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Mental Health & Social Media

A book report

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ABSTRACT

The pervasiveness of social media in young people's lives is widely acknowledged, yet there is little robust evidence on the impacts of social media on young people health and well-being. Initially people use social media for entertainment and experimentation purposes, then they start to use it as a way of staying connected with their friends and keeping abreast of the events which taken place or are evolving and then eventually they start to make social comparisons between themselves and others on social media which results in the development of some mental health needs. The purpose of this report is to explore how social media use is related to the mental health of young adults.

The report also talks about the issues related to mental health & stability right from children to elderly people and conceptualizes the cultural and religious considerations & preventions about mental health problems. Mental health is greatly affected by your emotions. This report covers how emotional improvement polishes your mental health and the causes of negative effects on an individual's emotional well-being such as unemployment, negative people around you, etc. and also some ways for emotional improvement like positive sense of self-esteem, yoga, positive interaction with people.

Various mental health awareness programs that have had favorable impact and produced positive change in people's views of mental illnesses are discussed which include some initiatives taken by some people online or on social media.

CHAPTER 1

Introduction

Over the past 10 years, the rapid development of social networking sites such as Facebook, Twitter, Myspace, and so on has caused several profound changes in the way people communicate and interact. Although social media is accessible to nearly anyone, young adults are the most active users. On the other hand, mental disorders among young adults have also become more common in recent years. It is unclear, however, whether the two are related. Let us try to understand both the terms in detail and then find a link between them.

1.1 What is Mental Health?

‘Mental health’ is often used as a substitute for mental health conditions – such as depression, anxiety conditions, schizophrenia, and others. However, Mental health is about wellness rather than illness. Mental health is the level of psychological well-being or an absence of mental illness. It is the state of someone who is functioning at a satisfactory level of emotional

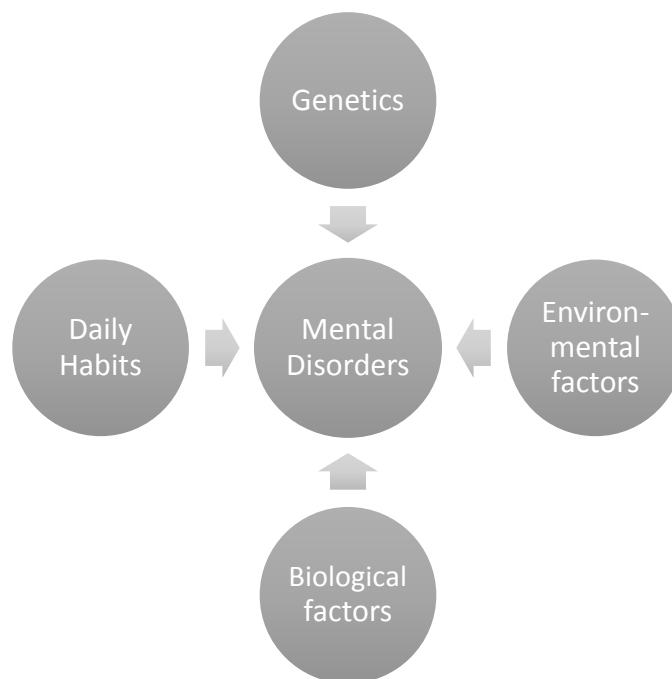
and behavioral adjustment. It may include an individual's ability to enjoy life, and to create a balance between life activities and efforts to achieve psychological resilience. It affects one's way of thinking, mood, and behavior. It also helps determine how we handle stress, relate to others, and make choices. Mental health is important at every stage of life, from childhood and adolescence through adulthood.

1.2 Social Media

According to Merriam-Webster, social media is defined as “forms of electronic communication through which users create online communities to share information, ideas, personal messages, and other content”. Users can interact with other users by commenting on their posts and establishing conversations. Through these interactions, users can express their feelings and thoughts, and report on their daily activities, creating a wealth of useful information about their social behaviors. About 73% of online adults now use a social networking site of some kind (Smith, 2013). The top five most popular social networking sites are Facebook, LinkedIn, Pinterest, Twitter, and Instagram. Facebook leads the pack, boasting 71% of online adults as users (Smith, 2013). Facebook's users are not only numerous, but extremely active and engaged: 63% of Facebook users visit the site at least once a day, with 40% doing so multiple times throughout the day (Smith, 2013). Given that social media is becoming increasingly prominent in young adults' lives, it is important to understand how this usage may affect them.

