London Digital Mental Wellbeing

Fresh Egg Research - Males 18-45

March 2017

fresh egg

Content

Introduction and project aims

Background

Fresh Egg were commissioned to work as part of the London Digital Mental Wellbeing service, to carry out audience research around the online behaviours of Londoners.

This project stemmed from the key findings of the existing London-wide mental health research project, which were:

- London is one of the unhappiest cities in the world

- Mental health services in the UK are overstretched, have long waiting times and, in some regions, lack specialist services

- Many Londoners do not seek (or want to seek) treatment for common mental health problems until their condition becomes more severe

This written report by Fresh Egg is the culmination of the research work carried out during January and February 2017, that fed into the MVP Service Blueprint. During this time findings and recommendations were shared with the project's Expert Working Group at fortnightly face-to-face workshops. Much of the data collected and 'workings' are included within the appendix.

This research has been fed into the ongoing London Digital Mental Wellbeing service project, which has the aims of helping Londoners to self-manage any issues related to mental wellbeing, rather than engage with NHS services as a first solution.

Aims of this research project

- To focus on the demographic group of males in London aged 18-45

- To specifically focus in on those who were "unaware" of having symptoms of mental illness

- To highlight 18 scenarios for this demographic group showing where the are online

- To make recommendations on how this demographic group can be engaged with (via online channels predominantly)

Research and methodologies

———

Our research is focused on the online search behaviour of the targeted audience.

- With 86.94% market share of search engines[1], Google is the primary data source used within this research

- We used a combination of our own tools (Search Intent[2] and Location Based Search Positions[3]) and other third party data as required

[1] www.statista.com/statistics/280269/market-share-held-by-search-engines-in-the-united-kingdom
[2] www.searchintent.co.uk
[3] https://chrome.google.com/webstore/detail/search-intent-by-location/iakinikaphedeadbcddgnchjhnnjblop
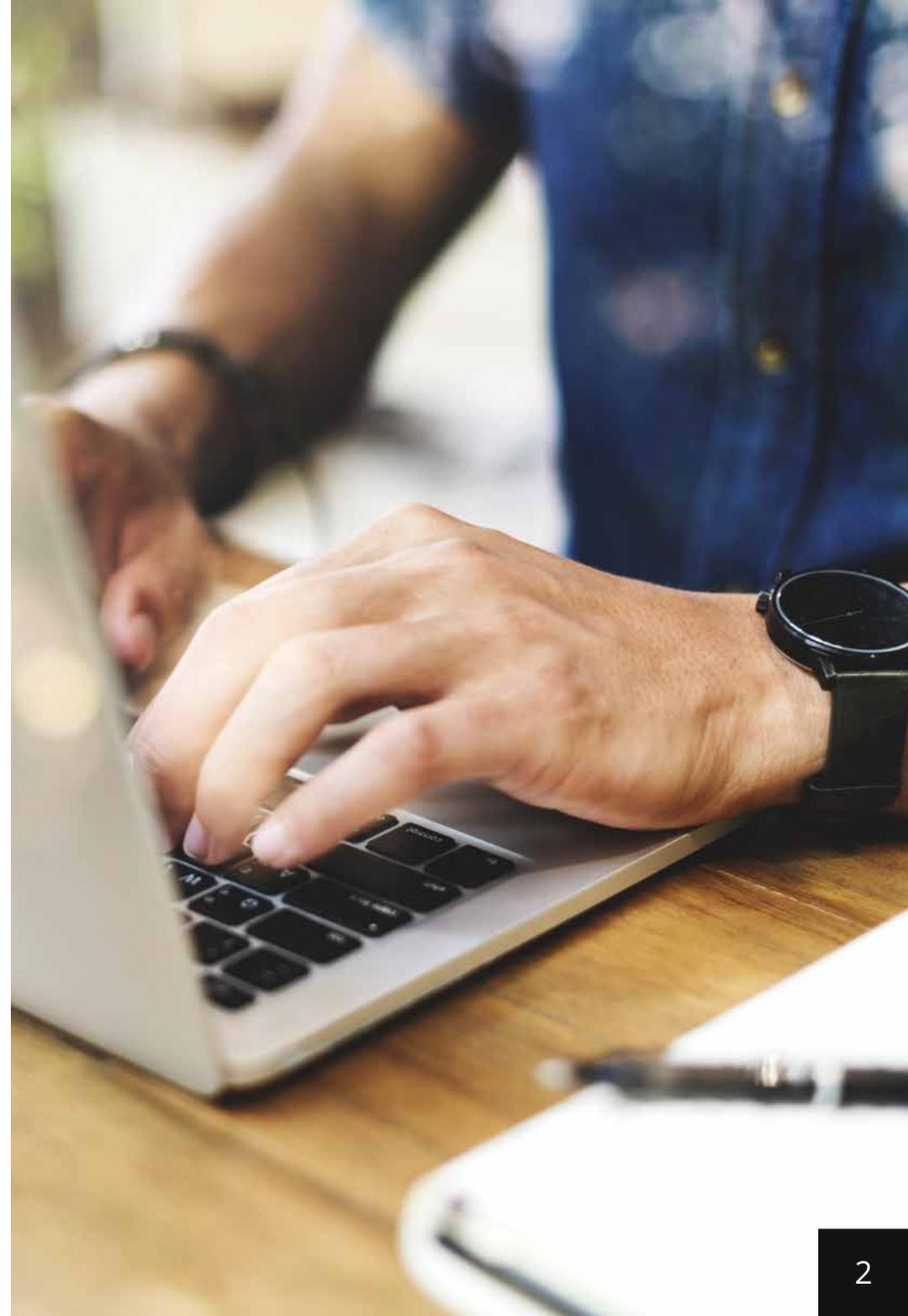
Our approach

A Customer Experience map is used to break apart real life stories into a sequence of typical stages that are part of any customer journey.

The aim is to understand:

1 The quality of the experience at each stage in the journey

2 The needs and behaviour of people at each stage

3 The supporting characters involved in the progression between stages

These factors help to determine where the greatest moments of struggle and greatest moments of delight can be found.

These moments are called '*moments of truth*' and become the focus of subsequent research to improve the journeys for everyone.

Unaware ▶ Aware ▶ Research ▶ Consideration ▶ Selection ▶ Transaction ▶ Leadtime ▶ Use ▶ Advocacy ▶ Loyalty

The first phase of the project is to discover the moments of truth for men aged 18-45 who are "unaware" of having symptoms of mental illness. This is the very start of their journey.
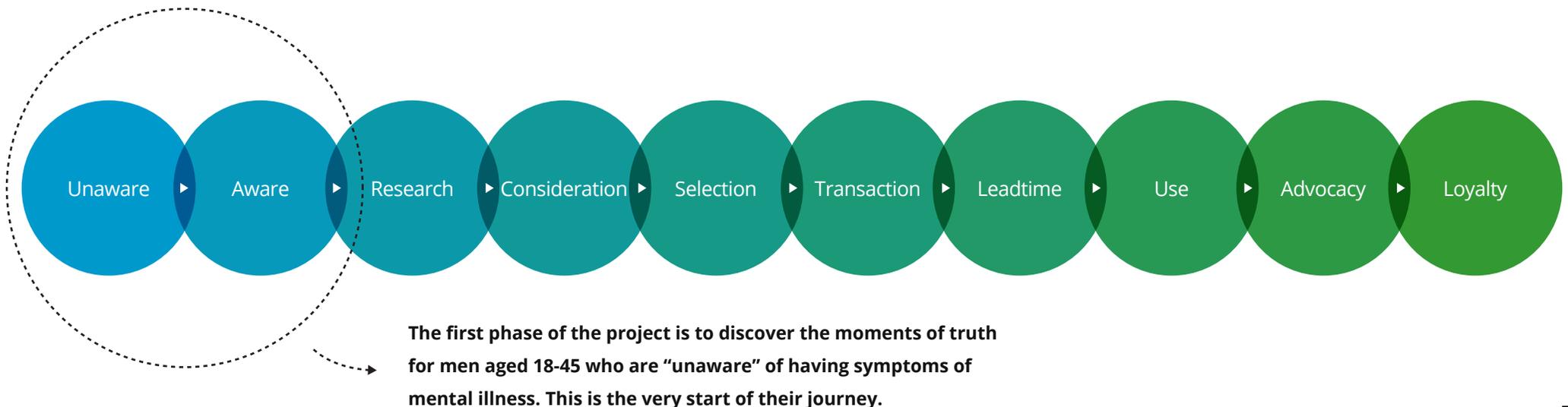
The process

Below is the process we used within this research project:

Mapped existing user stories into journeys (for males, 18-45)

Identified all the *'moments of truth'* for segment

Selected primary *'moment of truth'* and explored triggers

Categorised these into the early stage trigger groups

Looked at the needs within each group (using Google Trends, Search Intent)

Identified online search touch points (sources of information)

Categorised touch points into common types of website

Explored each touchpoint to gain additional insight

Identified presence of onward journey / calls to action

Compared initial intent against the onward journey / calls to action

Made specific recommendations for different scenarios

- The main *'moment of truth'* for males 18-45 is at the start of the journey, where there is a clear moment of struggle for men becoming aware of a need to seek help, or know how to adjust their behaviour for mental wellbeing

- We identified the 6 main trigger events for men: Economic, Relationship, Environmental, Media, Community and Health

- We then identified the websites for each of these triggers in both organic and paid Google search results for different locations in London. (90% of website traffic from Google is driven by results on the first page[4]) using a combination of a private incognito web browser and the Location Based Search Positions tool

- Our recommendations are based upon a manual assessment of digital touch points for both experience and potential for onward journeys

- We have not assessed clinical effectiveness of the information provided at each touchpoint

- Websites in search results will be applicable for both males and females. We have explored the sites most appropriate to the existing user stories: males (18-45) and probable 'moments of truth' for this segment

Executive summary

The research in this project has highlighted to us that the key thing the service needs to do is to '**_join the dots_**' for people by **improving their '_experience_'** both online and offline.

Key insights

- A vast array of options and information available for users searching online (specifically using a search engine such as Google)

- Much of the advice is confusing or questionable in terms of its authority, relevance, credibility and helpfulness to the user

- A wide variety of websites: 'question and answers sites' such as Quora, niche interest forums such as Pistonheads, government, health and business websites (see Appendix for graphical representation of this landscape)

- The onward journeys or recommended places are not necessarily the most useful (often people are kept 'trapped' within the same website)

- Search results are localised to them (based on their physical location when searching)

- Related to this, there is a feeling that in an offline world, people will be looking for help/solutions that are 'hyperlocal' - they are geographically close by or are found within their own community

- Supporting characters are often overlooked, yet they are key players in the journey to mental wellbeing

Key recommendations

There are some key observations that have become stand-out as a result of this initial research. These overlap with a number of the user needs identified in the Mindwave report.

Joining dots

----

1 Point people in the right direction

2 Provide clear signposting for the supporting actors (friends, family, colleagues, employers etc) in order for them to be directed to information that is relevant for them

----

Many of our recommendations from this phase of the research may not necessarily be used in the first MVP development, however can be used further down the line when other early stage triggers are added into the service.

Improving experience

----

1 Point people to the right information that is relevant to them

2 Use psychographics (see Appendix for definition) to improve the information presented to people at sites they visit when searching

3 Gather data on where people are going and whether or not they are finding the information useful (i.e. track frequency of engagement with the same content)

4 In order to help people see the service as being relevant to them, it needs to have a strong focus on being 'for Londoners'. This includes being able to be 'hyperlocal' and pointing people in the direction of information or resources that they can take advantage of (both online and offline) that are within their immediate part of London

----

The Power of Search: Detailed insights and recommendations

_____

We expanded the early stage trigger groups to identify:

- Popular 'touchpoints' (websites) that people would end up on when making searches on Google

- The main 'calls to action' that people would be instructed to do on these touchpoints

- The main 'characters' that would be involved in that circumstance (and the level of their involvement)

Doing this allowed us to make further specific recommendations.

For each trigger group we looked at two or three different 'circumstances' that a male (18-45) might find themselves in that would lead them to start searching for information.

