



OUTLIER

**S P R I N G 2 0 1 4
CAMPAIGNS PRESENTATION**

#IWILLLISTEN

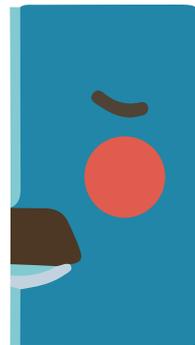


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EXECUTIVE SUMMARY

Mental illness affects one in four Americans¹. In 2012, the National Alliance on Mental Illness (NAMI) in New York City and JWT Ethos created the #IWILLLISTEN campaign to create awareness about this staggering statistic and what people could do to combat the negative stigma associated with mental illness.

In 2014, JWT tasked Outlier Advertising to create a campus-focused version of the campaign in the form of an activation plan that could be initiated on any college campus across the nation in the fall of 2014. In addition, JWT asked Outlier Advertising to test elements of the campaign at the University of Nebraska-Lincoln (UNL) campus. They were implemented April 6-16, 2014.

The original #IWILLLISTEN campaign focused on soliciting pledges from the general public in the form of short videos and social media status updates, promising to listen to those affected by mental illness. Based on localized market research in Lincoln, Neb., Outlier Advertising determined that an activation plan targeted toward a college community should focus on mental health instead of mental illness when raising awareness and generating pledges.

The UNL activation plan included four main events during Greek Week. Pledges were generated on a 15 feet by 3 feet banner that featured the #IWILLLISTEN logo in high-traffic areas around campus. Another event was the University Program Council (UPC) spring concert featuring Big Sean, which was attended by 4,000 people. Blue glow sticks

and free water bottles with the #IWILLLISTEN message helped raise awareness while encouraging concert-goers to make a pledge on the banner.

At the spring football scrimmage, which was attended by more than 65,000 people, 1,200 blue wristbands featuring the message #IWILLLISTEN were distributed in the student section in addition to the banner being displayed. The final event was a yoga class held at the Recreation Center to give students, faculty and staff an opportunity to relax and promote mental health. All attendees received wristbands and had an opportunity to pledge to listen.

All of the events were supported by social media, primarily Twitter and Facebook, using the #IWILLLISTEN hashtag. The social media content included local facts about mental illness at UNL, reminders about upcoming #IWILLLISTEN events, and updates on pledges. One popular tactic was a localized infographic video that was shared by members of the #IWILLLISTEN online community. Outlier Advertising partnered with prominent and like-minded groups on campus to help distribute the message and to create high-quality videos by campus leaders and influencers, including Chancellor Harvey Perlman, Dr. Pat Tetreault, Assistant Director of the LGBTQA+ Resource Center and Charlie Foster, an on-campus licensed healthcare practitioner.

At the conclusion of the week, the campaign had reached an audience of over 90,000 in person, 90,000 on social media and received over 550 in-person pledges.

1. National Alliance on Mental Illness U.S. Survey. (2013)

PROBLEM OVERVIEW

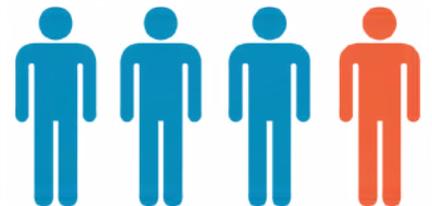
Mental health issues directly impact more than 57 million Americans each year. It is the nation's leading cause of disability¹. Despite its prevalence, many struggle with their mental health in silence. While people would like to help, they don't always know how. This campaign offers opportunities for students, faculty and staff to join a community of those who have made a promise to listen to others suffering with mental illness, thereby helping to reduce the stigma.

JWT Ethos, a division of JWT promoting positive social, global and environmental causes, worked with the National Alliance on Mental Illness in New York City (NAMI-NYC) to develop a public-service campaign to reduce stigma in the general population. In the fall of 2013 they launched the #IWILLLISTEN campaign in New York City. Elements of the campaign were also implemented at Penn State University and the University of Florida by JWT interns. JWT approached the University of Nebraska-Lincoln College of Journalism and Mass Communications at the University of Nebraska—Lincoln (UNL) to package the #IWILLLISTEN campaign for a national campus launch in the fall of 2014. The challenge for Outlier Advertising was to build a campus-focused campaign that might be implemented in part or as a whole by colleges and universities across the nation.

1. World Health Organization. (2001). Mental Health: A Call for Action by World Health Ministers.

1 IN 4

COLLEGE STUDENTS
suffer from some form
of MENTAL ILLNESS



CAMPAIGN RESEARCH

NATIONAL RESEARCH

To gain insight into the general public's perceptions of mental illness, its prevalence and the stigma associated with it.



Method

JWT made available the results from two surveys conducted in conjunction with the National Alliance on Mental Illness. One survey was screened to get a sample of the United States, the other New York state. Both surveys were conducted using JWT's proprietary online research tool.

Key Findings

- Nearly 25% of college students suffer from some form of mental illness
- Nearly 75% of lifetime cases of mental health conditions begin by age 24
- 73% of students living with a mental health condition experienced a mental health crisis in college
- 34% reported that their school did not know about it
- 11% of college students have been diagnosed or treated for anxiety in the past year
- 10% reported being diagnosed or treated for depression

Insight to Strategy

The prevalence of mental illness on college campuses means that there is a large audience that could benefit from hearing the campaign's message. Realization of the prevalence of mental illness could help to 'normalize' it, thereby reducing the stigma.

REGIONAL RESEARCH

To determine the services universities provide to students, faculty and staff struggling with mental illness.

Method

Online research was conducted to determine the availability of on-campus mental health resources to students, faculty and staff at a variety of higher learning institutions in Nebraska. In doing so, it gave the campaign insight into how well universities are currently handling mental health issues on their campuses.