1.3 Mental Disorders

Mental illness, also called mental health disorders, refers to a wide range of mental health conditions — disorders that affect your mood, thinking and behavior. It can also affect your ability to get through day-to-day life. A mental illness can make you miserable and can cause problems in your daily life, such as at school or work or in relationships. They can take many forms of which some are mild and only interfere in limited ways with daily life. Mental illnesses can be influenced by several different factors as shown in the figure:



Some of the main groups of mental disorders are:

- Mood disorders.
- Anxiety disorders.
- Personality disorders.
- Psychotic disorders.
- Substance abuse disorders.
- Eating disorders.
- Trauma-related disorders.

1.4 Effects of Social Media

Numerous studies identify connections between social media use and negative outcomes such as increased depression, anxiety, compulsive behavior, loneliness, and narcissism. In 2013, Rosen et al. studied the Facebook usage of 1,143 college-age students. They found that major depressive disorder, dysthymia, bipolar-mania, narcissism, antisocial personality disorder, and compulsive behavior were predicted by one or more Facebook usage variables. A Croatian study (Pantic et al., 2012) found that time spent on Facebook by high school students was positively correlated with depression. A study of American university students found that more intense Facebook use predicted increased loneliness (Louet et al., 2012). Also, according to Kalpidou et al. (2011), college students who reported having higher numbers of Facebook friends experienced lower emotional adjustment to college life. Further, the same study found that college students who spent more time on Facebook reported having lower self-esteem than those who spent less time. A recent research study found that 45% of British adults indicated they feel worried or uncomfortable when they cannot access their email or social network sites (Anxiety UK, 2012).

So-called 'social media addiction' is thought to affect around 5% of adolescents and has been described as potentially more addictive than both alcohol and cigarette consumption (Jenner, 2015; Hofmann, Vohs, Baumeister, 2012). Compulsive 'checking' of one's social media has been linked to aspects of 'fear of missing out' or FOMO in young people. Survey data has shown that adolescents lose more sleep through use of social media than intended, are disturbed by notifications during sleep, compelling them to check and find it difficult to relax in the evening after using social media.

1.5 Significance of Mental Health

Mental Health is the key to living a healthy, balanced life. Mental health also contributes to one's decision making process, how one copes with stress and how one relates to others in their lives. Emotional and mental health is important because it's a vital part of life and impacts our thoughts, behaviors and emotions. Being healthy emotionally can promote productivity and effectiveness in activities like work, school or caregiving. It allows one to adapt to changes in life and cope with adversity. The social and economic costs associated with growing burden of mental ill health focused the possibilities for promoting mental health as well as preventing and treating mental illness. Thus, the Mental Health is linked to behavior and seen as fundamental to physical health and quality of life. Physical health and mental health are closely associated and it is proved beyond doubt that depression leads to heart and vascular diseases. Poor mental health plays a significant role in diminished immune functioning.

Being healthy emotionally can promote productivity and effectiveness in activities like work, school or caregiving. Small things like exercising, eating a balanced and healthy meals, opening up to other people in your life, taking a break when you need to, remembering something you are grateful for and getting a good night's sleep, can be helpful in boosting one's emotional health. Mental health influences the way individuals look at themselves, their lives and others in their lives. Thus, it plays an important part in the health of our relationships, and allows us to adapt to changes in your life and cope with adversity.

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CHAPTER 2

Perspectives

2.1 Mental Well-Being

Mental health can be seen as an unstable continuum, where an individual's mental health may have many different possible values. Mental wellness is generally viewed as a positive attribute, even if the person does not have any diagnosed mental health condition. This definition of mental health highlights emotional well-being, the capacity to live a full and creative life, and the flexibility to deal with life's inevitable challenges. Some discussions are formulated in terms of contentment or happiness. Many therapeutic systems and self-help books offer methods and philosophies espousing strategies and techniques vaunted as effective for further improving the mental wellness. Positive psychology is increasingly prominent in mental health.

A holistic model of mental health generally includes concepts based upon anthropological, educational, psychological, religious and sociological perspectives, as well as theoretical perspectives from personality, social, clinical, health and developmental psychology.