Health

/Trouble sleeping
/Self esteem
/Weight loss, men

Health trends

Data from Google Trends - Interest over time (England / Past 5 years)
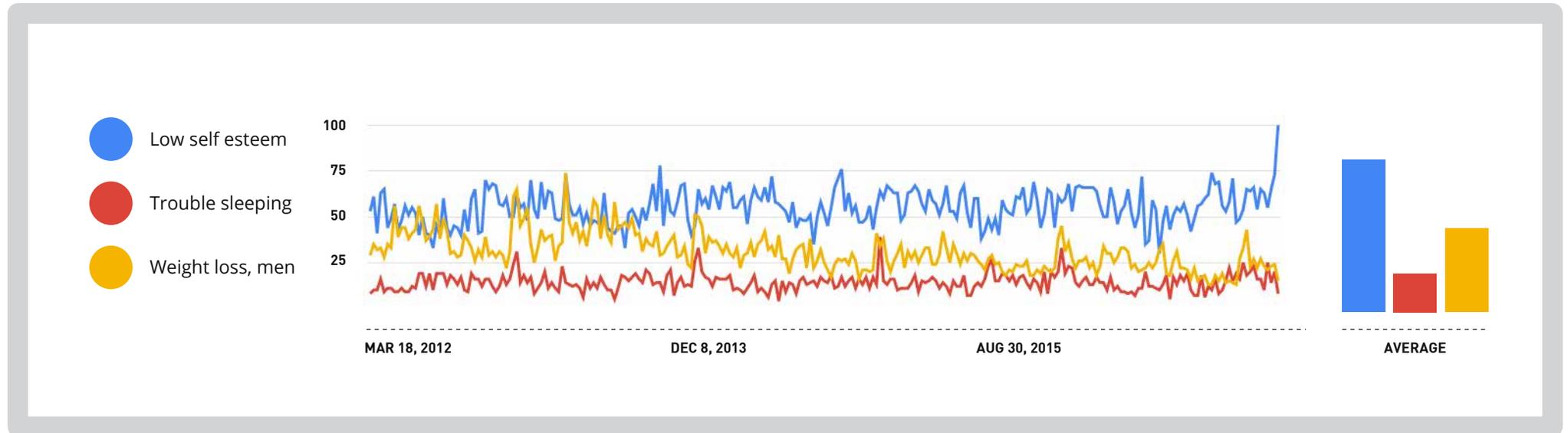
AdWords keyword planner data

Note: For specific topics within these trends, see appendix

KW GROUP	MONTHLY SEARCH	ANNUAL SEARCH
Low self esteem	3,990	47,880
Confidence	6,280	75,360
Insomnia	14,360	172,320
Men's healthy eating	6,910	82,920

Health - Trouble sleeping

MORE INFLUENCE

You

Peer to peer support

Friends and family

Professionals

LESS INFLUENCE

TOUCHPOINTS
Most popular in Google search

CALLS TO ACTION
What the touchpoints suggest people go and do

WATCH A VIDEO   BUY A BOOK   DISCUSSION

TELEPHONE CALL
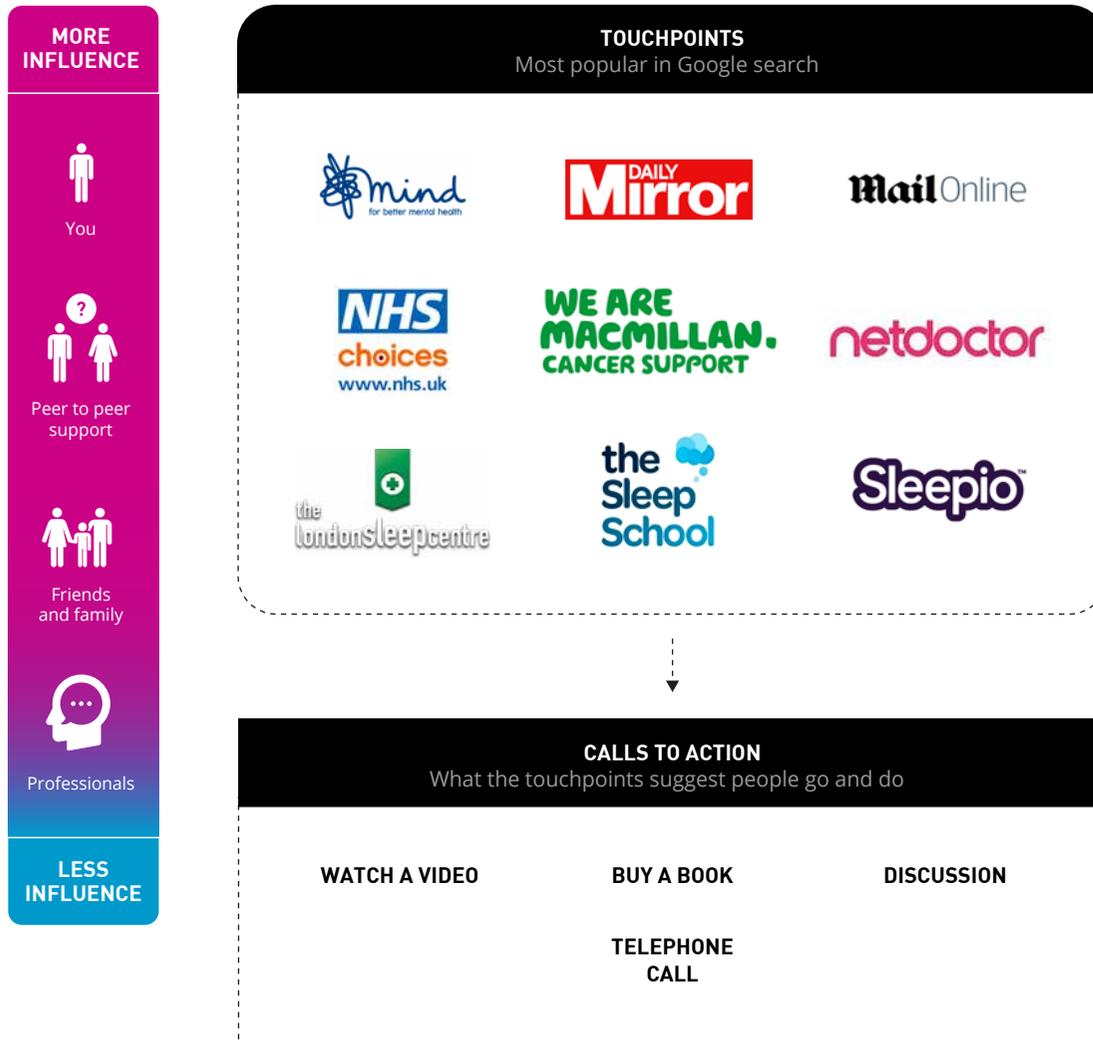
Insights

- Forums are often used by people with trouble sleeping

- Medical sites are also initial touchpoints

- News and mental health charity sites are also visited

- Being tired at work is a problem

- Campaigns already exist to highlight dangers of driving when tired

- People don't know the cause sometimes

- There are very few insomnia related paid ads

Recommendations

1 Help people work through and identify possible causes

2 Direct people to forums so they can discuss issues with others anonymously

3 Use APIs to gather information from forums about the number of people available to talk to 24/7

4 Partner with business and DVLA to address tiredness at work and when driving

Health - Self esteem

MORE INFLUENCE

You

Friends and family

Peer to peer support

Professionals

LESS INFLUENCE

TOUCHPOINTS
Most popular in Google search

amazon.co.uk

mind
for better mental health

talk me better

Psychology Today

NHS choices
www.nhs.uk

netdoctor

self-confidence.co.uk

CALLS TO ACTION
What the touchpoints suggest people go and do

bacp
British Association for
Counselling & Psychotherapy

mind
for better mental health

You Tube

MoodGYM
TRAINING PROGRAM

NHS choices
www.nhs.uk

BUY A BOOK

Insights

■ Medical and 'self help' related businesses dominate the initial touchpoints

■ Social media can be harmful

■ Support of loved ones is more important than anonymous strangers

■ History may provide clues for best pathway e.g. bullied at school, peer pressures, abused?

Recommendations

1 Encourage activities that highlight self-worth and not comparison with others

2 Avoid overly medical approach to addressing self esteem issues, get loved ones involved

3 Produce content to help make people resilient / know themselves better, so they have a plan in the event of an unexpected 'transition'

Health - Weight loss, men

MORE INFLUENCE

You

Peer to peer support

Friends and family

Professionals

LESS INFLUENCE

TOUCHPOINTS
Most popular in Google search

MEN'S FITNESS

NHS choices www.nhs.uk

the guardian

Men'sHealth

The Student Room

MAN v FAT

STUDENTS AGAINST DEPRESSION .ORG

AUTHORITY NUTRITION An Evidence-based Approach

CALLS TO ACTION
What the touchpoints suggest people go and do

HEALTHCHECK / EVENTS

MAN v FAT

DOWNLOAD RESOURCES

ONLINE COMMENTS

DISCUSSION

SOCIAL SHARES

Insights

- Mixture of initial touchpoints: news sites, medical sites, forums and charities

- Obesity affects two out of three men in the UK but is socially acceptable

- Rise in nutrition fad websites

- Lots of tips and advice content

- Technology is used to measure activity

Recommendations

1 Help people find local programmes

2 Include tips in the future development of the service, and encourage people to rate effectiveness of those tips

3 Use weight loss as a motivator for changing behaviours i.e. stress relieving activity such as walking that also loses weight

4 Link weight loss activity to mental wellbeing by partnering with technology providers, e.g. wristbands

Economic

/Unemployed
/Employed
/Debt

Economic trends

Data from Google Trends - Interest over time (England / Past 5 years)
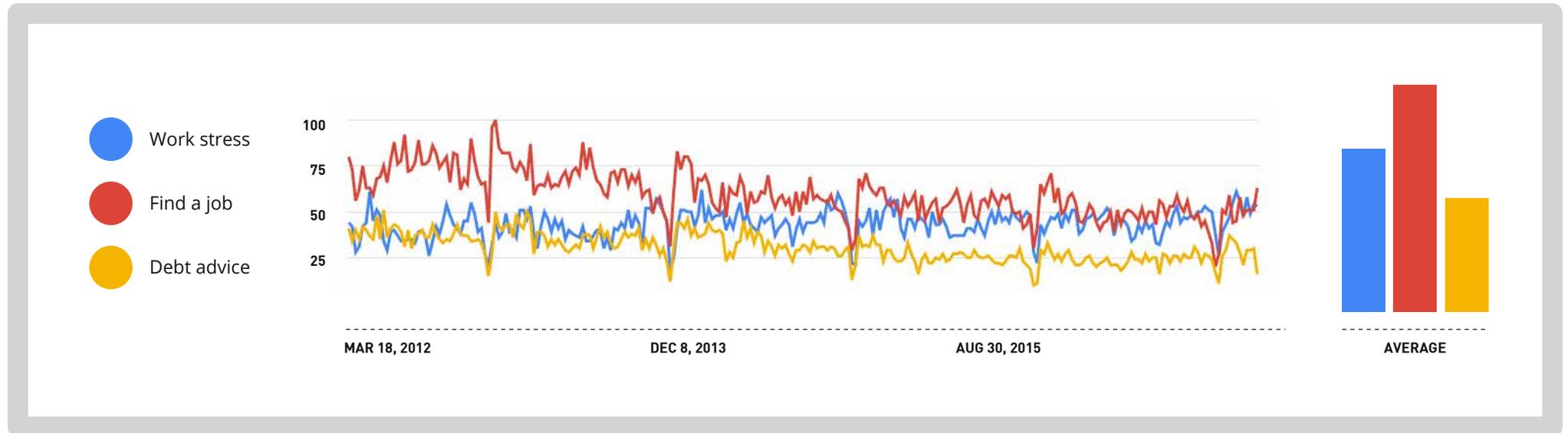
AdWords keyword planner data

Note: For specific topics within these trends, see appendix

KW GROUP	MONTHLY SEARCH	ANNUAL SEARCH
Work related stress	19,030	228,360
Find work	21,840	262,080
Debt advice	13,440	161,280

Economic - Unemployed

MORE INFLUENCE

Friends and family

Professionals

You

Peer to peer support

LESS INFLUENCE

TOUCHPOINTS
Most popular in Google search

AGENCIES   JOB CLUBS

MONSTER

indeed
one search. all jobs.