Key Findings



Resources at University of Nebraska-Lincoln (enrollment 24,000)

- Counseling and Psychological Services (CAPS) contains a staff of psychologists, social workers, counselors and psychiatrists
- No charge for the first three sessions; there is a fee for all subsequent sessions
- City Campus maintains regular business hours, East Campus by appointment
- After-hours emergency call line.

(Source: <http://health.unl.edu/counseling-and-psychological-services-caps>)



Resources at Nebraska Wesleyan University (enrollment 1,600)

- Career & Counseling Center offers short-term services for students
- All full-time and part-time Nebraska Wesleyan students are eligible for services
- No charge for the first five sessions; there is a fee for all subsequent sessions

(Source: <http://www.nebrwesleyan.edu/current-undergraduates/student-services>)



Resources at Union College (enrollment 911)

- Counseling Services contains a licensed, professional counselor on staff
- All full-time and part-time students are eligible for services

(Source: <http://www.union.edu/offices/dean/handbook/studentaffairs>)

Insight to Strategy

These institutions have put considerable finances into creating resources for those suffering from mental illness. Not only do students, faculty and staff need to know that they are not alone in their struggle, they also need to know that there are clinical resources available to them.

LOCAL RESEARCH

To gain insight into the prevalence of mental illness on UNL's campus.



Method

The University Health Center provided results from the National College Health Assessment II survey. It was conducted by the American College Health Association, an advocacy and leadership organization for college and university health. The survey was conducted in 2012 and contained responses from 580 UNL students.

Key Findings

UNL students reported that, within the last 12 months, they had:

- 41% felt things were hopeless
- 87% felt overwhelmed by all they had to do
- 82% felt exhausted (not from physical activity)
- 27% felt so depressed that it was difficult to function

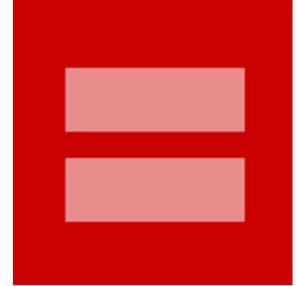
In additions, students cited depression (13%) and anxiety (22%) to be among the top impediments to academic performance.

Insight to Strategy

Information from the survey highlighted the widespread prevalence of mental illness at UNL, and provided the campaign with the information to create a localized message.

HUMAN RIGHTS CAMPAIGN

To determine how public service campaigns have been used to break down social stigmas.



Method

A case study of the Human Rights Campaign was examined to learn how social media raised awareness of the cause and motivated people to take action. The “equals” campaign fought to reduce the stigmas associated with homosexuality and the issues of gay marriage.

Key Findings

- Motivate like-minded groups to participate in the campaign
- Earned media highlighted the suffering of those affected by marriage discrimination
- Local and national news outlets picked up the story after a successful social media launch
- Used public figure Hillary Clinton to garner media attention
- Focus on earned media to propel the campaign
- Simple and straightforward message was easy to understand and share

Insight to Strategy

Simplicity is paramount to a successful social media campaign, it makes a message easy to understand and share.

INTERN INTERVIEWS

To learn about early campaign activation attempts on other university campuses.

Method

In-depth interviews with former JWT interns, Donovan Triplett (University of Florida) and Rachel Wexler (Penn State University), to gain a better understanding of how the #IWILLLISTEN campaign was implemented on their campuses. Questions aimed to understand what was successful, what was not and the receptiveness of students, faculty and staff to the campaign.



Key Findings

- The support system needed to execute the campaign exist in each college or university
- Association with athletic team can help reach a wider audience
- Make use of groups that have clout on campus, especially in terms of social media
- The campaign received widespread support from faculty, staff, student organizations and media



Insight to Strategy

Recruit organizations and groups to help with the campaign and promote the message.

UNL SURVEY

To measure the mental health perceptions and opinions of UNL students and compare them to the national survey conducted by JWT and NAMI-NYC.

Method

An online survey, based on the survey JWT conducted with NAMI-NYC, was distributed to UNL students through social media. Data collection began February 12, 2014 and ended February 19, 2014, (n=221). The surveys were conducted in CoJMC classes with a large portion of students from outside the college to get a more representative sample of the university at-large.

Insight to Strategy

Lack of knowledge about mental health issues on campus was demonstrated. The campaign will need to raise general awareness of the prevalence of mental illness on campus, as well as the service available to students.

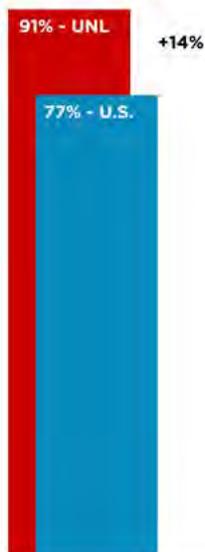
Key Findings

WHICH OF THE FOLLOWING, IF ANY, DO YOU THINK EXISTS IN OUR SOCIETY TODAY? PREJUDICE BASED ON...

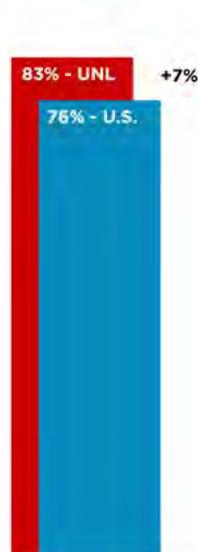
ONE'S WEIGHT



APPEARANCE



ETHNICITY



SEXUAL PREFERENCE



EXPERT INTERVIEWS

To facilitate message creation at sporting events and explore best social media practices.

Method

In-depth interviews with Elizabeth Conlisk, Vice President for Communications & University Relations for Big Ten Network, and Tyler Thomas, Social Media & Web Content Communications Strategist at UNL. They visited the class to answer questions about building a community to deliver a message surrounding a sporting event and provided guidance on the use of social media in message promotion.