The tripartite model of mental well-being views mental well-being as encompassing three components of emotional well-being, social well-being, and psychological well-being. Emotional well-being is defined as having high levels of positive emotions, whereas social and psychological well-being are defined as the presence of psychological and social skills and abilities that contribute to optimal functioning in daily life. The model has received empirical support across cultures. The Mental Health Continuum-Short Form (MHC-SF) is the most widely used scale to measure the tripartite model of mental well-being.

2.2 Children and Young Adults

Mental health and stability is a very important factor in a person's everyday life. Social skills, behavioral skills, and someone's way of thinking are just some of the things that the human brain develops at an early age. Learning how to interact with others and how to focus on certain subjects are essential lessons to learn. This spans from the time we can talk all the way to when we are so old that we can barely walk. However, there are some people out there who have difficulty with these kind of skills and behaving like an average person. This is most likely the cause of having a mental illness. A mental illness is a wide range of conditions that affect a person's mood, thinking, and behavior. About 26% of people in the United States, ages 18 and older, have been diagnosed with some kind of mental disorder. However, not much is said about children with mental illnesses even though there are many that will develop one, even as early as age three.

The most common mental illnesses in children include, but are not limited to, ADHD, autism and anxiety disorder, as well as depression in older children and teens. Having a mental

illness at a younger age is much different from having one in your thirties. Children's brains are still developing and will continue to develop until around the age of twenty-five. When a mental illness is thrown into the mix, it becomes significantly harder for a child to acquire the necessary skills and habits that people use throughout the day. For example, behavioral skills don't develop as fast as motor or sensory skills do.[34] So when a child has an anxiety disorder, they begin to lack proper social interaction and associate many ordinary things with intense fear. This can be scary for the child because they don't necessarily understand why they act and think the way that they do. Many researchers say that parents should keep an eye on their child if they have any reason to believe that something is slightly off. If the children are evaluated earlier, they become more acquainted to their disorder and treating it becomes part of their daily routine. This is opposed to adults who might not recover as quickly because it is more difficult for them to adapt.

Mental illness affects not only the person themselves, but the people around them. Friends and family also play an important role in the child's mental health stability and treatment. If the child is young, parents are the ones who evaluate their child and decide whether or not they need some form of help. Friends are a support system for the child and family as a whole. Living with a mental disorder is never easy, so it's always important to have people around to make the days a little easier. However, there are negative factors that come with the social aspect of mental illness as well. Parents are sometimes held responsible for their child's own illness. People also say that the parents raised their children in a certain way or they acquired their behavior from them. Family and friends are sometimes so ashamed of the idea of being close to someone with a disorder that the child feels isolated and thinks that they have to hide their illness

from others. When in reality, hiding it from people prevents the child from getting the right amount of social interaction and treatment in order to thrive in today's society.

Stigma is also a well-known factor in mental illness. Stigma is defined as “a mark of disgrace associated with a particular circumstance, quality, or person.” Stigma is used especially when it comes to the mentally disabled. People have this assumption that everyone with a mental problem, no matter how mild or severe, is automatically considered destructive or a criminal person. Thanks to the media, this idea has been planted in our brains from a young age. Watching movies about teens with depression or children with Autism makes us think that all of the people that have a mental illness are like the ones on TV. In reality, the media displays an exaggerated version of most illnesses. Unfortunately, not many people know that, so they continue to belittle those with disorders. In a recent study, a majority of young people associate mental illness with extreme sadness or violence. Now that children are becoming more and more open to technology and the media itself, future generations will then continue to pair mental illness with negative thoughts. The media should be explaining that many people with disorders like ADHD and anxiety, with the right treatment, can live ordinary lives and should not be punished for something they cannot help.

Sueki, (2013) carried out a study titled “The effect of suicide-related internet use on users' mental health: A longitudinal Study”. This study investigated the effects of suicide-related internet use on user's suicidal thoughts, predisposition to depression and anxiety and loneliness. The study consisted of 850 internet users; the data was obtained by carrying out a questionnaire amongst the participants. This study found that browsing websites related to suicide, and methods used to commit suicide, had a negative effect on suicidal thoughts and increased

depression and anxiety tendencies. The study concluded that as suicide-related internet use adversely affected the mental health of certain age groups it may be prudent to reduce or control their exposure to these websites. These findings certainly suggest that the internet can indeed have a profoundly negative impact on our mental health.