GOV.UK

BROKE IN LONDON.com

PROSPECTS

THE SCHOOL OF LIFE

CALLS TO ACTION
What the touchpoints suggest people go and do

VOLUNTARY WORK   EVENTS

COURSES   NEWSLETTERS
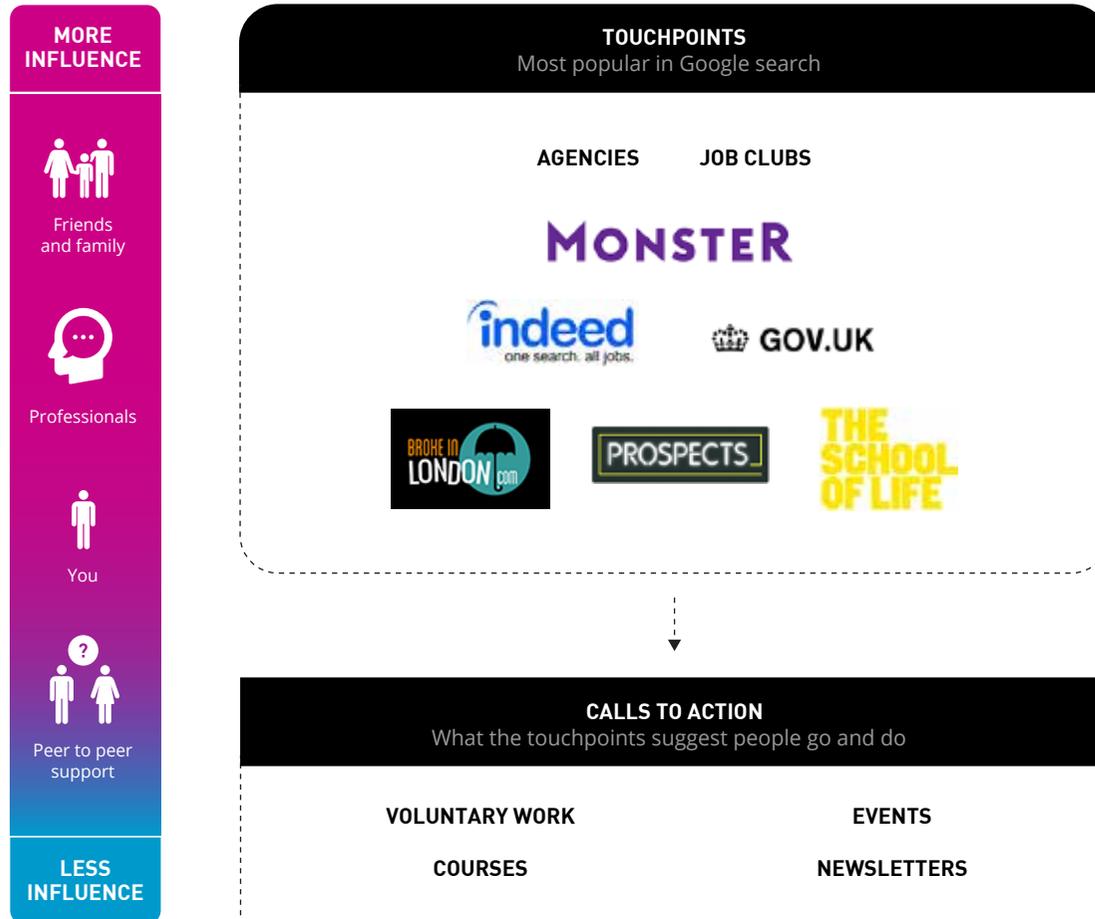
Insights

- Trapped in 'trying to find work' loop

- Friends and family provide support

- Professionals can help find work, but don't help people feel better

- Hyperlocal results

Recommendations

1 Use stats to interrupt process of looking and applying for work

2 Suggest helpful sites (voluntary, professional help) and track onward journeys

3 Have a presence at jobs fairs and courses

4 Campaigns aimed at friends and family to assist job seeker

5 Hyperlocal solutions based on mobile location and offline support groups

Economic - Employed

MORE INFLUENCE

Collegues

You

Friends and family

Professionals

LESS INFLUENCE

TOUCHPOINTS
Most popular in Google search

WORKPLACE

MONSTER

indeed
one search. all jobs.

CALLS TO ACTION
What the touchpoints suggest people go and do

JOB SPECIFIC DESTINATIONS

breathe HR™

LawCare
Supporting the Legal Community

TELEPHONE CALL

FACE TO FACE DISCUSSION
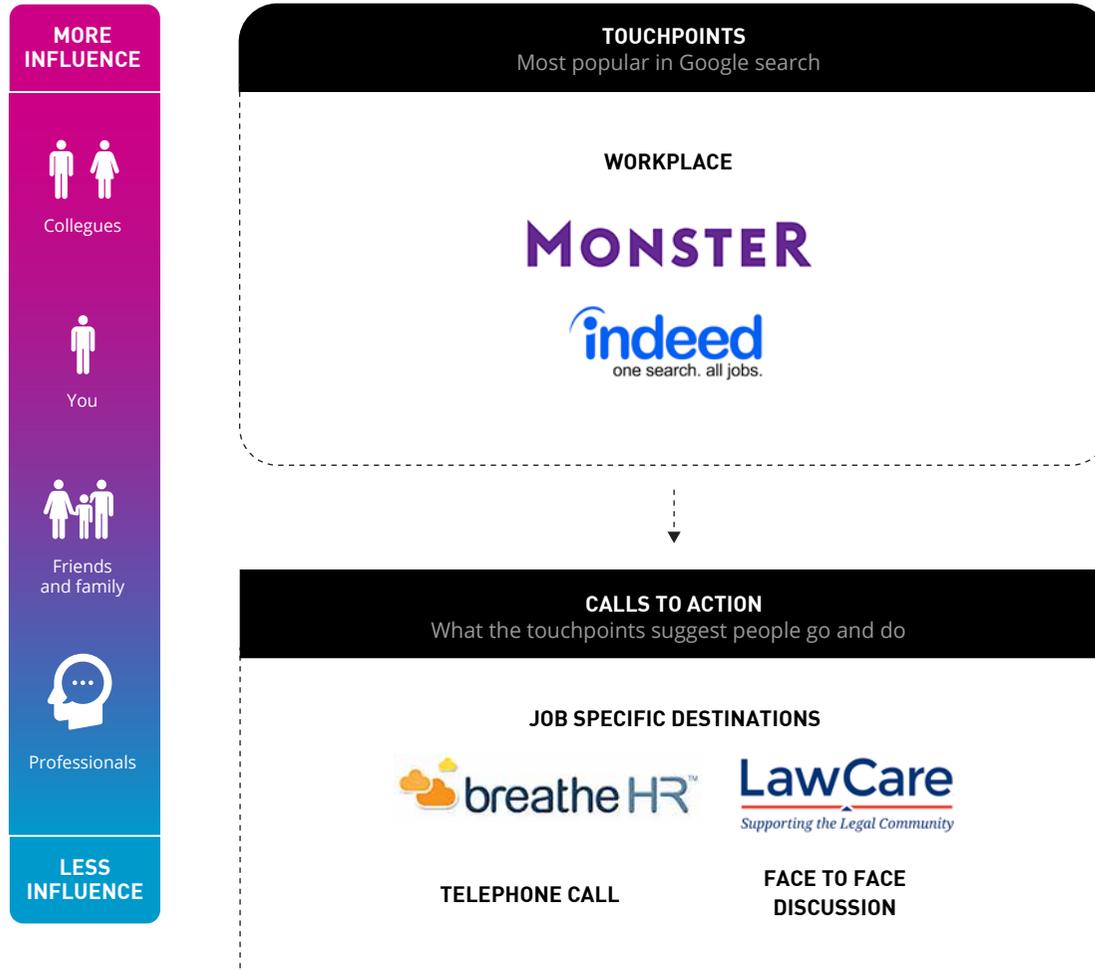
Insights

- Employer has responsibilities

- Colleagues are important

- Some jobs are more stressful than others (prison warden, teacher, banker)

Recommendations

1 Make anonymous services available to employees (e.g. HR systems)

2 Identify high stress jobs in London

3 Identify touchpoints by job e.g. LinkedIn, professional bodies and chose approach accordingly

4 Work with DLVA and TfL to highlight impact of sleeplessness and move people to the LDMW service

5 Spending patterns - notice changes in behaviour using credit cards and link to LDMWS - work with banks / credit providers.

Economic - Debt

MORE INFLUENCE

You

Professionals

Peer to peer support

Friends and family

LESS INFLUENCE

TOUCHPOINTS
Most popular in Google search

PayPlan live again

Money Super Market.com

NATIONAL DEBTLINE

StepChange Debt Charity

citizens advice

Haringey LONDON

the Money Advice Service

Debt Advice Foundation

netmums.com

CALLS TO ACTION
What the touchpoints suggest people go and do

the Money Advice Service

citizens advice

GOV.UK

StepChange Debt Charity

TELEPHONE CALL

FACE TO FACE DISCUSSION

EMAIL

Insights

- Want to keep it a secret
- Will need professional help if unable to solve alone
- Hyperlocal help is available (Credit Unions)
- Charities dominate the touchpoints
- Council tax and utilities have debt policies, but rarely link to useful sites

Recommendations

1. Communication is key: face-to-face, live chat, email, telephone and 24/7 help
2. Track and provide onward journeys from debt policy pages on Local Authority and utilities sites (e.g. Haringey)
3. Advertise on cashpoint screens

Environment

/Commuting in London
/Stress levels in London
/Living in London

Environment trends

Data from Google Trends - Interest over time (England / Past 5 years)
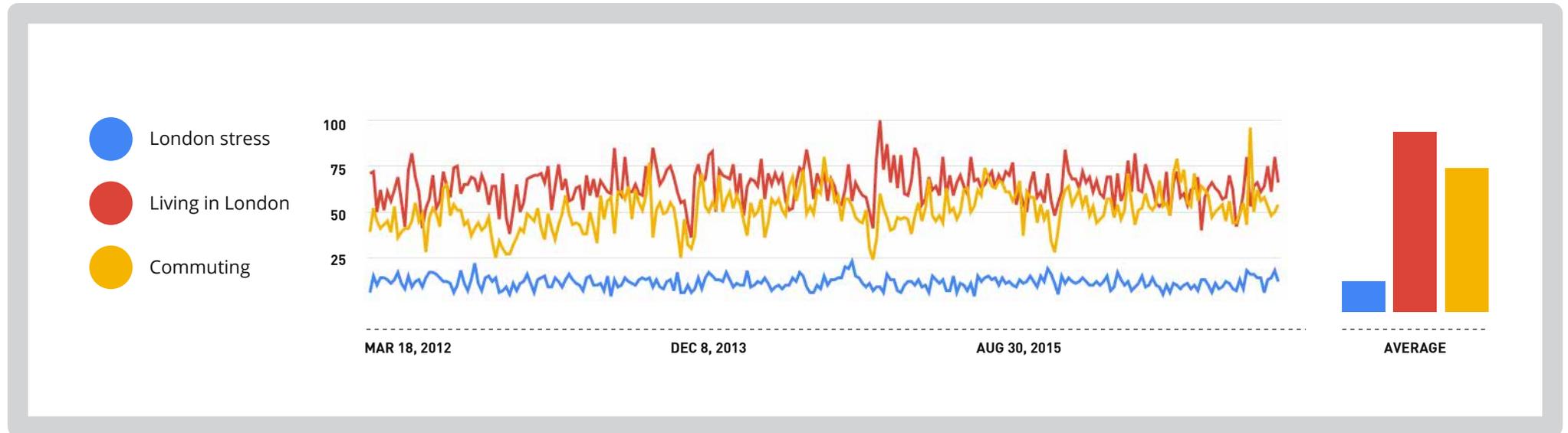
AdWords keyword planner data   **Note:** For specific topics within these trends, see appendix

KW GROUP	MONTHLY SEARCH	ANNUAL SEARCH
London stress	2,600	31,200
Commute	4,030	48,360
Live in London	6,190	74,280

Environment - Commuting in London

MORE INFLUENCE

You

Peer to peer support

Friends and family

Professionals

LESS INFLUENCE

TOUCHPOINTS
Most popular in Google search

LONDON *loves* BUSINESS

NOW. HERE. THIS.

