Capstone Project: Checking In! A Mental Health Podcast

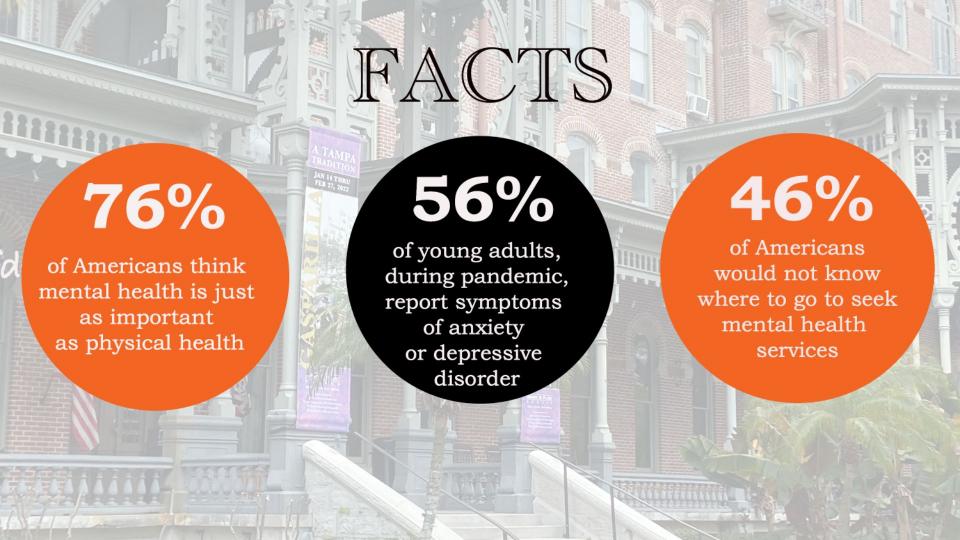
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Logo



Issue

- Mental health is stigmatized in young adults
- COVID-19 affected students mental health more than ever before



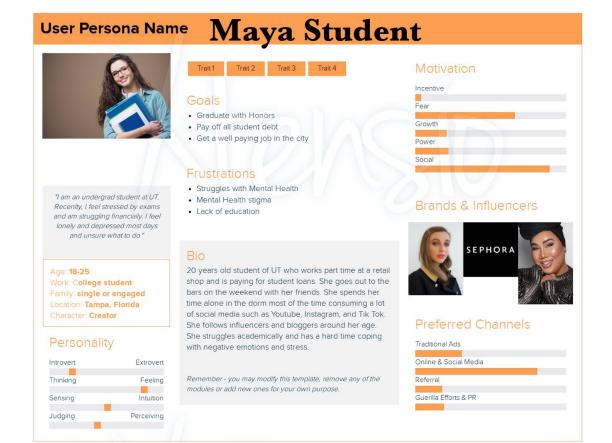
Target Audience

My target audience is undergraduate students (Gen Z) of UT who during COVID-19 pandemic suffered from mental health struggles.

Audience Research

- "Gen Z faces chronic stress from many factors including school shootings, stu dent debt, joblessness and even politics."
- "Gen Z were more likely to report their mental health as fair or poor (27%), compared to their older counterpart generations, namely Millennials (15%) and Gen X (13%)."
- "58% of Gen Z reported 2 or more unmet social needs, compared with 16 % of people from older generations."

Audience Persona



Objective

Produce podcast episodes to increase awareness for undergraduate students' mental health struggles and campus resources available.

Students of Mind

A Mental Health Podcast

Mental Health education from real experts in the field



Telling stories of resilience hosted by students

Competitor Context

WITH KATIE AND DARBI

Competitor Analysis

Students of Mind aim to...

A Mental Health Podcast

Mental Health education
from real experts in the field

- Target Audience: Gen Z
- Social Media Presence:
 - Facebook: 13 likes
 - Twitter: 16 followers
 - o Instagram: 96 posts, 254 followers
 - Youtube: 9 subscribers
 - Spotify
- 39 episodes
- Website



- Target Audience: U of SC students
- Social Media Presence:
 - Twitter: 77 followers
 - Instagram: 280 posts, 974 followers
 - Spotify
 - Apple Podcast: 5 stars, 22 ratings
- 99 episodes
- Website

Vision

Create Understanding, Relatability, Compassion, and Community through my podcast project to help UT students with their mental health struggles

Contents

Episode 1

 An interview with an undergraduate students who shares mental health journey as a student at UT

Episode 2

 An interview with Mental Health Counselor at Dickey Health and Wellness Center who shares tips and resources for UT students

Social Media Plan Budget

| Objective 1: reach 100 followers from UT students on instagram in 3 months; to share mental health struggles and available |
|--|
| resources on campus. |
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| St | egy: Create an educational podcast targeting undergraduate students |
|----|---|
|----|---|

| | Details | Quantity | Cost (unit) | Total projected | Rationale |
|---------------------------|---|----------|-------------|-----------------|---|
| Tactic 1 | Create podcast series- episodes | 2 | \$400 | \$400 | equipment and recording |
| Tactic 2 | Advertising on Instagram Posted on Spotify | 1 | \$500 | \$500 | One year subscription for unlimited posting |
| Tools | Microphone, headphones, laptop, internet | 4 | \$600 | \$600 | Audio recording |
| Research | Competitor analysis research | 2 | \$0 | \$0 | Individual online research |
| Education and Training | UT audio and visual class UT Wellness Center | 1 | | | |
| Others | | | | | |

Evaluation

Instagram KPIs Measured monthly

- 1. Reach Growth Rate
- 2. Follower Growth Rate
- 3. Engagement Rate
- 4. Number of Impressions
- 5. Number of Comments

Thank you.

Works Cited

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