Psychiatrist Thomas Szasz compared that 50 years ago children were either categorized as good or bad, and today "all children are good, but some are mentally healthy and others are mentally ill". The social control and forced identity creation are the cause of many mental health problems among today's children.] A behavior or misbehavior might not be an illness but exercise of their free will and today's immediacy in drug administration for every problem along with the legal over-guarding and regard of a child's status as a dependent shake their personal self and invades their internal growth.

2.3 Cultural & Religious Considerations

Mental health is a socially constructed and socially defined concept; that is, different societies, groups, cultures, institutions and professions have very different ways of conceptualizing its nature and causes, determining what is mentally healthy, and deciding what interventions, if any, are appropriate. Thus, different professionals will have different cultural, class, political and religious backgrounds, which will impact the methodology applied during treatment.

Research has shown that there is stigma attached to mental illness. In the United Kingdom, the Royal College of Psychiatrists organized the campaign Changing Minds (1998–2003)

to help reduce stigma. Due to this stigma, individuals may resist 'labelling' or respond to mental health diagnoses with denialism. Family caregivers of individuals with mental disorders may also suffer discrimination or stigma.

Addressing and eliminating the social stigma and perceived stigma attached to mental illness has been recognized as a crucial part to addressing the education of mental health issues. In the United States, the National Alliance of Mental Illness is an institution that was founded in 1979 to represent and advocate for victims struggling with mental health issues. NAMI also helps to educate about mental illnesses and health issues, while also working to eliminate the stigma attached to these disorders such as anxiety and depression. Research has shown acts of discrimination and social stigma are associated with poorer mental health outcomes in racial (e.g. African Americans), ethnic (e.g. Muslim women), and sexual and gender minorities (e.g. transgender persons).

Many mental health professionals are beginning to, or already understand, the importance of competency in religious diversity and spirituality. The American Psychological Association explicitly states that religion must be respected. Education in spiritual and religious matters is also required by the American Psychiatric Association, however, far less attention is paid to the damage that more rigid, fundamentalist faiths commonly practiced in the United States can cause. This theme has been widely politicized in 2018 such as with the creation of the Religious Liberty Task Force in July of that year. In addition, many providers and practitioners in the United States are only beginning to realize that the institution of mental healthcare lacks knowledge and competence of many non-Western cultures, leaving providers in the United States ill-equipped to treat patients from different cultures.

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CHAPTER 3

Emotional Issues & Improvement

Everyone feels sad, worried, or upset from time to time. But if these feelings last for a long time or begin to disrupt your life, treatment such as counseling or medicines can help get things back to normal. Without treatment, these problems may get worse. They can also cause other physical and emotional health problems or make them worse.

3.1 Emotional Issues & Causes

Emotional health problems are caused by changes in brain chemicals. They are not a character flaw. And they do not mean that you are a bad or weak person or that you are going crazy. These types of problems can run in families. They can be triggered by physical stress (such as an illness or injury) or by emotional stress (such as the loss of a loved one). They can occur because you have a long-term (chronic) health problem, such as diabetes, cancer, or chronic pain.

Sometimes they start without a clear reason. Depression is a medical illness that affects how you feel, think, and act. It is more than just "the blues" or short-term feelings of grief or low energy. It can have a big impact on your life, your work, your health, and the people you care about. Depression is a very common problem for men and women of all ages. It can be mild or severe. It may come and go, or it may last for a long time. A person may get depressed only once or many times. might be depressed if:

- You feel sad or hopeless.
- You feel little interest or pleasure in life.
- You gain or lose a lot of weight.
- You have trouble sleeping, or you sleep too much.
- You feel restless.
- You feel tired all the time.
- You feel worthless or very guilty.
- You have trouble with focus, memory, or choices.
- You think often about death or suicide.
- You feel confused thinking or reduced ability to concentrate
- You have excessive fears or worries, or extreme feelings of guilt
- You have extreme mood changes of highs and lows
- Withdrawal from friends and activities

- Significant tiredness, low energy or problems sleeping
- Detachment from reality (delusions), paranoia or hallucinations
- Inability to cope with daily problems or stress
- Trouble understanding and relating to situations and to people
- Problems with alcohol or drug use
- Major changes in eating habits
- Sex drive changes
- Excessive anger, hostility or violence
- Suicidal thinking

Sometimes symptoms of a mental health disorder appear as physical problems, such as stomach pain, back pain, headaches, or other unexplained aches and pains.