Key Findings

- Sporting events provide the opportunity to expose a large number of people to the campaign
- Athletic departments are often willing to work with outside groups
- Provide a reason for groups to participate
- Provide all necessary material for partner groups, make their participation as easy as possible
- The university contains enough groups to deliver the campaign's message to all its members
- Message dissemination depends relationships with groups
- Message continuity across platforms is necessary for success



Insight to Strategy

In promotion of the campaign, it is paramount to find the common motivations of the campaign and like-minded groups. Campaign media and message must be tailored to what other groups can easily and efficiently share.

SWOT ANALYSIS

Helpful

Harmful

Strengths

Weaknesses

Internal

- Campaign has existing structure
- Information from previous (Penn State, Florida) campaigns
- Information from Tyler Thomas and Elizabeth Conlisk
- Resources available on campus

- Limited budget
- Lack of awareness
- No specific group or club on campus

Opportunities

Threats

External

- Working with people's ignorance to highlight positives
- Show the manageability of mental illness
- Some people may not know they have a mental illness
- Opportunity to change people's minds
- Improve on Florida and Penn State's success
- Ability to spread message with earned media

- Lack of outside organizational support
- Negative stigma
- People with stubborn views
- People unwilling to listen
- Those with mental illness still afraid to get help or tell others
- Campus activation must stop at some time

TARGET AUDIENCE

Primary Audience

The primary audience is the 24,445 students at the University of Nebraska-Lincoln. These millennials, ranging in age from 18-24, comprise around 7% of Lincoln's total population. This audience possesses characteristics worth highlighting for the purposes of our campaign¹:

- Strong sense of community
- Respect and value individual differences
- Respond to marketing that is socially responsible
- Taking cues from each other
- Disliking anything that is perceived as “phony”
- Cynical of pre-packaged messages
- Tech savvy, digitally advanced
- Generally preferring optimistic messages

There are several characteristics of this audience that the #IWILLLISTEN campaign can use to its advantage, most notable being the generation's optimistic, empathetic view of the world. These characteristics were used as a starting point for the positive, pro-mental well being approach of the campaign. This feeling is reflected in both the creative executions and in the events that are part of this campaign.

Secondary Audience

The secondary audience consists of the 1,644 faculty and 3,809 staff members at the University of Nebraska-Lincoln. Spanning a wide range of ages, incomes, and backgrounds, this group is much harder to identify with than the primary audience. A large portion of this group belongs to the Baby Boomers and Generation X. Ranging from 28 to 64 years old, these two demographics comprise a large portion of

Lincoln, but have lost much of their influence in terms of trend setting. However, these generations possess characteristics that present opportunities for the campaign³:

- Relatively tech savvy
- Focused on health and wellness
- Positive attitudes
- Are predisposed to depression and anxiety
- Seek collaboration and a sense of community

-
1. Wright, Michael R. (2006). Psychographic Characteristics of the Millennials. University of Oregon.
 2. UNL Fact Book 2013. Retrieved from http://irp.unl.edu/fb13_14.pdf
 3. National Tour Association. (2002). Current Assessment Report for the Baby Boomer Market.

CREATIVE BRIEF

Brand Personality

#IWILLLISTEN was created to provide a platform for pledges in support of those suffering from mental illness, and thereby reducing the stigma attached to it.

The Opportunity

To connect with college students, faculty and staff who are willing to help, demonstrate the prevalence of mental illness and open up a dialogue that will help to end that stigma.

The Proposition

For university members who worry about loved ones suffering through mental illness alone, the #IWILLLISTEN campaign is an opportunity to show that people will be there for friends and family in need. Those suffering will know that they have someone who will listen and be there to support them through their struggle. This campaign gives peers, friends, family and co-workers of those with mental illnesses a platform to declare their availability to serve as a resource in the recovery of the suffering.

The Reason to Believe

Acknowledging the prevalence of mental illness, the audience will recognize that they know the affected and will find a way to show their support. A dialogue about mental illness can help remove the illusion that mental illness should be treated differently than physical afflictions.

Thereby empowering the afflicted to seek help and simultaneously reducing the stigma.

The Big Idea

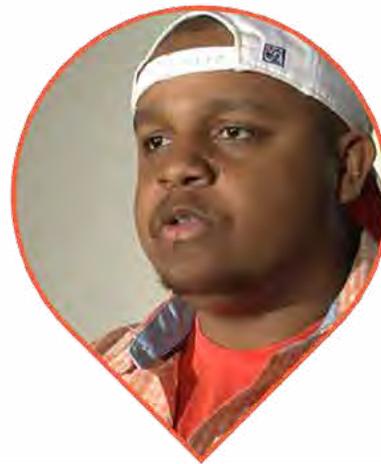
The #IWILLLISTEN campaign should be localized for each campus launch using the individual school's colors, logos, statistics and associations with local like-minded groups to help disseminate messages through events and social channels on campus. This can be done with the help of local influencers to make high-quality video promises. Another way to localize the campaign is to get students involved with on-campus events. Focusing on mental health awareness will help to combat the negative stigma and make people more willing to listen. By using a positive angle there is greater opportunity to relate with more people. Using diverse events like a concert, football game and a yoga event allows many different groups to be reached.

#IWILLLISTEN

Begin Social Media Campaign
Prep for Banner Signing Monday



First celebrity pledge,
Kenny Bell Husker WR
Banner in Student Union
Tweet video of Justice Jones, fraternity
president



Tweet LGE
Prep for Red &



APRIL 6, 2014



SUNDAY

MONDAY



Banner @COMJC
Tweet Infographic video
First celebrity pledge,
Shelley Smith, ESPN reporter

TUESDAY

WEDNESDAY



UPC Spring Concert
Third celebrity pledge,
Harvey Perlman video
Pass out glow sticks and water bottles
Banner Signatures
Hang light-up sign

CAMPAIGN ACTIVATION PLAN

BTQ video
& White Game



THURSDAY

Spring Game

Pass out wristbands

Work with Iron N to hang banner



FRIDAY

SATURDAY



Banner at Relay for Life
Tweet Health Center video

MONDAY



Wear wrist bands on campus

Sponsor yoga in the Cook



WEDNESDAY

APRIL 16, 2014

INFOGRAPHIC VIDEO

This video is a combination of graphic element provided by JWT and health statistics from the UNL Health Center.