stressexperts.
Emotional Resilience Training in the Workplace

REFINERY29

INDEPENDENT

Cycling WEEKLY

CALLS TO ACTION
What the touchpoints suggest people go and do

INDEPENDENT

COMMENTS   SOCIAL SHARES
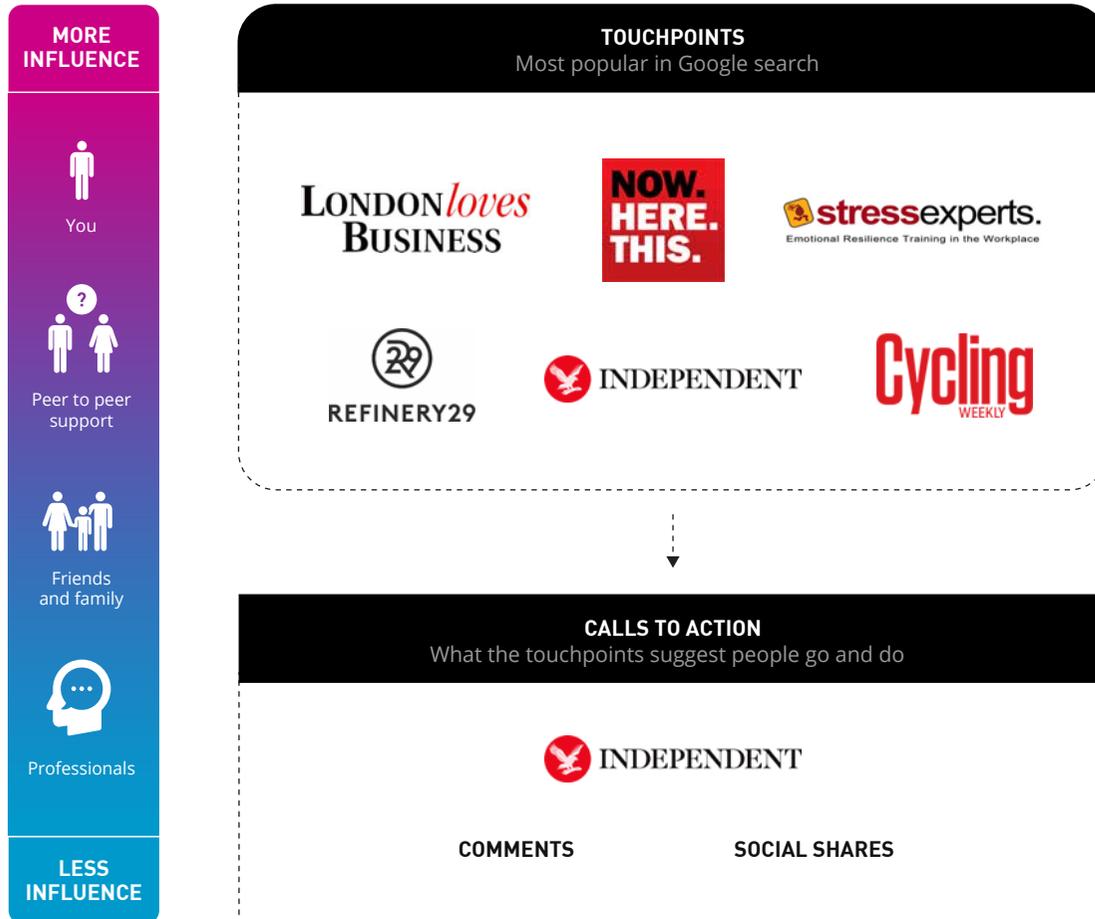
Insights

- News sites dominate initial touchpoints and calls to action
- Sites and content are specific to London transport type: cycling, tubes, TfL, buses
- Content is shared socially

Recommendations

1 Journalists need to be encouraged to add useful resources to articles about commuting stress

2 Advertise on public transport

Environment - Stress levels in London

MORE INFLUENCE
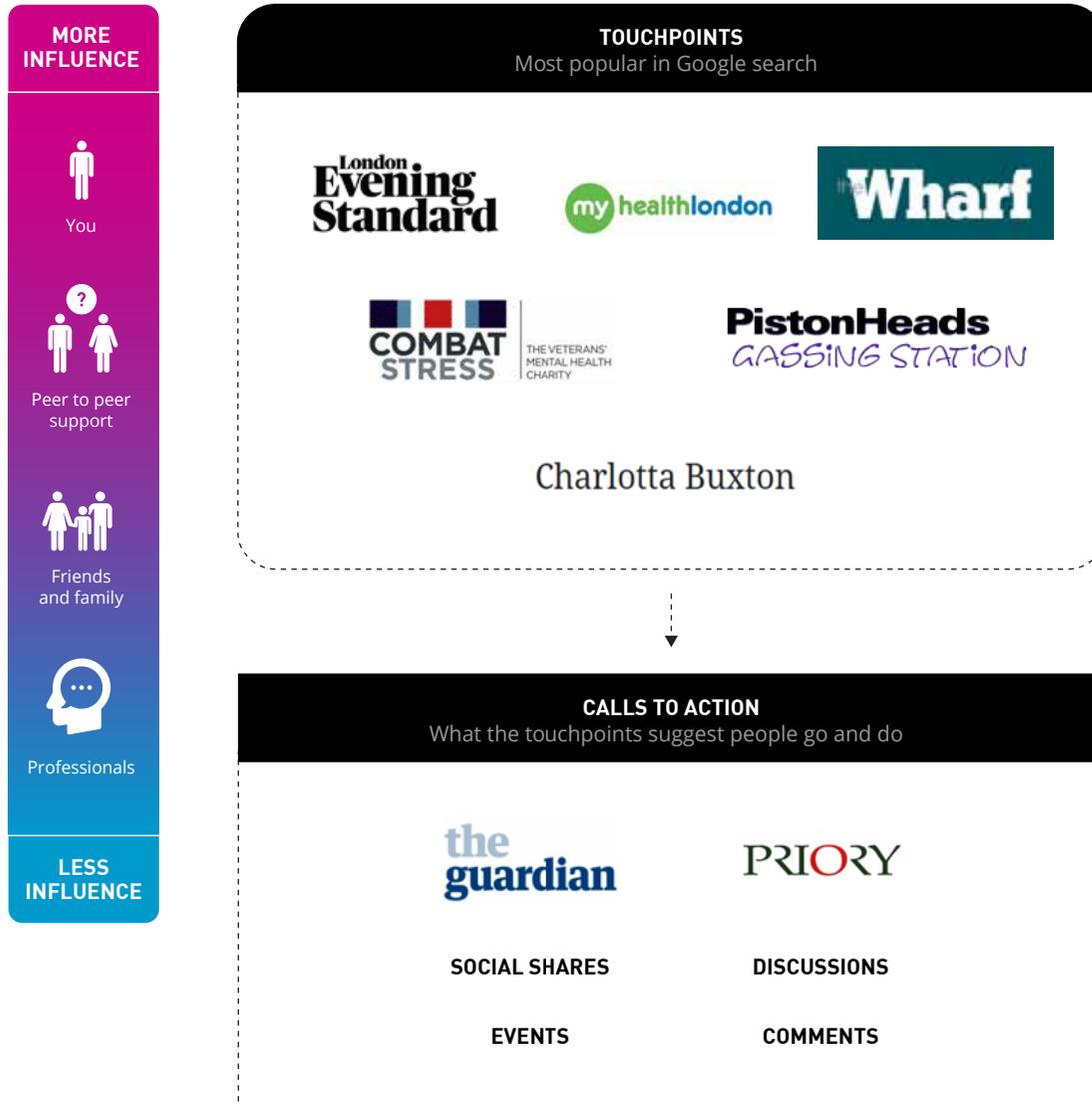
You

Peer to peer support

Friends and family

Professionals

LESS INFLUENCE

TOUCHPOINTS
Most popular in Google search

London Evening Standard

my healthlondon

The Wharf

COMBAT STRESS — THE VETERANS' MENTAL HEALTH CHARITY

PistonHeads GASSING STATION

Charlotta Buxton

CALLS TO ACTION
What the touchpoints suggest people go and do

the guardian

PRIORY

SOCIAL SHARES

DISCUSSIONS

EVENTS

COMMENTS

Insights

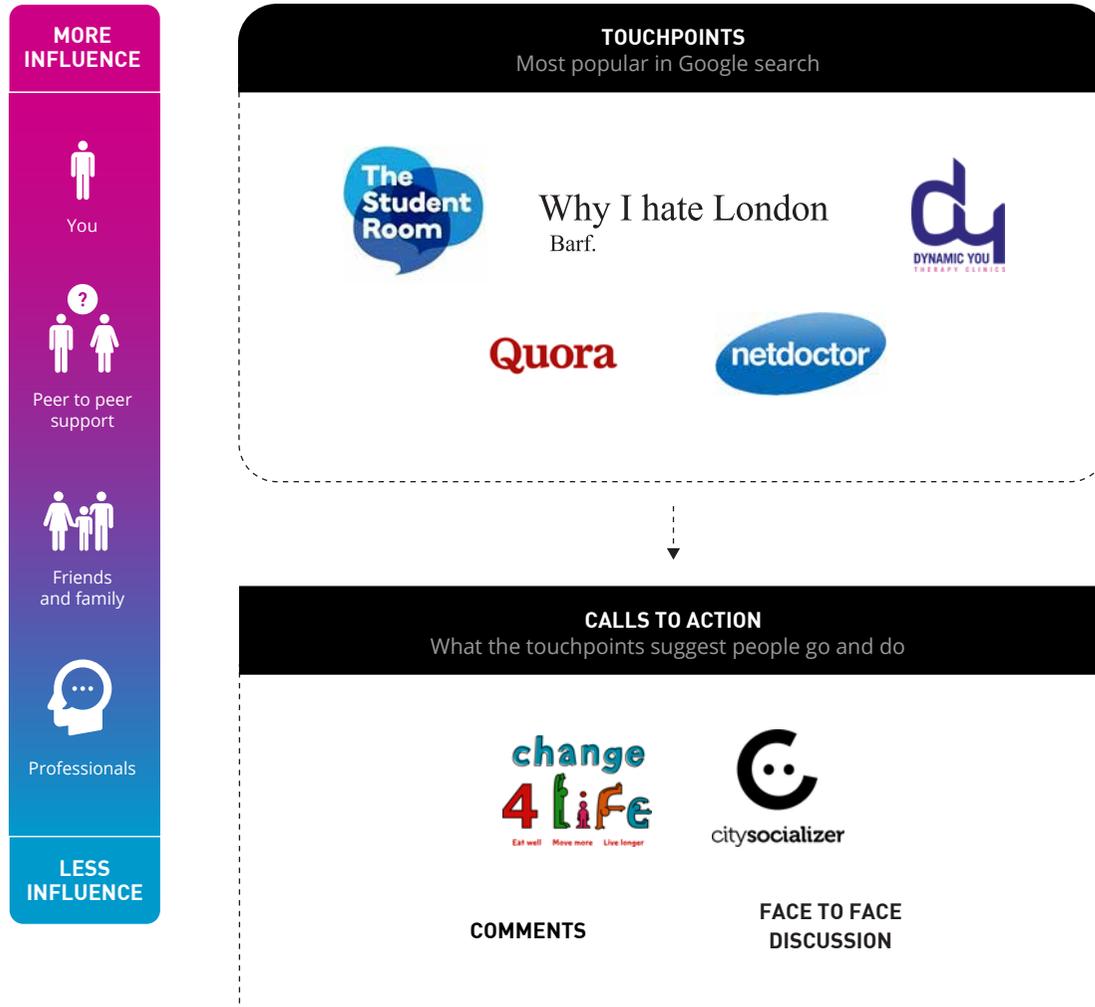- Anonymous discussion on forums is taking place

- News sites still dominate

- Personal blogs with experiences are initial touchpoints

Recommendations

1 Advertise in forums

2 Talk to blog owners and introduce tracked onward journeys

3 Journalists need to be encouraged to add useful resources to articles about commuting stress

4 Help promote events, encourage involvement

Environment - Living in London

MORE INFLUENCE

You

Peer to peer support

Friends and family

Professionals

LESS INFLUENCE

TOUCHPOINTS
Most popular in Google search

The Student Room

Why I hate London
Barf.

Dynamic You

Quora

netdoctor

CALLS TO ACTION
What the touchpoints suggest people go and do

change 4 life
Eat well   Move more   Live longer

citysocializer

COMMENTS

FACE TO FACE DISCUSSION

Insights

- Forums and blogs dominate discussion about living in London

- Q&A sites feature too

- The topic of 'depression' often features in discussions

- Very few onward journey recommendations or solutions offered

Recommendations

1. Advertise in forums

2. Talk to blog owners and introduce tracked onward journeys

3. A chatbot could provide support / Q&A for people depressed about London life

4. Partner with sites making life better for Londoners e.g. Citysocializer

5. Provide leaflets in appropriate life stress touchpoints: hospital/GP/lawyers/insolvency/relate etc

Relationships

/Feeling lonely
/How to divorce
/Partner with depression

Relationship trends

Data from Google Trends - Interest over time (England / Past 5 years)
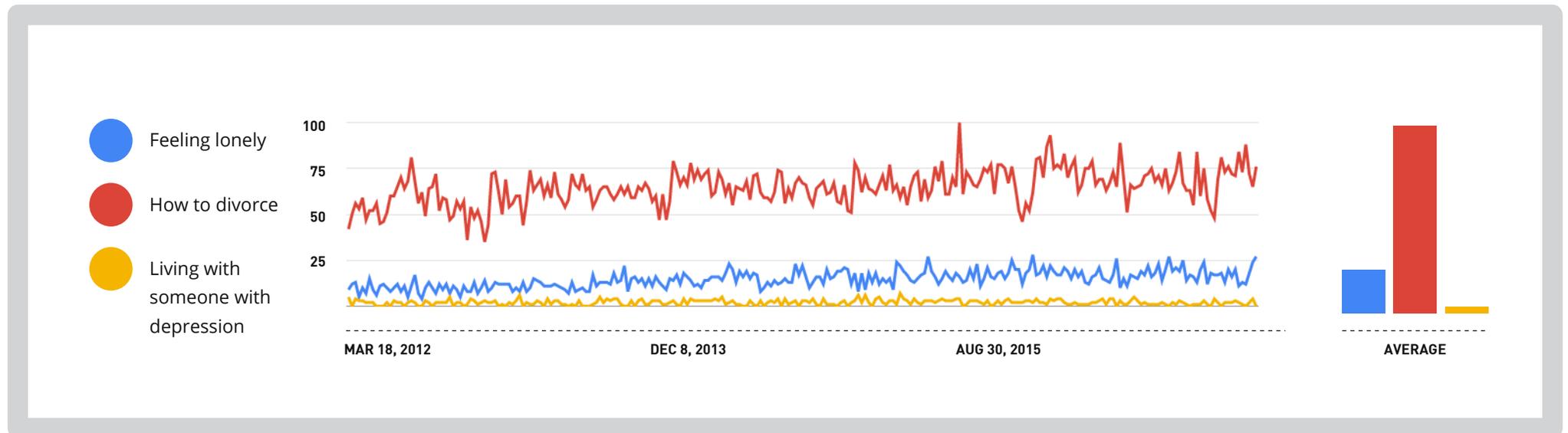
AdWords keyword planner data

