everyone had to adapt to the “new normal” but with the concept of the “new normal” comes new stresses. The population’s addiction to the internet is apparent, with millennials taking the lead as the group that is most active on the internet especially on social media. Clients such as myself are using the internet to seek quick information on healthier living, but due to the abundance of noise marketing provided by the popular self-help trends, most users fail to see how untrustworthy some of the content tends to be. Due to the massive amount of available content that relies on viral marketing, many of the available health care tips can leave the user attempting unsafe practices. I have personally experienced this when I took dieting advice for muscle gain from an influencer, but the diet tips were disputed by experts as an inaccurate health guidance. Social media platforms have become primary sources of information for many millennials³, but these outlets have become oversaturated with influencers that are promoting unauthentic partnerships and content for self-profit. By understanding the target audience, we are presented with the challenge of connecting with millennials who use social media as a source of information.

Problem

The problem is that there is a lack of organization when it comes to self-care content. Marketers are advertising opinionated and untrustworthy advice all over the internet. This is an issue that we strongly believe in changing. By reinventing an informative website on self-care,

³ "How Millennials Use and Control Social Media." *American Press Institute*, 1 Oct. 2015, www.americanpressinstitute.org/publications/reports/survey-research/millennials-social-media/.

we set out to better manage the content found online by organizing self-care into five different topics. These topics include the various types of self-care such as emotional, physical, social, practical, and mental/spiritual. We believe that by categorizing the various types of self-care, it makes the content more approachable leading to a higher probability that our client may follow the self-care procedures provided.

Competition to our organization includes social media platforms and their popular influencers. Rather than using social media to promote products and advertise misleading trends, we are going to use social media to bring awareness and promote communication to the public. To achieve effective engagement with our clients who are seeking self-care, we propose a plan to advertise that our content is developed by credible healthcare professionals instead of the unqualified social media influencers. We want to share the research from the many years of doctoral practice they have acquired in order to educate our clients in an engaging manner that will allow for them to properly learn about realistic and effective self-care methods.

Proposed Solution

The content that we will be releasing on our website titled, *Reinventing You*, will be composed of the information we have found by compiling effective self-care strategies from respected health care professionals. Our approach to *Reinventing You*'s content strategy will begin with our team following a strict guideline to acquire reliable information. This guideline includes evaluating sources and websites to find the most trustworthy and interesting material for our targeted audience.

Sources for self-care content need to be currently relevant and the information needs to be applicable to people's current struggles during the recent Covid-19 pandemic. It is also

important to value more recent resources about self-care due to current research on health and mental wellness becoming more refined. Sources also need to be experts in the field or have authority to speak on self-care such as scientists, doctors, and psychologists. These authorities will be further analyzed so we can truly understand their perspective on our focused topic in order to avoid any biased sources.

My team and I want to prioritize primary sources by utilizing Google Scholar to search for articles and books from academic publishers, universities, and libraries. When looking at articles and books, author credentials will also need to be verified. Because we are an informational website, we need information resources that present factual information. With our strict guidelines for attaining factual information, we need to properly evaluate the materials from websites associated with educational institutions, the Government, and non-profit organizations. When evaluating any websites, it is important to avoid personal web pages or marketing resources such as Instagram since there is usually monetary incentive behind every commercial site. Examples include self-care blogs. Blogs, such as *the [Blissful Mind](#)* are not monitored and are usually posting opinionated material.

Through our observation, we see that influencer's marketing strategies yield big results, so we have chosen to apply the same approach to our marketing plan. We want to use Instagram as an extension to our website to allow users to discover our compiled sources of valuable information. Similar to the strategy that unqualified self-care influencers follow, we will need to follow the promotional strategy of generating content for IGTV (Instagram's permanent video section) and Instagram stories. Content ideas include live streaming with health care experts where followers can ask questions in real time. Because we will be posting different content than what is found on Instagram currently, we must keep the content fun and interactive. One

approach to creating effective content is to share positive statistics and news. An example could be sharing someone's self-care journey like the founder of [*Deliciously Ella*](#). She healed her medical condition, called Postural Tachycardia Syndrome, as well as Ehlers-Danlos and Mast Cell Activation Disorder, by changing her diet and lifestyle. Instagram is our predominant platform for our organization to form a more personal connection with our targeted audience.

Expected Outcomes

With these content strategies, we expect to bring more awareness to health and wellness. The self-care market is estimated to grow to \$13.2 billion dollars by 2022 ⁴, with more consumers buying self-help products such as books or apps than ever before. We predict that with the growth of our organization, consumers will be more conscious of who they support. We encourage people to continue to learn and educate one another with the effective and accurate self-care information *Reinventing You* will provide. We want to reduce attention from popular influencers that have been promoting false medical practices and bring awareness to the qualified professionals. We hope to realign audiences on the right path to taking care of themselves as well as generate new audiences that are seeking a healthier way of living.

⁴ LaRosa, John. "The \$10 Billion Self-Improvement Market Adjusts to a New Generation." Market Research Blog, blog.marketresearch.com/the-10-billion-self-improvement-market-adjusts-to-new-generation.