Objective

To reach 10% of the UNL population (2,500 students) with statistics about the state of mental illness at UNL.

Strategy

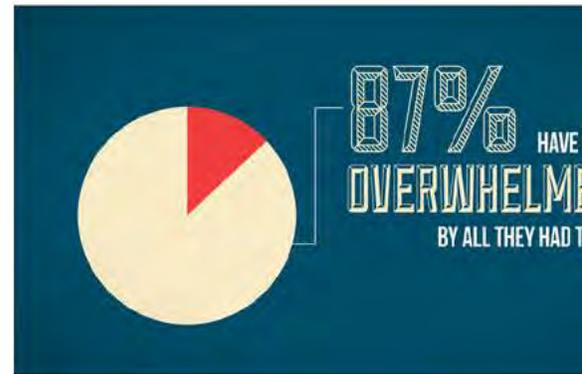
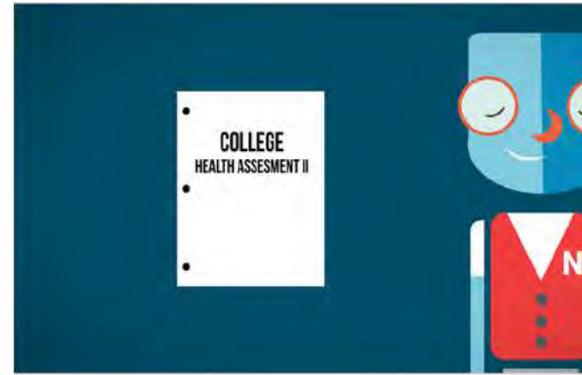
A short video was created with visual elements created by JWT for the NAMI-NYC campaign with statistics about the mental health of the student body at UNL.

Tactic

The infographic video was disseminated through social media to kick-off activation week. An infographic video is an effective way to highlight the stark statistics on the prevalence of mental illness without taking too serious of a tone.

Results

An infographic video is the most viewed (104) video created for this campaign and was shared by many members of the target audience via social media.



VIDEO RETWEETS

Unl_CoJmc
IWLMikeT
BradAnderson_WX
KFOR1240
UNLincoln



IS IT BECAUSE WE DON'T THINK ANYONE IS THERE TO LISTEN?



TAKE ACTION | PROMISE TO LISTEN



WHY DON'T WE TALK ABOUT IT?

#IWILLLISTEN

#IWILLLISTEN



BANNER SIGNINGS

On April 7 and 8, the #IWILLLISTEN banner was displayed to collect pledges.

Objectives

- To increase campaign visibility and awareness by 10% within the student, faculty and staff
- To solicit 500 banner pledges by the end of the week.

Strategy

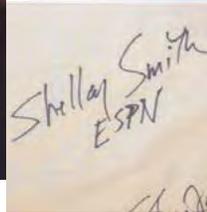
The visual on the banner was the #IWILLLISTEN hashtag with a red “N,” symbolizing that these were pledges made by the students, faculty, and staff of the University of Nebraska-Lincoln.

Tactics

Choose prominent and high-traffic areas on campus, set up a booth and invite passersby to sign the banner. Explain that by signing the banner they are pledging to listen to those suffering from a mental illness. Make sure that every team member is able to explain the purpose of the banner by providing them with script of the message.



RETWEET
Shelley Smith
Reporter, ESPN
19.8k followers



RETWEET
Kenny Bell
Wide Receiver
52.5k followers

Results

Over 550 students and faculty pledged to listen by signing the banner. The banner signings contributed to the largest social media impressions of the campaign. Shelly Smith, a reporter of ESPN and visiting professor signed the banner and re-tweeted the photo of her signature to her 19.8k followers. Kenny Bell, an All-Big Ten wide receiver, did the same. Together they have over 70,000 followers.



#IWILLLISTEN



UPC SPRING CONCERT

On April 16, 2014 Big Sean performed for nearly 4,000 in the Green Space north of the City Campus Union.

Objective

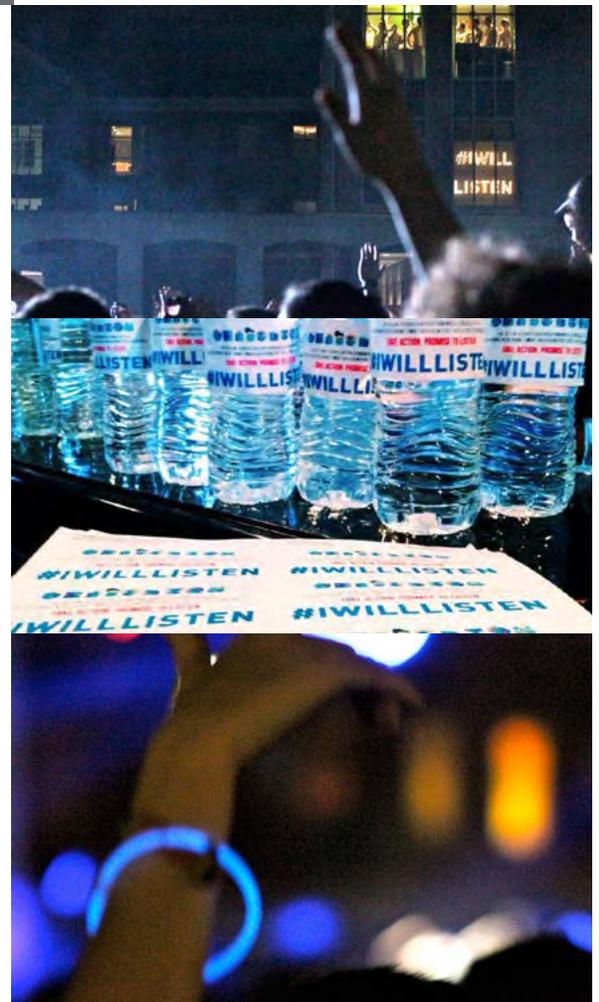
- To raise awareness of the #IWL message in 25% of the target audience (6,250 students)
- To solicit pledges on the banner

Strategy

Organize a booth/tent at the event and display the banner and determine additional venues specific to the location to keep the #IWILLLISTEN message in front of the audience before, during, and after the event.