Note: For specific topics within these trends, see appendix

KW GROUP	MONTHLY SEARCH	ANNUAL SEARCH
Lonely	4,940	59,280
Divorce	12,970	155,640
Someone with depression	1,510	18,120
Depressed partner	350	4,200

Relationships - Feeling lonely

MORE INFLUENCE

You

Peer to peer support

Friends and family

Professionals

LESS INFLUENCE

TOUCHPOINTS
Most popular in Google search

LIVESCIENCE

mind
for better mental health

Lifehack

Google

THE HUFFINGTON POST

Reader's Digest

KEEPINSPIRING.ME

Pinterest

lifehacker

CALLS TO ACTION
What the touchpoints suggest people go and do

everyday HEALTH

I am an Elefriend
www.elefriends.org.uk

AMERICAN PSYCHOLOGICAL ASSOCIATION

BUY A BOOK

TIPS
Walk, join a club, talk, go to a coffee shop, look at people, care for others, get a pet, work out what's missing or the cause, seek help.
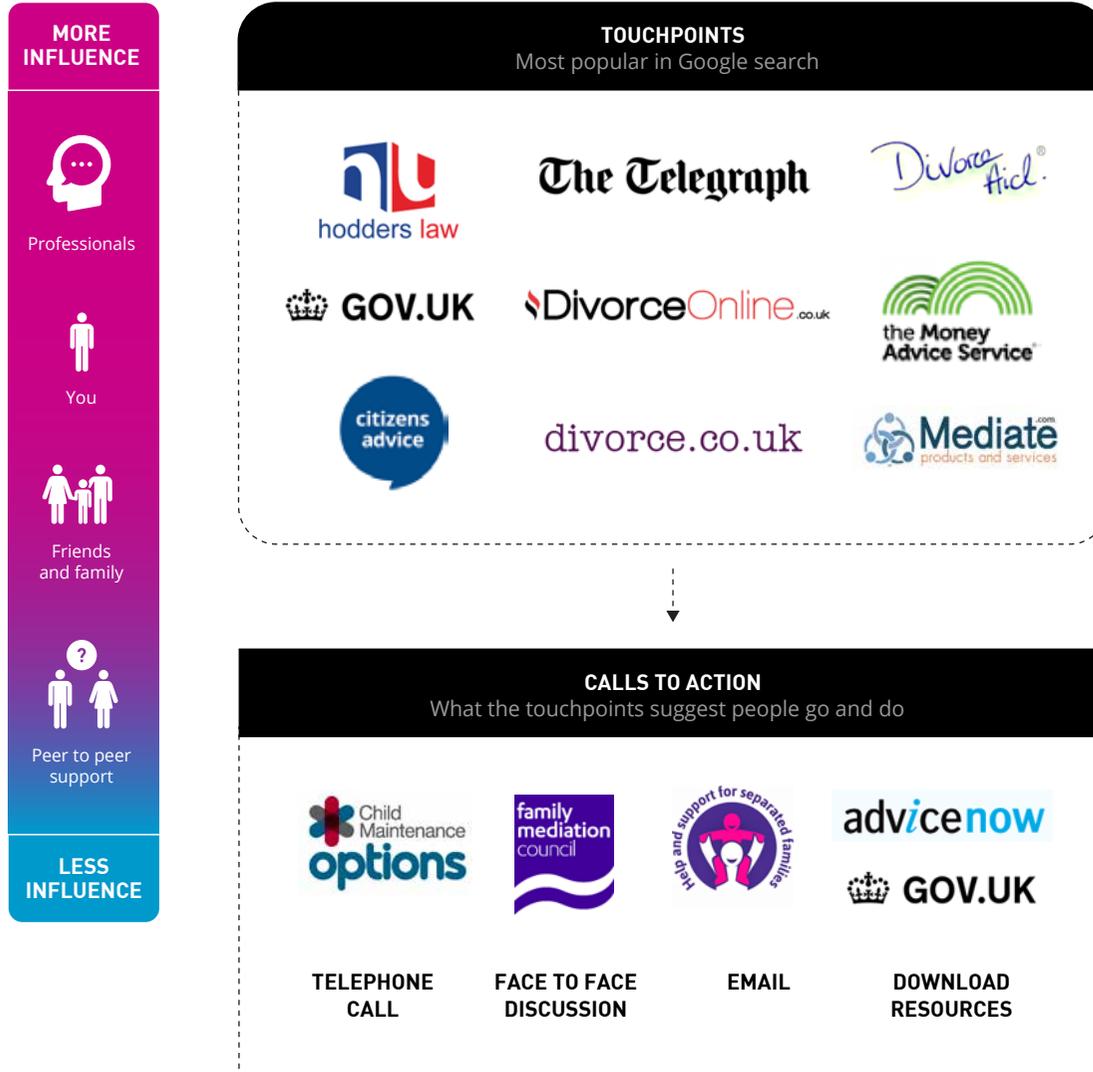

Insights

- Tips and life hacks to combat loneliness dominate the touchpoints offered

- Images also feature highly (to modify mood)

- A balance of sites including charities, news and blogs and research

- Onward journeys feature research or book sales, not direct help

Recommendations

1 Incorporate the tips and suggestions to combat loneliness into the MVP

2 A chatbot or webchat service could help combat loneliness

3 Use APIs to help direct people to forums with live discussion

Relationships - How to divorce

MORE INFLUENCE

Professionals

You

Friends and family

Peer to peer support

LESS INFLUENCE

TOUCHPOINTS
Most popular in Google search

CALLS TO ACTION
What the touchpoints suggest people go and do

TELEPHONE CALL

FACE TO FACE DISCUSSION
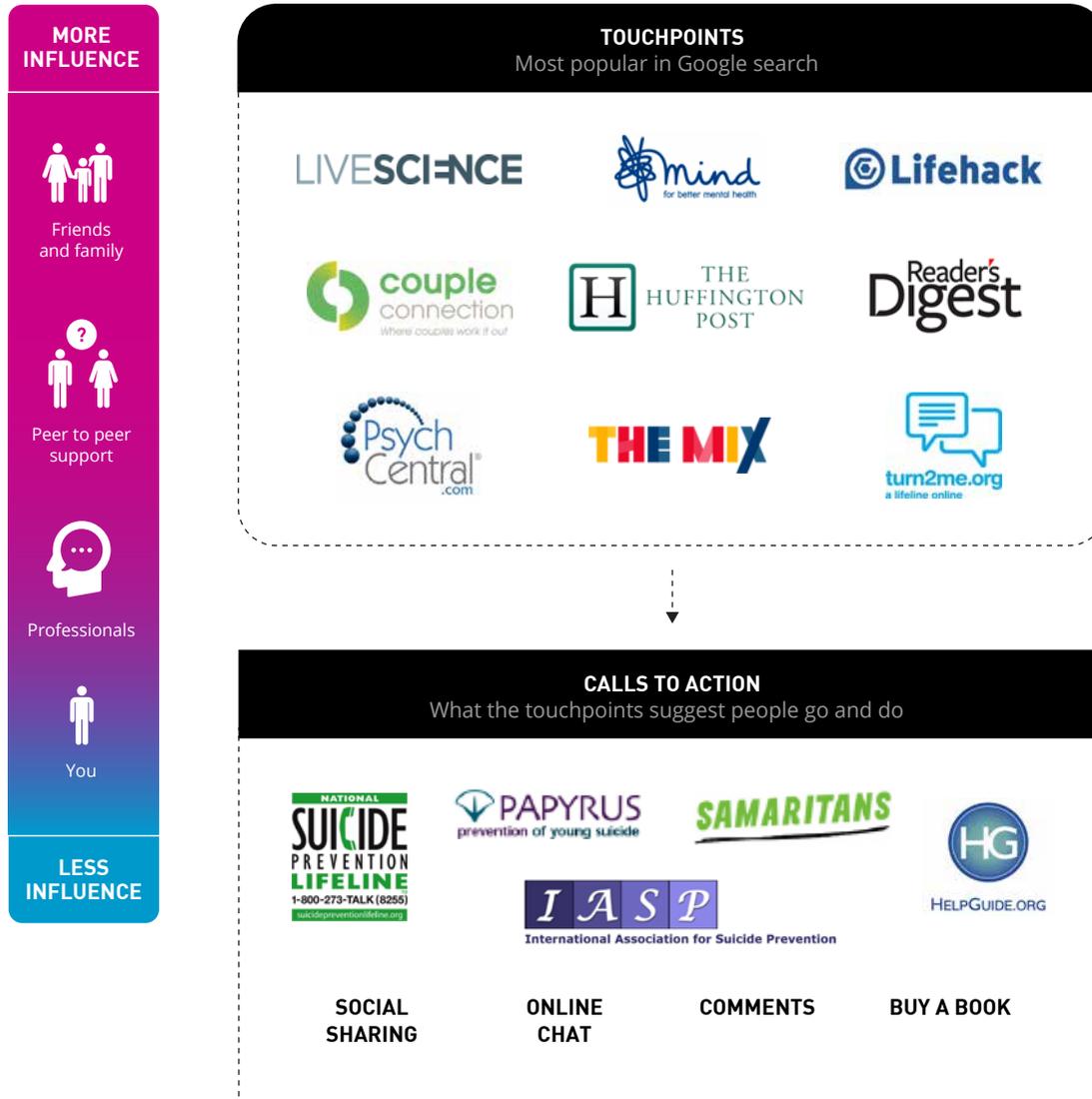
EMAIL

DOWNLOAD RESOURCES

Insights

- Local solicitors and business dominate paid positions

- Professionals are key touchpoints and supporting characters

- Very few onward journeys offered related to mental wellbeing; mostly legal and financial

Recommendations

1 Provide solicitors and divorce related sites with content and trackable links to useful resources

2 Encourage professionals to direct people verbally to the service (future development), through training or supplying advice or guidance

Relationships - Partner with depression

MORE INFLUENCE

Friends and family

Peer to peer support

Professionals

You

LESS INFLUENCE

TOUCHPOINTS
Most popular in Google search

LIVESCIENCE   mind   Lifehack

couple connection   THE HUFFINGTON POST   Reader's Digest

PsychCentral.com   THE MIX   turn2me.org
a lifeline online

CALLS TO ACTION
What the touchpoints suggest people go and do

NATIONAL SUICIDE PREVENTION LIFELINE
1-800-273-TALK (8255)
suicidepreventionlifeline.org

