

Case Study

Teen Mental Health



Situation

The Teen Mental Health project at the world-renowned IWK Women's & Children's Health Centre wanted to develop a Social Media engagement strategy to reach teens and parents on teen mental health issues. But first they needed to understand what teenagers and parents were talking about, identify memes and trends and understand where any conversations were taking place.

The Solution

MediaBadger set mediasphere360 to work and with our analysts were able to uncover incredibly rich and extensive information for the organization. Areas previously unsuspected that needed attention were discovered, insights into parents and teenagers and their different approaches helped guide strategy.

The Result

Working with the Teen Mental Health Centre and their marketing agency, we helped them develop a new blog program and understand the key issues that needed the fastest attention for their communications. Demographic data and insights into trends helped clarify their other research channels and validate existing research.

Today they have a more effective online outreach program and a better way to reach parents more cost-effectively.