Tactics

To help the audience visualize the impact of one in four students suffering from mental illness on campus, distribute 1,000 blue glow-stick bracelets to the crowd **before** the concert starts. Be prepared to explain the #IWILLLISTEN message and offer concert-goers and opportunity to make a pledge by signing the banner.





SPRING CONCERT

This is one of UNL's largest on-campus events and it was the largest campaign event as well

Tactics cont'd.

During the concert, display the #IWILLLISTEN hashtag in a prominent place close to the stage. In an effort to promote mental health and a healthy lifestyle in general, prepare 500 water bottles with an #IWILLLISTEN label featuring the "One in Four" statistic and hand them out to the crowd **after** the concert.

The campaign used social media to promote its presence at the concert, to let people know where to find the booth and to let people know to look for the giveaways.

Results

This was an effective event to hand out glow sticks because it was an outdoor night-time concert. It was also worth waiting to hand out the water bottles after the concert because they were in high demand. Events like this reach a large portion of the student population.



1 OUT OF 4 UNL STUDENTS SUFFERED FROM MENTAL ILLNESS LAST YEAR.
1 OUT OF 4 PEOPLE IN THE CROWD TONIGHT HAS A GLOW STICK. THAT'S A PRETTY SOLID GLOW, ISN'T IT?

TAKE ACTION. PROMISE TO LISTEN.

#IWILLLISTEN

WATER BOTTLE LABEL

#IWILLLISTEN



RED & WHITE GAME

This is UNL's most attended spring athletic event. Over 65,000 attended this year.

RED & WHITE GAME

On April 12, 2014 the UNL held its final spring football practice in Memorial Stadium, 65,000 people attended.

Objective

- To achieve campaign exposure to 25% of the Red & White game attendees (16,250 people).

Strategy

Partner with a student group (Iron "N" at UNL) that is active and visible during athletic events and ask them to display the banner in a prominent place to keep the #IWILLLISTEN message in front of the entire stadium audience as well as any potential TV audiences before, during, and after the event.

Tactics

The signed #IWILLLISTEN banner was prominently placed in the stadium to maximize the number of impressions on those in attendance. Wristbands with the #IWILLLISTEN message were distributed to students in the student section to increase visibility and exposure.

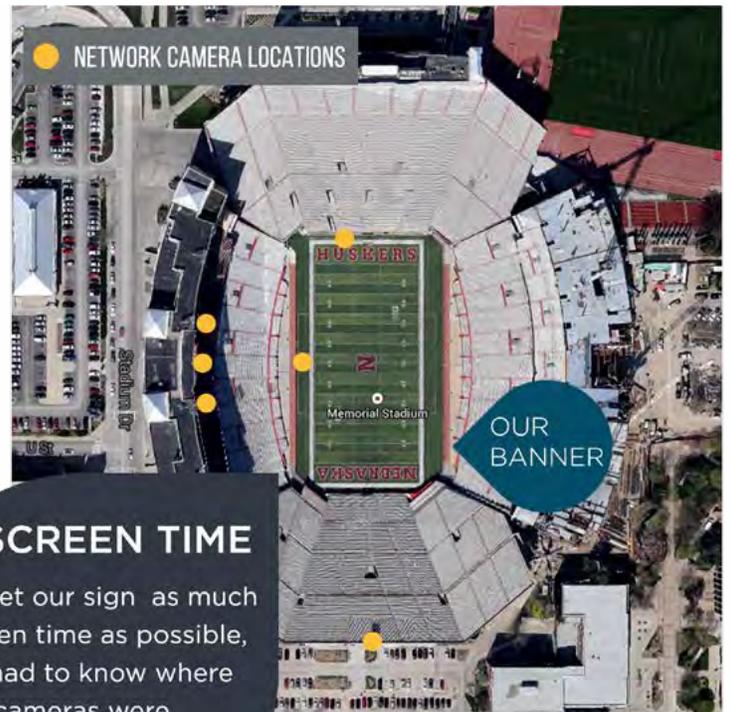




Results

Displaying the banner at the spring game was an effective way of spreading the hashtag, as well as general awareness of the campaign. With 65,000 attendees, it was by far the biggest potential for in-person impressions.

In addition, the banner was seen by television audiences nationally on the Big Ten Network, a national sports network dedicated to the Big Ten Conference, and locally on NET, Nebraska's public television station. Because of the banner's placement, it was shown on television a number of times, increasing the number of impressions dramatically beyond the 65,000 fans in the stadium.



THE BANNER

SCREEN TIME
To get our sign as much screen time as possible, we had to know where the cameras were.





SPONSORED YOGA

To provide students with a healthy way of relieving stress and tension (leading contributors to mental illness).

Objective

- To raise awareness of mental health and convince 2% (500 individuals) of the university community to participate in a related exercise.

Strategy

Because the campaign focused on the positives of good mental health, provide an example activity that would help relieve stress and reduce tension. This is especially important during the high stress weeks at the end of a semester.