PAPYRUS
prevention of young suicide

SAMARITANS

HG
HELPGUIDE.ORG

IASP
International Association for Suicide Prevention

SOCIAL SHARING   ONLINE CHAT   COMMENTS   BUY A BOOK

Insights

- Forums are important touchpoints

- Charities, news sites and blogs also feature

- Practical tips are provided and readers encouraged to share content

- Help is directed at sufferer, not the partner who may be struggling too

Recommendations

1 Incorporate the practical tips into the future development of the service

2 Create a way to track and encourage using the practical tips

3 Provide a mechanism to rate suggestions so others can benefit from tips that work

4 Use Cognitive Bias Modification research insights to change the way content is written about depression is written

5 Provide trackable links to forums and counselling / self help services for carers too

Culture /Art /Media

/Mental health awareness /Celebrities with depression

Culture / Art / Media trends

Data from Google Trends - Interest over time (England / Past 5 years)
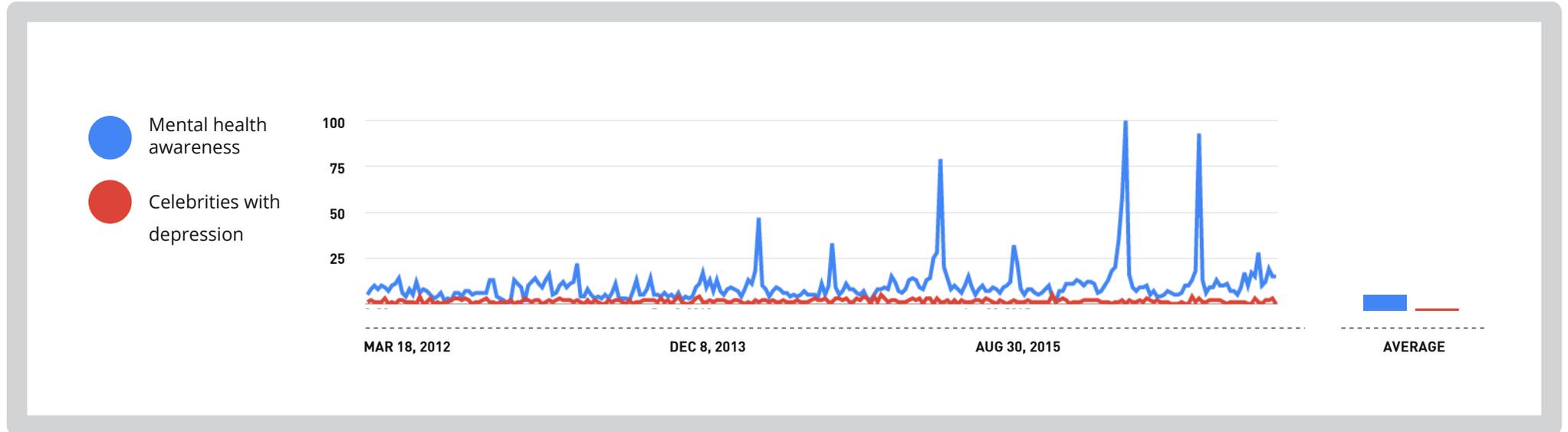
Mental health awareness

Celebrities with depression

100
75
50
25

MAR 18, 2012   DEC 8, 2013   AUG 30, 2015

AVERAGE

AdWords keyword planner data

Note: For specific topics within these trends, see appendix

KW GROUP	MONTHLY SEARCH	ANNUAL SEARCH
Mental week	2,740	32,880
Celebrity depression	1,500	18,000

Culture / Art / Media - Mental health awareness

MORE INFLUENCE

Friends and family

You

Peer to peer support

Professionals

LESS INFLUENCE

TOUCHPOINTS
Most popular in Google search

CALLS TO ACTION
What the touchpoints suggest people go and do
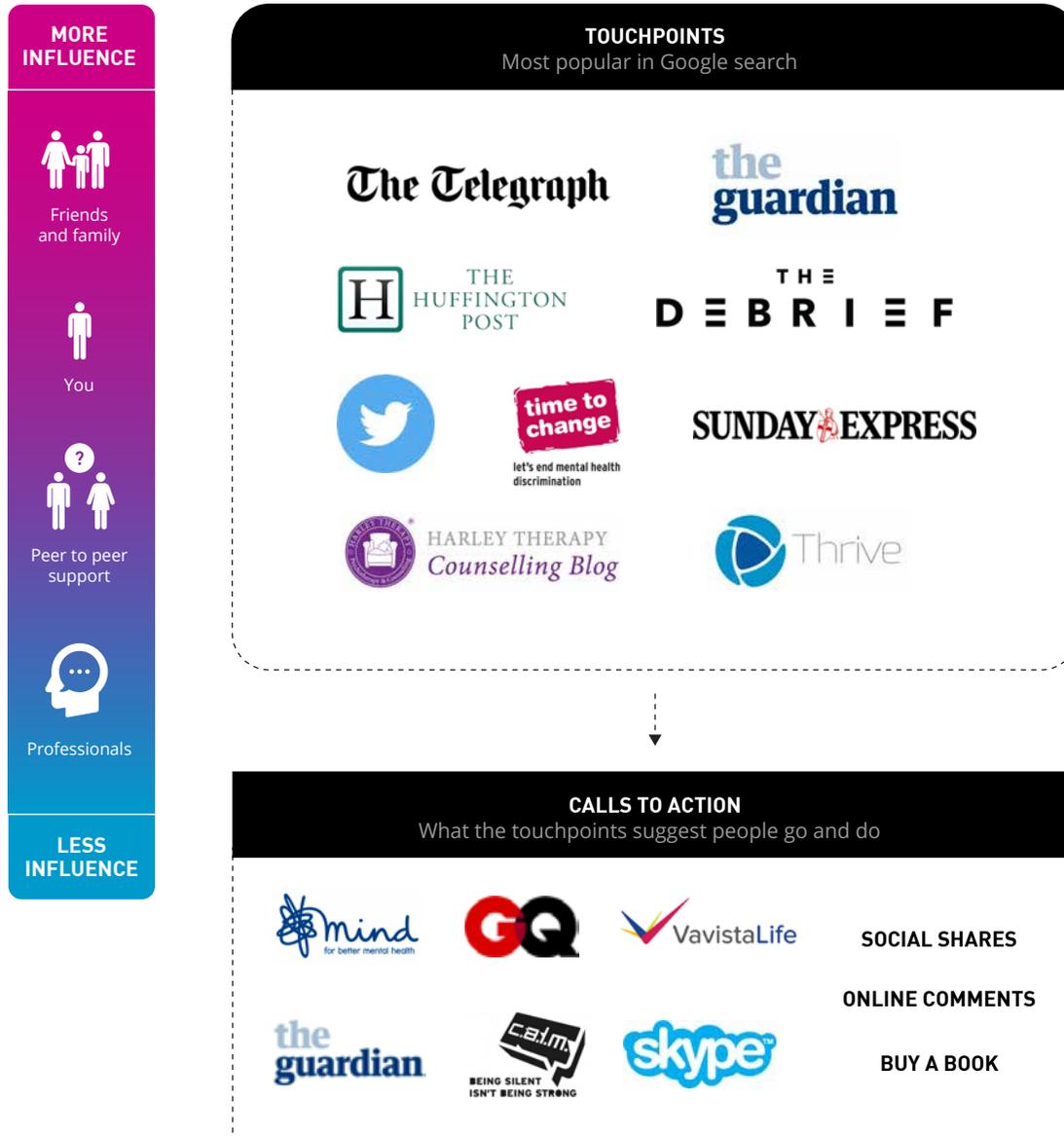

WATCH A VIDEO

RAISE MONEY

VOLUNTEER

Insights

- Friends and family are important supporting characters

- Media campaigns often direct people to the funding sources, not to helpful services, focusing more on finances than wellbeing

- Charities use paid ads to compete for fundraiser interest

Recommendations

1. InEncourage friends and family to make people aware of the MVP service

2. Campaigns must connect with people, not just advertise charity funding sources, and give out fundraising ideas

3. Make sure people are directed to useful resources for mental well being too

4. Provide charity website content writers with guidance to create CTAs for people looking for help

5. Assist with promotion of confidential services within large sports and other organisations e.g. Cognacity for the RPA (Rugby Players Assoc) #lifttheweight

Culture / Art / Media - Celebrities with depression

MORE INFLUENCE

Friends and family

You

Peer to peer support

Professionals

LESS INFLUENCE

TOUCHPOINTS
Most popular in Google search

The Telegraph

the guardian

THE HUFFINGTON POST

THE DEBRIEF

time to change
let's end mental health discrimination

SUNDAY EXPRESS

HARLEY THERAPY
Counselling Blog

Thrive

CALLS TO ACTION
What the touchpoints suggest people go and do

mind
for better mental health

GQ

VavistaLife

SOCIAL SHARES

ONLINE COMMENTS

the guardian

c.a.l.m.
BEING SILENT ISN'T BEING STRONG

skype

BUY A BOOK

Insights

- News websites dominate the touchpoints, with CTAs often leading to other news sources

- Online counselling is available (for a fee) via Skype

- Thrive provides interactive techniques

Recommendations

1 Encourage journalists to add CTAs to useful resources at the end of the articles on celebrity mental health

2 Get celebrities to talk about the service / become ambassadors for self-help solutions

Community /Social

**/Community support groups
/Jobs for ex offenders
/Things to do near me**

Community / Social trends

Data from Google Trends - Interest over time (England / Past 5 years)
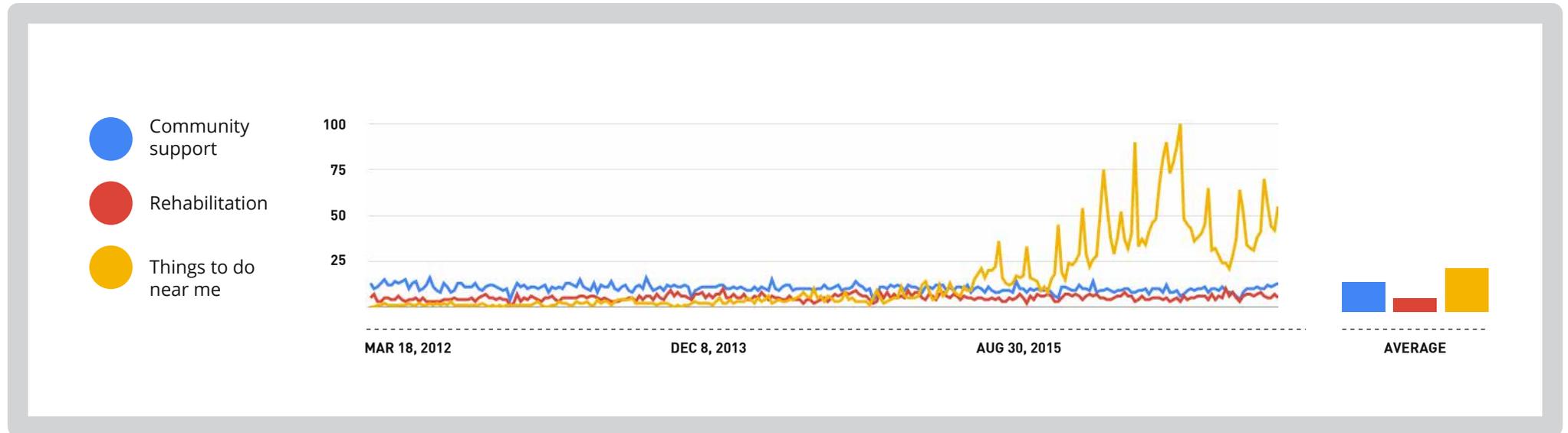
AdWords keyword planner data

Note: For specific topics within these trends, see appendix

KW GROUP	MONTHLY SEARCH	ANNUAL SEARCH
Community	9,990	118,800
Support	4,400	52,800
Rehab	2,900	34,800
Things to do near me	9,900	118,800

Community / Social - Community support groups

MORE INFLUENCE

Peer to peer support

Friends and family

You

Professionals

LESS INFLUENCE

TOUCHPOINTS
Most popular in Google search

CALLS TO ACTION
What the touchpoints suggest people go and do

FIND A GROUP

EVENTS

TELEPHONE CALL

DISCUSSIONS

Insights

- Community support groups are often charities dedicated to health and diseases

- Hyperlocal results are initial touchpoints

- Not all community groups have a web presence

- National charities have 'find a group' search engines

- LocalTrust (previously CDF) promotes and funds community groups

- NHSLocal (www.locallyhealthy.co.uk) seems to be defunct, yet highly visible

Recommendations

1 Partner with LocalTrust to help provide links to local communities (future development of the service)

2 Ensure suggestions are hyperlocal (future development of the service)

3 Find out what happened to LocallyHealthy, as it might have useful data for future development of the service

4 Consider creating an aggregated search engine for all local groups within the future development of the service

5 Supply local support groups with ability to create a strong web-presence e.g. SEO advice, web hosting, guidance listing events, Facebook page creation