If you think you may be depressed, see your doctor for help. Depression usually gets better with medicines or counseling. If you are too depressed to take care of yourself, or you are suicidal, you may need to stay in a hospital.

Anxiety

Everyone worries or feels a little nervous from time to time. A little anxiety can even help you focus. But too much anxiety—or anxiety that causes problems with daily life—is not normal. Some people feel too anxious only at certain times, while other people feel anxious most of the time. Either kind of anxiety can make you feel helpless, confused, or worried. Sometimes anxiety

is a sign of another problem, such as depression or too much stress. Medicines and/or counseling can treat anxiety.

Anger and hostility

Anger tells your body to get ready for a fight. This is sometimes called a "fight or flight" response. When you get angry, hormones in your blood raise your blood pressure. Your heart beats faster, and you breathe harder. This is a normal reaction to stressful moments. It can even be useful if you need to react quickly to danger. At times it can even be okay to express your anger. But if you feel angry often, or at times when there is no reason to be upset, you may have a problem. Hostility is being ready for a fight all the time. Hostile people may be stubborn, impatient, hot-headed, or have an "attitude." They may get into fights or feel like hitting something or someone. Hostility keeps you apart from other people. Too much anger or hostility can keep your blood pressure high and may raise your chances of having another health problem, such as depression, a heart attack, or a stroke. If you have trouble with anger or hostility, counseling can help you learn better ways to cope with stress, your feelings, and other people.

3.2 Connecting Emotions and Mental Health

As a society, we have made great strides in embracing total well-being as integral to personal happiness. This acknowledgement that well-being involves more than mere physical health has given rise to a greater focus on emotional and mental health. But, are we focusing on

it the right way? Are we even clear about the difference between emotional health and mental health, let alone how to support them?

While the terms mental health and emotional health are sometimes used interchangeably, they are distinctly different. That said, you really can't have one without the other and an imbalance in one can pull the other out of balance as well.

A good way to think about mental and emotional health is like a tag team. Mental health refers to your ability to process information. Emotional health, on the other hand, refers to your ability to express feelings which are based upon the information you have processed. So, if your cognitive function is hindered by depression or anxiety, for example, you may struggle with accurately identifying a situation. This can then trigger inappropriate responses because those responses are based upon inaccurate thoughts.

Tapping into your root thoughts or thought processes can therefore be integral to unlocking some challenges you experience. It may help you to realize different outcomes, ones that are more pleasurable or beneficial to you in part because of a shift in mindset.

Certainly, the ability to direct one's mental energy in a positive direction can be essential for one's emotional health. Psychology Today identifies the ability to counteract the demoralized feeling that can develop when things don't go our way or to find value and meaning in the face of loss or trauma as characteristics of emotionally healthy people. That said, playing Pollyanna's "The Glad Game" and searching for something to be glad about in the face of a challenge may not always be what one needs.

As explained by Scientific American, true emotional and mental health requires one to accept, process and respond to things that are not always pleasant or positive. What many refer to as “negative” emotions are part and parcel of the human experience and running away from these simply because they do not feel good does not actually support true well-being.

There is essentially a distinct difference between choosing to focus on something positive and ignoring something unpleasant. In some situations, a “negative” emotion may be a cue that there is something in our life that needs our attention. These emotions help us evaluate experiences and make decisions based upon those evaluations just as much as do positive emotions.

Resilience supports true emotional and mental health. Resilience to stress isn’t about whether or not you experience or feel stress but about how you respond to stress. Fortunately, one can build resilience and doing so supports not only stronger emotional and mental health but stronger overall well-being.

3.3 Emotional Improvement

There’s no sure way to prevent mental illness. However, if you have a mental illness, taking steps to control stress, to increase your resilience and to boost low self-esteem may help keep your symptoms under control. Follow these steps:

Pay attention to warning signs. Work with your doctor or therapist to learn what might trigger your symptoms. Make a plan so that you know what to do if symptoms return. Contact

your doctor or therapist if you notice any changes in symptoms or how you feel. Consider involving family members or friends to watch for warning signs.