Tactics

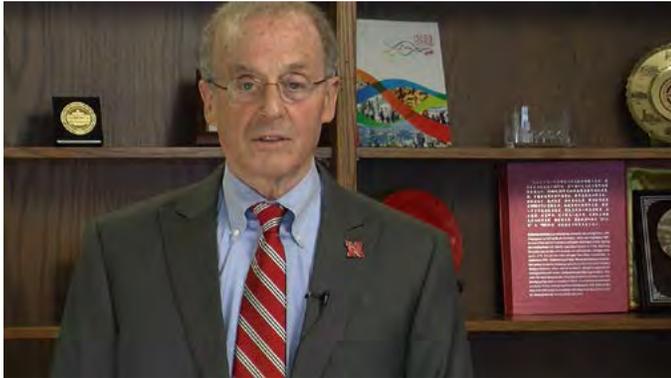
Organize a free, one-hour yoga session in the heavily trafficked Cook Pavilion at the University of Nebraska Recreation Center. Hire a professional, certified instructor to conduct a yoga and meditation session for a group of students. Before the event, hand out #IWILLLISTEN wristbands and branded water bottles.

Use social media to promote the idea of mental health and the event and support the message through word-of-mouth and fliers.

Results

Although the turnout was not substantial, the event was successful at bringing awareness to the #IWILLLISTEN campaign, promoting the idea of mental health and releasing stress from those in attendance. This type of event could be more successful if it were recurring and participation was increased through word-of-mouth.

INFLUENTIAL VIDEOS



HARVEY PERLMAN

Chancellor, University of Nebraska-Lincoln



CHARLIE FOSTER

Licensed Mental Health Practitioner



JUSTICE JONES

ΔX, DMV, Iron N



PAT TETREULT, PH.D.

Assistant Director, LGBTQA+ Resource Center

Objective

- To generate five “quality pledges” from influential groups/individuals on campus so that they can serve as #IWL ambassadors for their groups

Strategy

Identify campus leaders and key influencers on campus and convince them to make #IWILLLISTEN high-quality video pledges that are sharable via social media.

Tactics

In an effort to reach students, faculty, and staff, reach out to the highest-ranking academic official such as the President, Chancellor, or Dean, as well as other influencers, who have are likely to already have an interest in the #IWILLLISTEN message.

Results

Featuring prominent people from UNL increased the likelihood of social media exposure and encouraged others to share the message and make their own pledges via social media.

SOCIAL MEDIA PLAN



Objectives

- To build a community of 50 followers who will be connected to the #IWILLLISTEN message throughout the activation of the campaign
- To promote each of the activation events and raise awareness among 10% of the UNL population (2,500 individuals)
- To convince key influencers on campus to share their pledges and re-tweet the #IWILLLISTEN message to their followers.

Strategy

Decide which social channels work best on campus. At UNL, Twitter was the most used channel, followed by YouTube and Facebook. Create a localized Twitter handle such as @ListenUNL and start building a community of followers by partnering with like-minded groups. Ask the leaders of those groups to make high-quality video pledges and share them with their followers using the #IWILLLISTEN hashtag.

Tactics

Kick off activation week by sharing the infographic video as well as localized statistics about the state of mental illness on campus on social media. Continue to support each activation activity with messages about each event and the #IWILLLISTEN hashtag. Share high-quality video pledges from campus leaders and influencers throughout activation week.

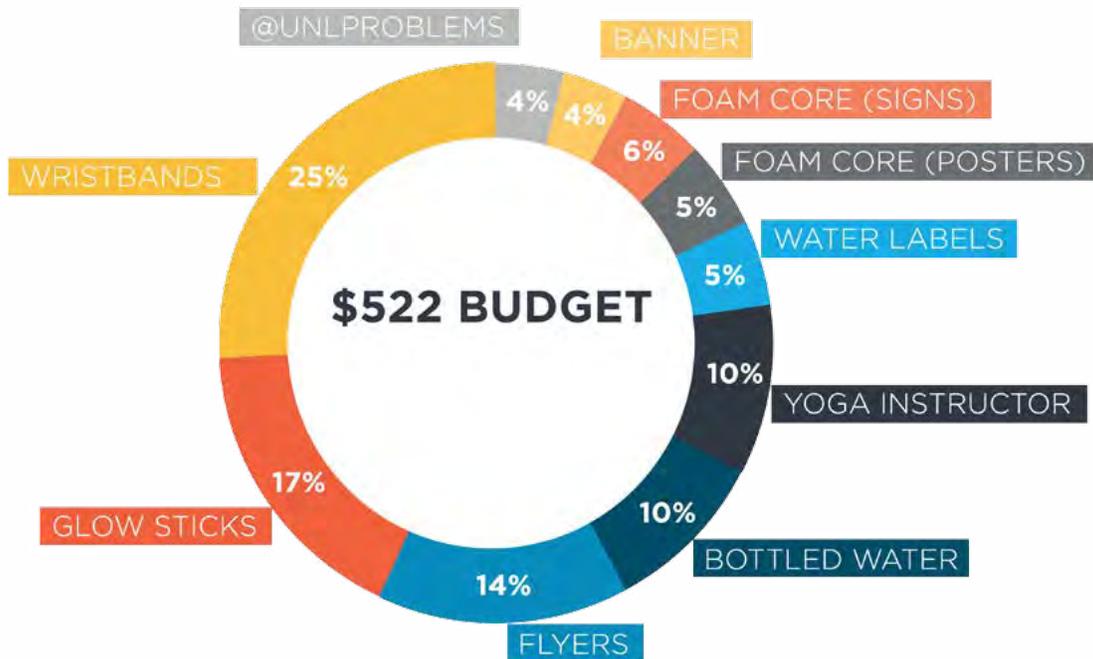
Results

Social media efforts during activation week resulted in 62 Tweets, 50 followers, 40 favorites, 140 re-tweets with a reach of 90,000, and 200 YouTube views.

Sample Tweets



CAMPAIGN BUDGET



Owned Media

- UNL #IWILLLISTEN Facebook page
- #IWILLLISTEN Twitter account
- YouTube Account
- Influencers' Videos
- Infographic Video

Paid Media

- Event and promotional fliers
- Branded wristbands
- Branded water bottles
- Blue glow sticks
- Promoted tweet @ UNLProblems (over 9,000 followers)

Earned Media

- Seven campus groups supporting campaign through social media content
- 62 Tweets, 50 followers, 40 Favorites, 140 re-tweets with a reach of 90,000, and 200 YouTube views during activation week

ACKNOWLEDGMENTS

Outlier Advertising would like to thank our advisor for this campaign, Frauke Hachtmann. She was a great help guiding us through every step of the campaign.