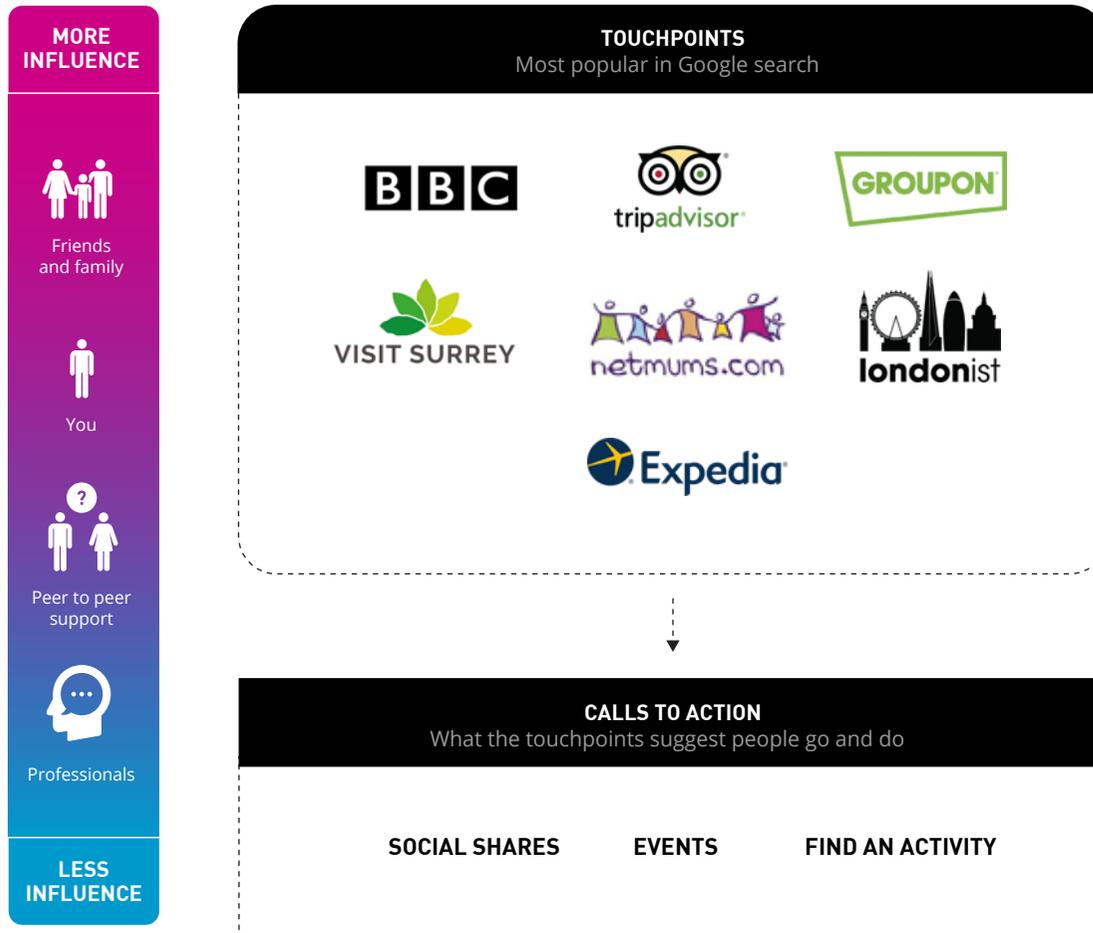# Community / Social - Jobs for ex offenders

MORE INFLUENCE

Professionals

You

Friends and family

Peer to peer support

LESS INFLUENCE

TOUCHPOINTS
Most popular in Google search

BBC · bounce back. · disclose.me.uk · indeed one search. all jobs. · jobrapido · CLEAN SHEET · Prince's Trust · trovit · Unlock for people with convictions · CLINKS supporting voluntary organisations that work with offenders and their families · Blue Sky · GOV.UK

CALLS TO ACTION
What the touchpoints suggest people go and do

BUSINESS IN THE COMMUNITY · Buildingtalk · DISCUSSIONS · plias resettlement the vital link · SOCIAL SHARES · see potential · TELEPHONE CALL · Blue Sky · DOWNLOAD RESOURCES

Insights

- Charities and businesses are the dominant touchpoints
- Cleaning, catering and building job agencies - usually manual work
- No NHS or medical presence, little news on this subject
- Hestia is a London charity offering practical support for a range of needs
- SeePotential is a gov initiative for disadvantaged people

Recommendations

1. InPartner with Hestia to get further insights and provide additional support options for self directed help
2. Advertise service in cleaning, catering and building contexts
3. Help promote existing campaigns (amplification service)

Community / Social - Things to do near me

MORE INFLUENCE

Friends and family

You

Peer to peer support

Professionals

LESS INFLUENCE

TOUCHPOINTS
Most popular in Google search

BBC · tripadvisor · GROUPON · VISIT SURREY · netmums.com · londonist · Expedia

CALLS TO ACTION
What the touchpoints suggest people go and do

SOCIAL SHARES   EVENTS   FIND AN ACTIVITY

Insights

- Apps are first touchpoint for people looking for 'things to do'

- Destination carousels / Places in Google contain hyperlocal locations of interest to tourists

- Touchpoints are usually family based or business/beauty related, rarely free recommendations for individual well being for Londoners

Recommendations

1 Work with Google to provide options beyond places to visit e.g. events, parks and open spaces and community groups and activities (art, voluntary work, sport, music, comedy etc)

2 Partner with TimeOut or Londonist.com to access their suggested daily things to do in the development of the service (http://londonist.com/things-to-do-in-london-today)

3 Define a universal 'events feed' so that websites can share and publish events more readily - create guidance

Advertise in press, radio, pubs, off licenses, bookmakers and casinos

4 Partner with sport and fitness brands (raise awareness)

5 Partner with events / festivals, put 'feel good' elements into gigs and shows

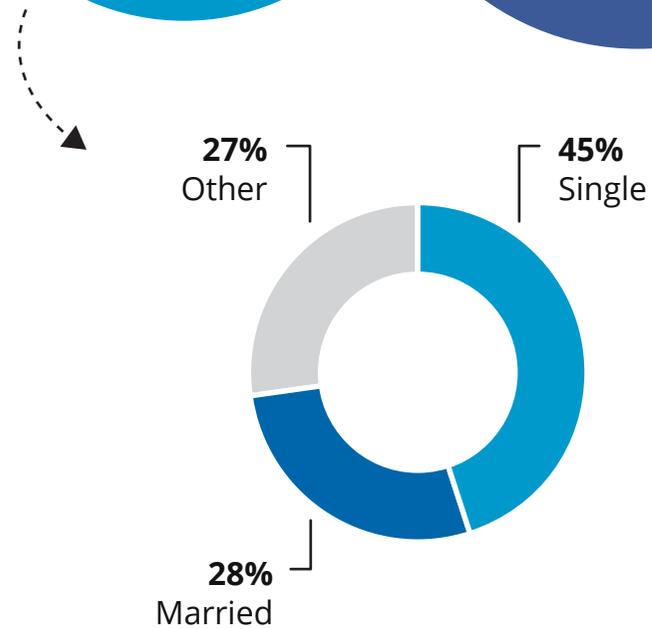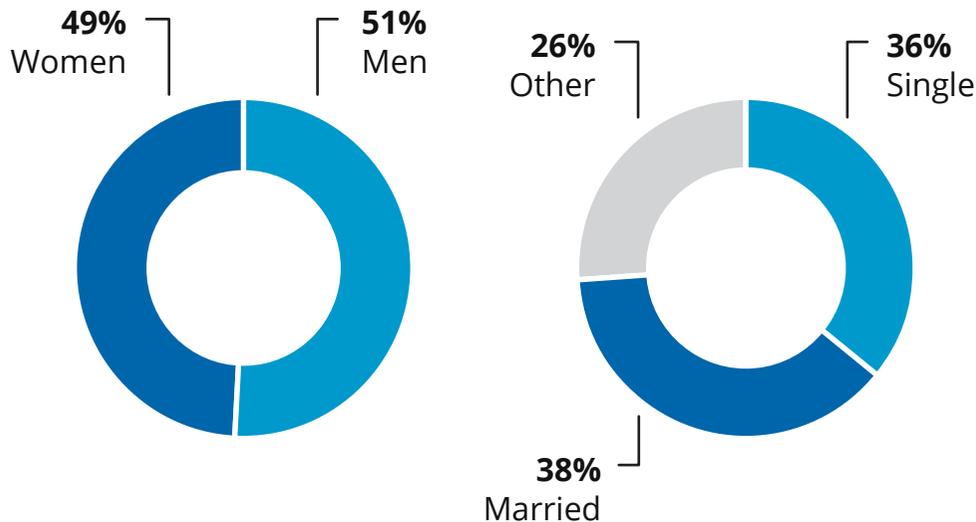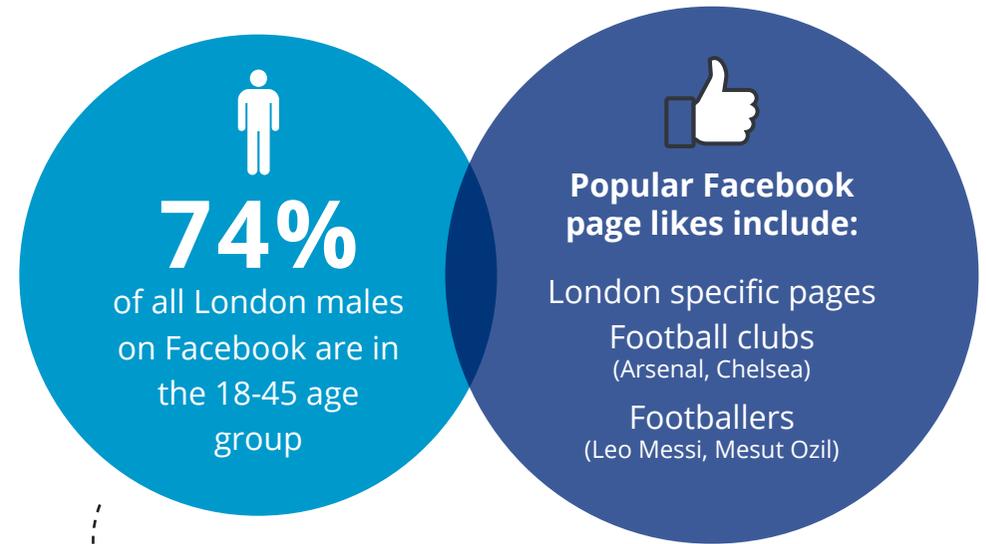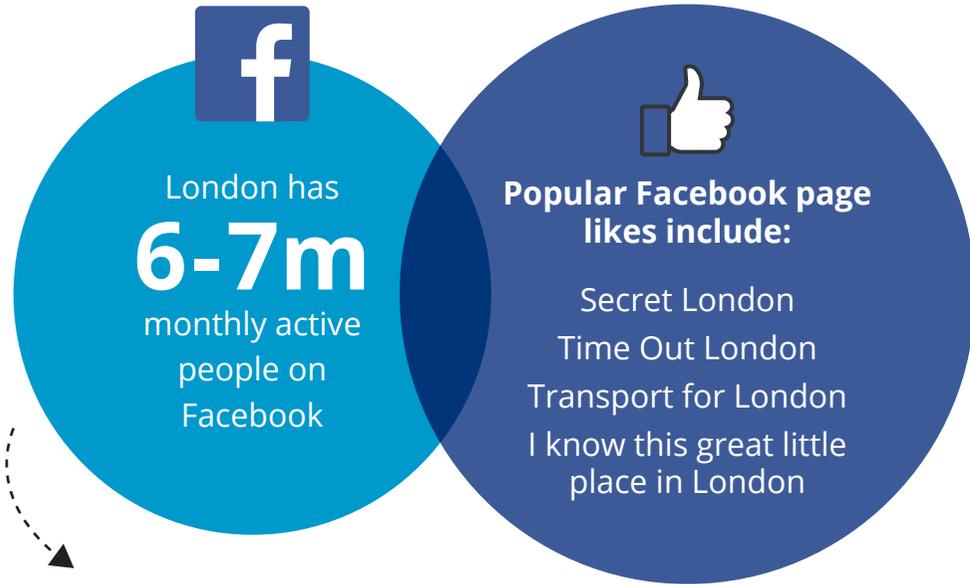**6** Create alternative resources to keep people busy e.g. events

The importance of Facebook

In addition to the Google-based search research carried out, we also looked specifically at Facebook.

As the largest social network in the world, Facebook must be considered as a place where the audience will be very active, not only for general networking and entertainment, but also for conversations or statements around mental health related issues.

Key insights from Facebook:

London has **6-7m** monthly active people on Facebook

Popular Facebook page likes include:

Secret London

Time Out London

Transport for London

I know this great little place in London

74% of all London males on Facebook are in the 18-45 age group

Popular Facebook page likes include:

London specific pages

Football clubs
(Arsenal, Chelsea)

Footballers
(Leo Messi, Mesut Ozil)

49% Women

51% Men

26% Other

36% Single

38% Married

27% Other

45% Single

28% Married

Facebook specific recommendations

1 Facebook has a large audience in the target age range and therefore is a key platform for engaging with them

2 Football is emerging as a large interest area for males in London, therefore consideration must be given to how the service can take advantage of this

3 Any online solutions offered by the service must be mobile friendly

The evidence of people in London using Facebook, other social networks (such as Twitter) and forums has been backed up by the social listening research project carried out by Brandwatch in January 2017.

Hidden conversations:
Why Dark Social cannot be ignored

Dark social is a term coined by Alexis C. Madrigal, a senior editor at The Atlantic, to refer to the social sharing of content that occurs outside of what can be measured by Web analytics programs.

Dark social includes channels such as:

- Messaging apps – WhatsApp, WeChat, Facebook Messenger, etc.

