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

FACTS

76%

of Americans think mental health is just as important as physical health

56%

of young adults, during pandemic, report symptoms of anxiety or depressive disorder

46%

of Americans would not know where to go to seek mental health services

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

User Persona Name **Maya Student**

Trait 1 | Trait 2 | Trait 3 | Trait 4

Goals

- Graduate with Honors
- Pay off all student debt
- Get a well paying job in the city

Frustrations

- Struggles with Mental Health
- Mental Health stigma
- Lack of education

"I am an undergrad student at UT. Recently, I feel stressed by exams and am struggling financially. I feel lonely and depressed most days and unsure what to do."

Age: **18-25**
Work: **College student**
Family: **single or engaged**
Location: **Tampa, Florida**
Character: **Creator**

Personality

Introvert — Extrovert
Thinking — Feeling
Sensing — Intuition
Judging — Perceiving

Bio

20 years old student of UT who works part time at a retail shop and is paying for student loans. She goes out to the bars on the weekend with her friends. She spends her time alone in the dorm most of the time consuming a lot of social media such as Youtube, Instagram, and Tik Tok. She follows influencers and bloggers around her age. She struggles academically and has a hard time coping with negative emotions and stress.

Remember - you may modify this template, remove any of the modules or add new ones for your own purpose.

Motivation

Incentive
Fear
Growth
Power
Social

Brands & Influencers

Preferred Channels

Traditional Ads
Online & Social Media
Referral
Guerilla Efforts & PR

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

Hear Me Out
U of SC Student
Health Services

Telling stories of
resilience hosted by students

WITH KATIE AND DARBI

Competitor Context

Competitor Analysis

- **Target Audience: Gen Z**
- Social Media Presence:
  - Facebook: 13 likes
  - Twitter: 16 followers
  - **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.					
Strategy: 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					
Objective 1 cost: $1500					

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.

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