We would also like to thank Drew Train for giving us the opportunity to implement #IWILLLISTEN at UNL.

A big thank-you to Tyler Thomas who helped us use our social media to full potential. Thank you to Harvey Perlman, Pat Tetreault, Justice Jones and Charlie Foster for taking time out of their schedules to share their heartfelt stories. We would like to thank the University Program Council (UPC), Women's Center, LGBTQA+, Character Council, Iron N, UNL Smile and @UNLProblems for helping us with our events and helping us push our message.

Thank you to Elizabeth Conlisk for giving us an inside look at what it's like to utilize a sporting event to build a community and deliver a message.

We would also like to thank Rich Bailey for guiding us toward a great presentation.

Front row:

Planner: Chelsea Stromer, **Copywriter:** Laura Ebbeka; **Public Relations:** Megan Merrill; **Media Planner:** Lacy Keilig; **Project Manager:** Hunter Taylor

Back row:

Account Executive: Tim Svoboda;
Research Director: Greyson Ostrander;
Art Director: Joel Hunter-Pirtle



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SOCIAL MEDIA SCHEDULE

Day	Date	Media		Text/Content
Thursday	4/3/2014	Twitter	[Introduction to campaign]	The UNL #IWILLLISTEN campaign is here to build awareness of the stigmas attached to mental illness.
Thursday	4/3/2014	Twitter	[Introduction to campaign]	Our goal is to encourage UNL to be open to friends & family members who may suffer from mental illnesses & listen to what they have to say.
Thursday	4/3/2014	Twitter	[General Fact]	Mental illnesses are medical conditions that result in a lessened ability of coping with regular life. #IWILLLISTEN nami.org
Thursday	4/3/2014	Twitter	[General Fact]	Mental illnesses are not the result of personal weakness, lack of character or poor upbringing. #IWILLLISTEN nami.org
Thursday	4/3/2014	Twitter	[Push to use hashtag]	Join our movement and use the #IWILLLISTEN hashtag and cover photo to show you are here to listen and support anyone with a mental illness
Thursday	4/3/2014	Twitter	[Re-tweets of posts w/hashtag as needed]	---
Friday	4/4/2014	Twitter	[General Fact]	People with anxiety experience unrealistic worry and panic and become very ashamed/self-conscious. #IWILLLISTEN nami.org
Friday	4/4/2014	Twitter	[Push to use hashtag]	Help us break down the stigma! Tweet #IWILLLISTEN to show your support to those affected by mental illness on UNL's campus.
Friday	4/4/2014	Twitter	[Intro into campus group partners]	We'd like to give a huge shout-out to our #IWILLLISTEN campus partners! @UNLWomensCenter @UNLSMILE @LGBTQARC @TheIronN
Friday	4/4/2014	Twitter	[Re-tweets of posts w/hashtag as needed]	---
Friday	4/4/2014	Twitter	[General Fact]	If your parent or sibling has OCD, there's a 25% chance another immediate family member will have it. #IWILLLISTEN nami.org
Friday	4/4/2014	Twitter	[General Fact]	OCD will not go away by itself, so it is important to seek treatment. #IWILLLISTEN nami.org
Friday	4/4/2014	Twitter	[Inform followers of banner at the Union on 4/7/14]	Come find us at the Union this Monday at 8 am! You can sign the #IWILLLISTEN banner to pledge to break down the stigma of mental illness.
Friday	4/4/2014	Twitter	[Re-tweets of posts w/hashtag as needed]	

Saturday	4/5/2014	Twitter	[General Fact]	Nearly 15 million Americans experience depression each year. 2/3 don't get the help they need. #IWILLLISTEN nami.org
Saturday	4/5/2014	Twitter	[General Fact]	80-90% of people with depression can be treated and return to their usual daily activities and feelings. #IWILLLISTEN nami.org
Saturday	4/5/2014	Twitter	[Re-tweets of posts w/hashtag as needed]	
Sunday	4/6/2014	Twitter	[Remind followers to sign banner at the Union on 4/7/14]	We're ready for the Big Sean concert this Wednesday, are you? We'll be handing out FREE #IWILLLISTEN water for you! [Insert picture]
Sunday	4/6/2014	Twitter	[General Fact]	People with anxiety experience unrealistic worry and panic and become very ashamed/self-conscious. #IWILLLISTEN http://nami.org
Monday	4/7/2014	Twitter	[General Fact]	Scientific studies show that nearly 1/20 people experience symptoms of eating disorders at some point. #IWILLLISTEN nami.org
Monday	4/7/2014	Twitter	[Push to obtain Greek System followers]	To all of our @UnlGreek followers...We hope you have an awesome Greek Week and be sure to keep an eye out for our #IWILLLISTEN banner at the @BigSean concert!
Monday	4/7/2014	Twitter	[If following increases, reintroduce campaign to followers]	Today's the day, UNL #IWILLLISTEN week begins this morning at the @COJMC! Pledge to break the stigma of mental illness by signing the #IWILLLISTEN banner.
Monday	4/7/2014	Twitter	[General Fact]	With treatment and support of loved ones, many people with eating disorders see a decrease in symptoms. #IWILLLISTEN nami.org
Monday	4/7/2014	Twitter	[Info Graphic]	To kick off #IWILLLISTEN week, here's a video that better explains the statistics of mental illness at UNL. http://youtu.be/TmtslHiBcfE
Monday	4/7/2014	Twitter	[@ShelleyEspn shout-out]	Thanks @ShelleyESPN for signing the #IWILLLISTEN banner & pledging to help stop the stigma of mental illness at @UNLincoln.
Tuesday	4/8/2014	Twitter	[General Fact]	Chemical or hormonal imbalances, drugs or alcohol, stress, poor sleep can cause panic disorder/attacks. #IWILLLISTEN nami.org
Tuesday	4/8/2014	Twitter	[Remind followers of 4/9/14 concert/event]	Hey UNL, we'll be at the @BigSean concert handing out #IWILLLISTEN glow sticks & water! Find us near #IWILLLISTEN banner on the green space!
Tuesday	4/8/2014	Twitter	[General Fact]	Peer support is a vital part of overcoming panic disorder. #IWILLLISTEN nami.org
Tuesday	4/8/2014	Twitter	[Remind followers to sign banner at the Union]	What's up @UNLincoln? It's Day 2 of #IWILLLISTEN week and the pledge banner is at the Union right now for students to sign. Come say hi!