Get routine medical care. Don't neglect checkups or skip visits to your primary care provider, especially if you aren't feeling well. You may have a new health problem that needs to be treated, or you may be experiencing side effects of medication.

Get help when you need it. Mental health conditions can be harder to treat if you wait until symptoms get bad. Long-term maintenance treatment also may help prevent a relapse of symptoms.

Take good care of yourself. Sufficient sleep, healthy eating and regular physical activity are important. Try to maintain a regular schedule. Talk to your primary care provider if you have trouble sleeping or if you have questions about diet and physical activity.

Suicidal thoughts and behavior are common with some mental illnesses. If you think you may hurt yourself or attempt suicide, get help right away:

- Call your local emergency number immediately.
- Call your mental health specialist.
- Call a suicide hotline number.
- Reach out to a close friend or loved one.
- Contact a minister, spiritual leader or someone else in your faith community.
- Suicidal thinking doesn't get better on its own — so get help.

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CHAPTER 4

Awareness

Mental health awareness campaigns have yielded positive outcomes. Some of the strategies undertaken to target awareness and address stigma around mental illness include participation by family members, sensitization to treatment and social inclusion. The impact of stigma has led to the institution of various programs worldwide to challenge the stereotypes and discrimination that generate social disability. Mental health awareness programs have had favorable impact and can produce positive change in people's views of mental illnesses.

As we had seen in the first chapter the number of social media users is growing at an astonishing pace. According to recent statistics, there have been 3.2 billion social media users globally. This is basically 42% of the global population. Over time, the way we use social networks has changed. We turn to them to share our opinions, join relevant communities, and ask for help.

This also changes how brands are interacting with their audiences. In addition to branded content, many organizations are turning to building extensive online communities and producing valuable content that improves the lives of their followers. In this chapter we'll look at the most

impactful mental health campaigns initiated by the people online or on social media over the years.

4.1 Heads Up - by Heads Together and the FA

In May 2019, Heads together partnered with the FA to launch a campaign aiming to generate the biggest conversation around mental health ever seen. The Football Association (the FA) is the governing body of association football in England. In England Millions of people watch and play football ever year, and many them won't go a day without talking about it. With their new campaign, Heads Up, they want everyone to feel comfortable talking about their mental health, in the same way they would about football, and feel able to support their friends and families through difficult times. Heads Up will illustrate that everyone should prioritize maintaining their mental fitness as well as their physical fitness. During the season, the campaign will also provide resources, training and direction towards support when needed. Harnessing the popularity of football to drive its message, Prince William, the main spokesperson for the campaign, announced its release at Wembley Stadium on May 15th.

The Insight

Research ahead of the campaign's release revealed that the most common cause of death for men under 45 is suicide. The campaign discusses the general stigma around mental health, as well as the lack of understanding around how to support those suffering with it. But as a group, men are less likely to ask for support and less well positioned to offer support for others.

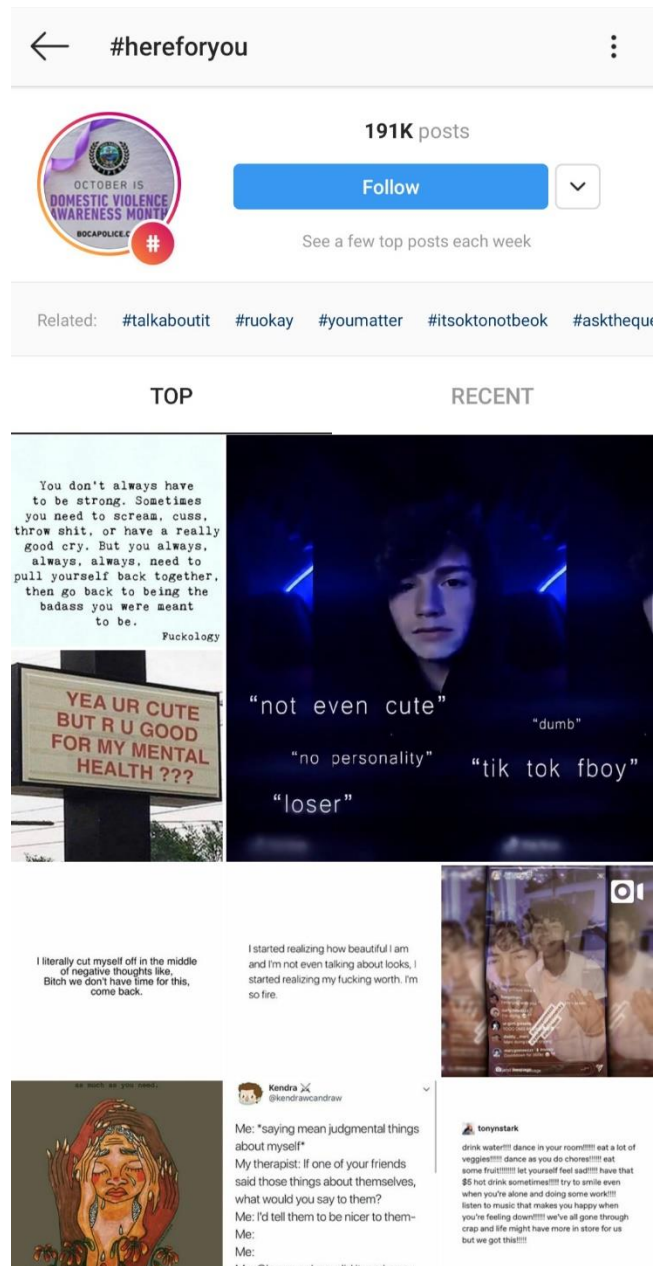
Their message through video can be seen through the following link:
<https://www.youtube.com/watch?v=WeKsmFDJdnE>