- Email
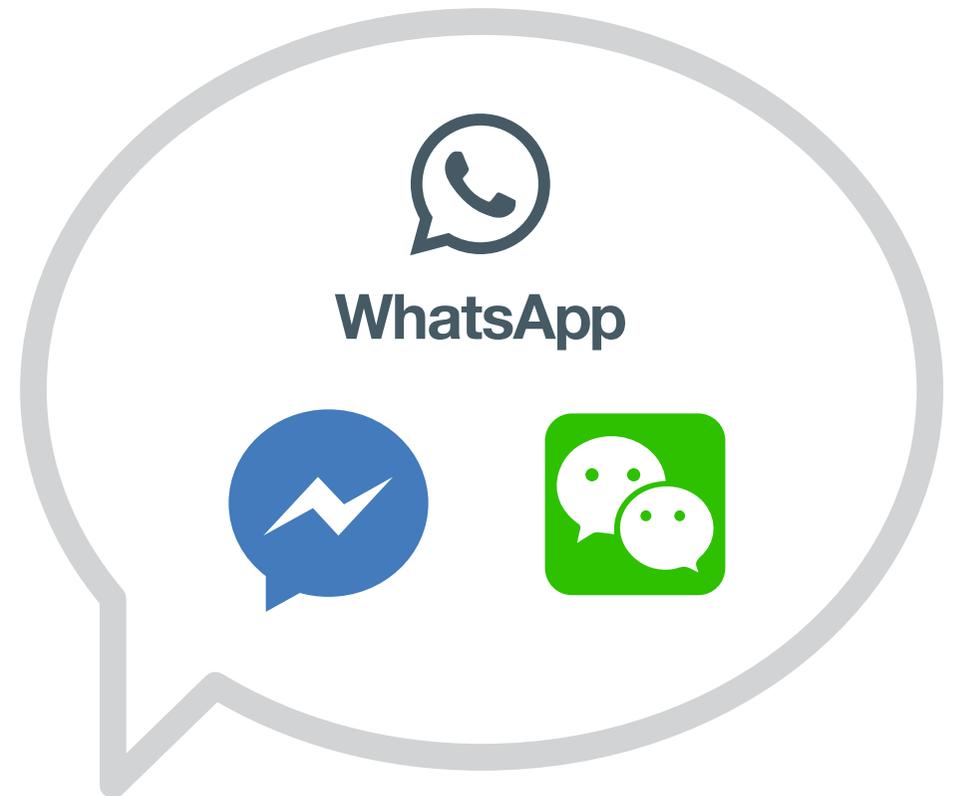
In the context of people talking about their 'mental health' problems or sharing information with others, a high proportion of content shared is done so via 'dark social' channels:


● All other social channels   ● Facebook   ● Dark Social

Worldwide
8%
23%
69%

North America
10%
31%
59%

Europe
7%
16%
77%

UK
7%
19%
75%
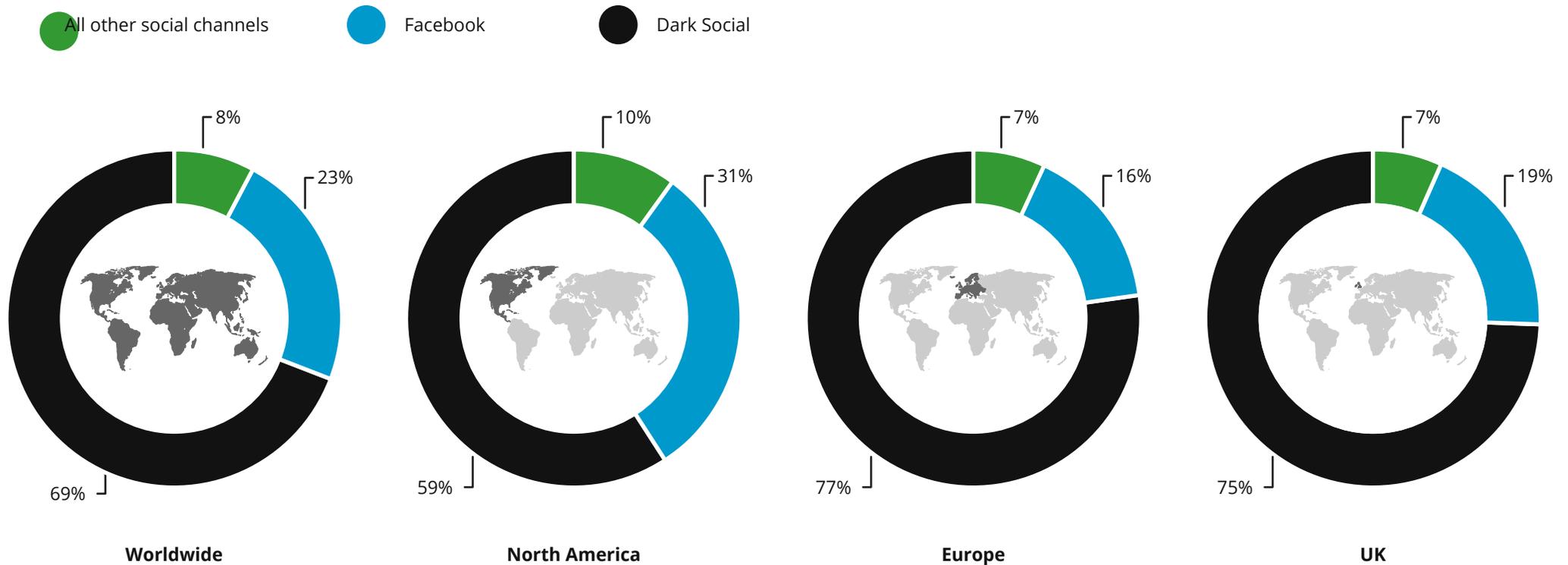
In the UK, 75% of all content shared is done so via dark social channels, compared to 19% on Facebook and 7% on other social networks[5].

[5] https://radiumone.com/wp-content/uploads/2016/09/RadiumOne-Dark-Social-White-Paper.pdf

Dark Social specific recommendations

1 The solution needs to take into account the fact that people want to share content privately

2 Consideration should be given to the fact that with a strong desire for people to share content privately, this indicates a need for anonymity in terms of any form of registration, commenting etc

3 Consideration for further research must be made in order to ascertain the level at which people are sharing mental health related issues and content with friends, peers etc and the topics being shared
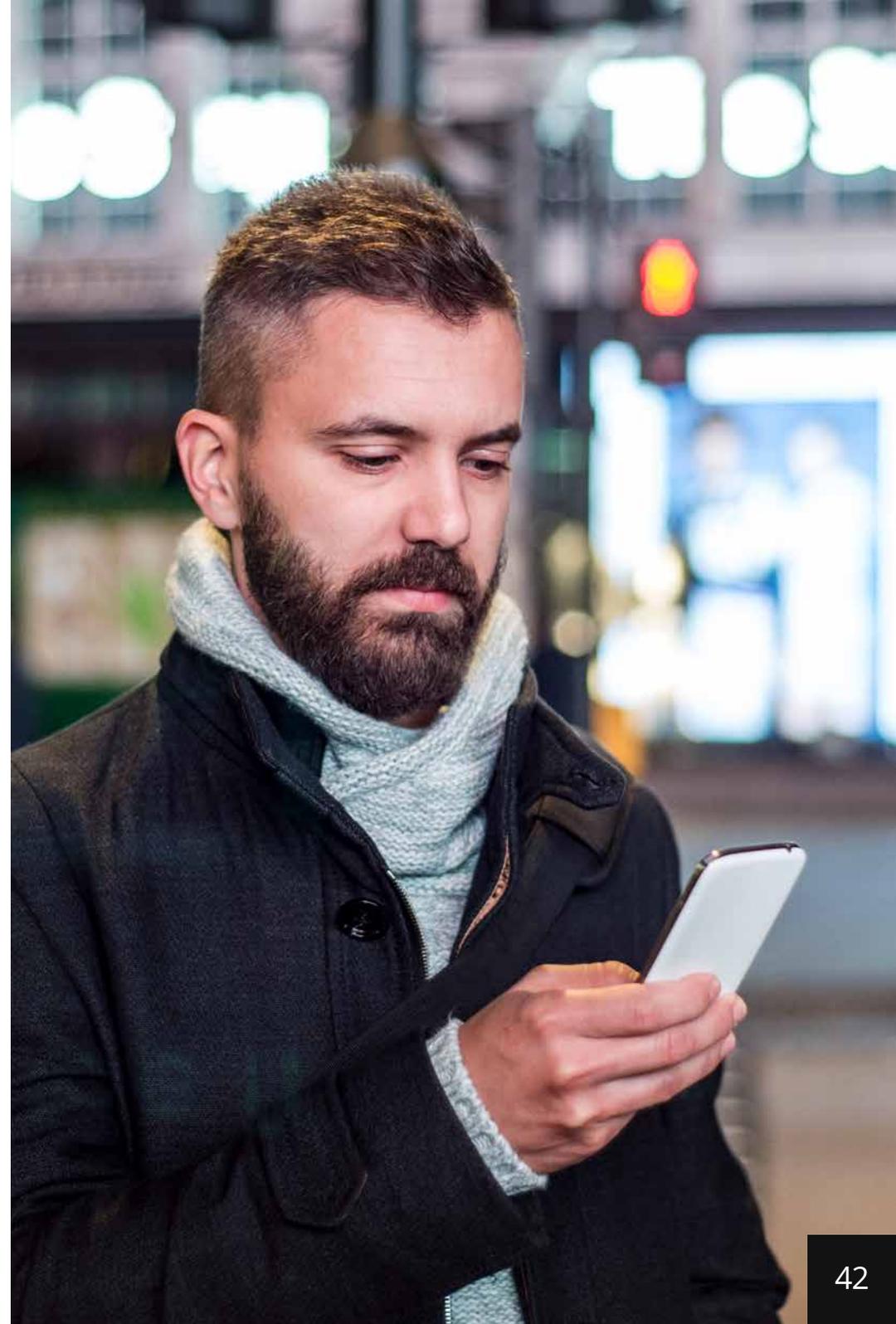
Service recommendations

———————

The following recommendations relate to the service itself, and the technical factors to consider when implementing the service.

Interruptive marketing

1 Display / Text / Banner adverts (related to technical solution using afflink below) - forums often laid out to display banners

2 Create a chatbot that can offer suggestions for a range of common triggers (debt, relationships, cultural, news, environment)

3 Altering the algorithm in Facebook to surface stories that make you feel better, reduce the amount of comparisons and negative feelings

Data tracking

1 Borrow an idea from affiliate marketing: Replace existing connections between services with a new LDMW affiliate link, which when clicked drops a cookie and passes information to the LDMW 'service'. The click is then trackable and data can be used for behavioural research. The actual destination of the click is optionally modifiable in real time. e.g. at the simplest level, the LDMWS afflink might simply forward people to original destination (a pass through link). Later on in the project, the click might make use of the LDMW data to show a range of possible destinations, not just perform a simple pass through to another site, but be a stepping stone to the most appropriate services.

2 Store usage statistics

Data sharing

1   Search widget - a specialist search engine for mental wellbeing, with hyperlocal results and user ratings and reviews included

2   Define an interface for forums: expose an API endpoint that LDMWS can get live information such as recent thread usage statistics. This makes it possible to show how many people are on a range of forums right now talking about sleep at 2am or What's the latest comment?

3   Creating an API for the LDMW service to expose stats from the service. This helps other sites to promote LDMS e.g. How many people have been directed to this service and found help?

4   Top apps roundups - then include health related apps in the list

Personalisation

1   Allow personalisation through filtering, selecting and rating existing services - use advertising/PR to direct people to it, taking into account their preferences according to referring source

2   CBM - perhaps this research can help inform how content is written on the web, how to redirect negative thinking?

https://www.mqmentalhealth.org/research/profiles/identifying-whats-behind-anxiety-and-depression)

Guidance

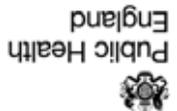**1**   Provide technical guides for individuals: helping people use technology effectively to feel better e.g. How to set up a private Facebook group

2   Provide guidance for forum owners - should they moderate 'general' forum comments and sign post people to LDMW? e.g. https://www.twitch.tv/directory/communities lacks any space for this sort of discussion with fellow community members

3   Create a brand that people can identify with e.g. a badge scheme to indicate that the site is part of the LDMW project. Create the 'rules' and guidance for sites that want to be included in the LDMW aim and that want to join by showing the badge. Offer a searchable directory of sites approved by LDMW

Notes

_____

SUPPORTED BY

MAYOR OF LONDON

WINDMWAVE   LONDON COUNCILS   Public Health England   Healthy London Partnership   NHS

Dr David Sewell - Head of Innovation

David Somerville - Head of Content and Social Media

Sarah Leech - Client Services Director

Patrick King - Business Director

fresh egg