Tuesday	4/8/2014	Twitter	[Re-tweets of posts w/hashtag as needed]	---
Wednesday	4/9/2014	Twitter	[General Fact]	The fear of more panic attacks can lead to a very limited life and can cause agoraphobia. #IWILLLISTEN nami.org
Wednesday	4/9/2014	Twitter	[General Fact]	Chemical or hormonal imbalances, drugs or alcohol, stress, poor sleep can cause panic disorder/attacks. #IWILLLISTEN nami.org
Wednesday	4/9/2014	Twitter	[Remind followers of #IWILLLISTEN presence of event in the a.m.]	---
Wednesday	4/9/2014	Twitter	[Re-tweets of posts w/hashtag as needed]	---
Wednesday	4/9/2014	Twitter	[Up-to-date tweets of event]	---
Wednesday	4/9/2014	Twitter	[Harvey Perlman Video] 12:30- 1:00 pm	@Harvey_Perlman pledges to listen, will you? #IWILLLISTEN http://youtu.be/9PP2tj0r_Q
Wednesday	4/9/2014	Twitter	[Follow-up concert with "Thank You" to followers/pledges]	---
Thursday	4/9/2014	Twitter	[Re-tweets of posts w/hashtag as needed]	---
Thursday	4/10/2014	Twitter	[Follow-up concert with "Thank You" to followers/pledges]	---
Thursday	4/10/2014	Twitter	[General Fact]	Women experience twice the rate of depression as men, regardless of race or ethnic background. #IWILLLISTEN nami.org
Thursday	4/10/2014	Twitter	[General Fact]	The image of depression as a female condition keep suffering men from seeing symptoms/seeking treatment. #IWILLLISTEN nami.org
Thursday	4/10/2014	Twitter	[Charlie Foster (CAPS) Video]	Charlie Foster, a licensed mental health practitioner at @UNL_UHC, discusses the unnecessary stigma of mental illness http://youtu.be/6DKw2iaEDIc
Friday	4/11/2014	Twitter	[General Fact]	Peer support is a vital part of overcoming panic disorder. #IWILLLISTEN nami.org
Friday	4/11/2014	Twitter	[General Fact]	Family/friends play a critical role in treatment processes and should know the ways that they can help. #IWILLLISTEN nami.org
Friday	4/11/2014	Twitter	[LGBTQ Video]	Thank you Pat Tetreault of @LGBTQARC., for giving such a heart felt & meaningful #IWILLLISTEN pledge!

Friday	4/11/2014	Twitter	[Re-tweets of posts w/hashtag as needed]	---
Saturday	4/11/2014	Twitter	[Look out for banner]	Hey #Huskers! Look out for the #IWILLLISTEN banner in the student section at tomorrow's game! Shoutout to @TheIronN for all your help!
Saturday	4/12/2014	Twitter	[Re-tweets of posts w/hashtag as needed]	---
Monday	4/14/2014	Twitter	[General Fact]	LGBTQA with mental illness face a double stigma which is extremely dangerous without help or treatment. #IWILLLISTEN nami.org
Monday	4/14/2014	Twitter	[General Fact]	Mental health providers should be aware of LGBTQA issues like stigma, family support and homophobia #IWILLLISTEN nami.org
Monday	4/14/2014	Twitter	[Justice Jones Video]	UNL student, Justice Jones, discusses listening to those who may be suffering from a mental illness. #IWILLLISTEN http://youtu.be/RRgz_XXNsWw
Monday	4/14/2014	Twitter	[Yoga announcement]	Hey @UNLincoln, we're hosting an official #IWILLLISTEN yoga class at the @UNLCampusRec this Wed. 04/16, at 7pm. FREE to all UNL students!
Monday	4/14/2014	Twitter	[Re-tweets of posts w/hashtag as needed]	---
Tuesday	4/15/2014	Twitter	[Yoga Class Reminder]	Tomorrow at 7 pm, we're hosting a FREE yoga class at the @UNLCampusRec for UNL students! @UNLincoln, see you there! [INSERT YOGA FLYER]
Tuesday	4/15/2014	Twitter	[General Fact]	Some LGBTQA don't have supportive families. It's important to have friends that are there for them. #IWILLLISTEN nami.org
Tuesday	4/15/2014	Twitter	[General Fact]	LGBTQA people are likely to be at higher risk for depression. #IWILLLISTEN nami.org
Tuesday	4/15/2014	Twitter	[Re-tweets of posts w/hashtag as needed]	
Wednesday	4/16/2014	Twitter	[Yoga Class Reminder]	Today's the day @UNLincoln! Take a break from studying & head to the @UNLCampusRec for a FREE #IWILLLISTEN yoga class at 7pm! See you there!
Wednesday	4/16/2014	Twitter	[Yoga Class Reminder]	Today. FREE YOGA. @UNLCampusRec, 7pm. Be there. [insert flyer] [insert flyer]
Wednesday	4/16/2014	Twitter	[Live tweet yoga w/pictures if possible]	---
Wednesday	4/16/2014	Twitter	[Re-tweets of posts w/hashtag as needed]	---



OUTLIER

2014