4.2 #hereforyou – Instagram

Earlier this year, Instagram's co-founder and CEO, Kevin Systrom wrote in a blog post: “Every day on Instagram, we see people share their mental health journeys and connect with communities of support. From dedicated accounts around an issue to unique hashtags adopted by groups, these communities are helping to make illnesses that are often invisible to friends and family visible through photos and videos.”

The Insight

This insight into the number of people turning to social media in search of mental health support inspired Instagram to launch its #HereForYou campaign last May. It was intended to encourage the existing



community of people on Instagram to better support one another and find the appropriate help, spreading their support wider.

The Message

The one-minute campaign video features three Instagram users talking about their past struggles with eating disorders, depression and suicidal thoughts. The campaign used its flagship hashtag #HereForYou for the campaign – one that was already commonly used by Instagram users.

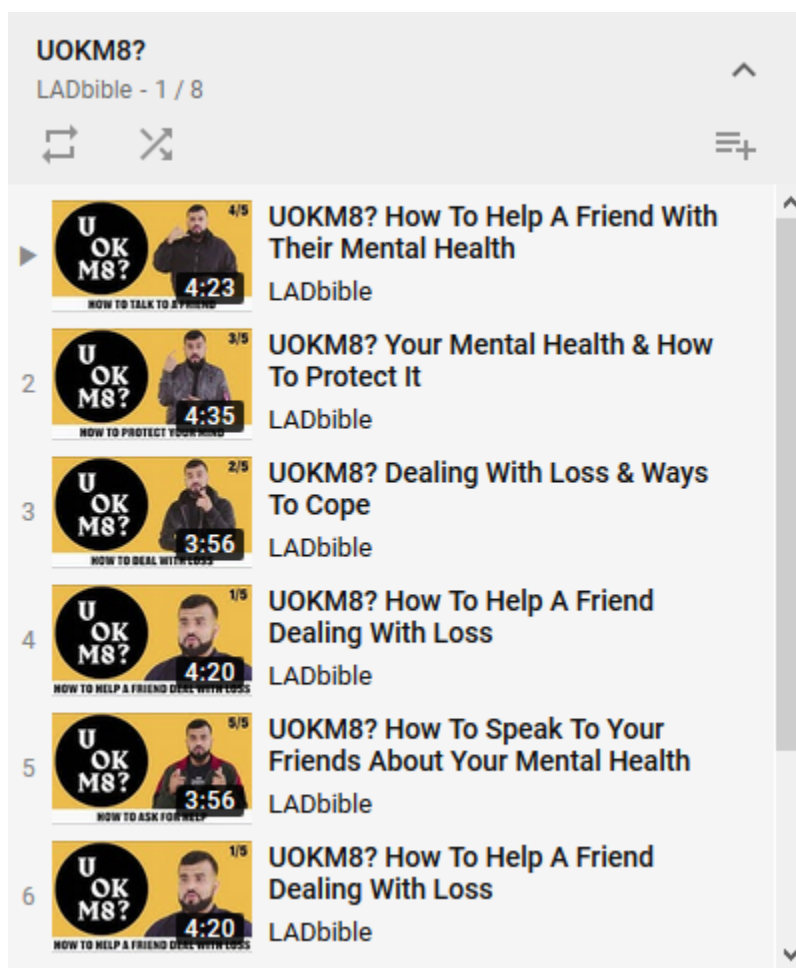
Why it Worked

Instagram recognized its platform had already spawned a community of people who come together to share experiences and to seek – and find – support. People use this hashtag to share their posts, stories related to their mental health and find people on Instagram going through same problems and they help each other out in short it helps the people suffering from mental illnesses form a community.

4.3 UOKM8? – The LAD Bible Group

In September 2018, The LAD Bible Group launched a three-month social content campaign entitled "UOKM8?" which translates to "You Ok mate?" aimed at raising awareness of mental health issues among men on YouTube. It was inspired by the fact that suicide is the biggest killer of British men under 45, and supported by its own audience poll which revealed that 37% of respondents had at some point considered ending their own life. LAD Bible, part of the wider

social network LADbible Group, is a social media and entertainment social publisher based in London and Manchester, United Kingdom.



The Insight

As Ian Moore, from TheLADBible Group said:

“Around half of all British men between 18-24 follow TheLADBible and I believe that by opening up our platform so our audience can talk about these issues, we can persuade young men to give themselves permission to talk about the feelings of isolation, anxiety and depression that they currently keep secret.”

The Message

TheLADBible partnered with a range of charities in an effort to engage its youth audience and get men to talk to each other. The campaign launched with Everyday Heroes, a series of documentaries featuring influential men, including Olympic gymnast Louis Smith talking about his own experiences of depression. This film alone attracted 3.8 million views on Facebook.

Their YouTube content contains:

- how to help a friend with their mental health.
- Your mental health and how to protect it.
- Dealing with loss and how to cope.
- How to help a friend dealing with loss.
- How to speak to your friends about your mental health.

Why it Worked

The LADBible's audience data showed that it had the attention of around half of all British men aged between 18-24. This meant it was perfectly positioned to reach one of the most vulnerable audiences affected by mental health issues – and they could do it on their terms, in their language.

Link for UOKM8? series on LADBible YouTube channel:

https://www.youtube.com/watch?v=qVokbEkRF_A&list=PLe6SfRelxAlG7KQbvon55aslaaYuC8M

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4.4 Logic's song -1-800-273-8255 ft. Alessia Cara, Khalid

"1-800-273-8255" is a song by Logic (American Rapper) It was released on April 27 2017, the song's name is phone number of National Suicide Prevention Lifeline(NSPL). The song features guest vocals from singer-songwriters Alessia Cara and Khalid. "1-800-273-8255" eventually peaked at number 3 on the US Billboard Hot 100 and received nominations for Song of the Year and Best Music Video at the 60th Annual Grammy Awards. This song's music video has currently more than 353 million views.



#Logic #Vevo #HipHop

Logic ft. Alessia Cara, Khalid - 1-800-273-8255 (Live At The MTV VMAs) ▼

31M views



772K



8.6K



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Logic

3.3M subscribers

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Impact

This song is helpful for many people who are suffering mental illnesses and having suicidal thoughts as the lyrics of this song are very soothing and the song's name itself promotes the victims to seek for help through the phone number.

According to the National Suicide Prevention Lifeline (NSPL), in the three weeks following this song released, calls directed to the NSPL rose by 27%, while visits to their website increased from 300,000 to 400,000 over the following months.

Lifeline's Director of Communications Frances Gonzalez reported that, following the night of the 2017 MTV Video Music Awards, the NSPL experienced a 50% surge in the number of calls to their hotline. This was reportedly as a result of the performance of the song by Logic, Cara, and Khalid during the show as well as the speech given by recording artist and activist Kesha, who was tasked with presenting the performers.

During the 60th Annual Grammy Awards, Logic performed the song alongside Alessia Cara and Khalid, as a tribute to Soundgarden lead vocalist Chris Cornell and Linkin Park lead vocalist Chester Bennington, who both died by suicide in 2017. It was performed after the annual in memoriam tribute, which ended with Bennington.

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