SonderMind Social Media

Channel objectives
Audience approach
Thought leadership

Objective

Build the SonderMind social strategy, including channel objectives, audience approach, content planning and a shared content calendar, that supports the brand and elevates our position as a thought leader in the mental health care marketplace.

Purpose

To create a best-in-class thought leadership and social media strategy that builds brand awareness, boosts audience engagement, and drives individuals to match with a licensed therapist.

Our content will focus on helping prospects and current clients during every step of their mental health journey. We'll also leverage the Education Resource Center to cross-promote clinical and thought leadership content.

Future state purpose statement

We’ll create a targeted social and thought leadership strategy for payers and providers. Our goal is to educate and inform these audiences about our offerings and how we can make their lives easier when it comes to billing, claims, scheduling, building their caseload, credentialing, and furthering their knowledge and expertise.

2021-22 Social Media Goals

Increase brand awareness
KPIs: followers, impression, traffic, share of voice, reach

Boost community engagement
KPIs: clicks, likes, shares, comments, mentions, retweets

Drive traffic to website
KPIs: link clicks, conversations (NCRs), signups

Grow audience
KPIs: mentions, followers, share of voice, engagement rate

How we’ll do it

Steps to build our social media presence

Attract

- Increase brand awareness with thoughtful content and conversations
- Create thought leadership pieces that inform, educate, and provide value for providers

Engage

- Ignite conversations around topics that matter in the mental health space
- Connect with individuals looking for help, needing advice or seeking information about therapy

Convert

- Turn conversations into action by educating potential clients about the benefits of SonderMind
- Create cross-linking opportunities that drive interest in channels and site

Retain

- Continue to build relationships with current clients, providers, and payers
- Provide them with thoughtful content that keeps them engaged

Channel approach

Primary

Facebook

Largest age groups:
25-34 (26.3%)
18-24 (18.1%)
35-44 (18.1%)
45-54 (13.6%)

Gender: 44% female; 56% male

Cadence: 2-3 times a week

KPIs:
Engagement (likes, comments, mentions, shares, reposts)
Conversions (NCRs)
Reach
Link clicks
Number of followers
Site visits
Video views

Unique ways we can engage and promote content

- Utilize Facebook Live for Q&As, interviews, and series that cover important mental health topics
- Create Sondermind groups within Facebook to target specific groups like moms, college students, and veterans
- Run contests and use social sharing incentives
- Take polls and optimize future posts based on feedback
- New photo formats (3D and 360)
- Generate leads with messenger automation
- Engage in niche Facebook groups for audience insights, content ideas, and influencer connections

Instagram

Largest age groups:
25-34 (33.1%)
18-24 (25.7%)
35-44 (18.2%)

Gender: 57% female; 43% male

Cadence: 2-3 times a week

KPIs:
Engagement (likes, comments, mentions, shares, saves)
Conversions (NCRs)
Reach
Link clicks
Number of followers
Site visits
Video views

Unique ways we can engage and promote content

- Utilize IG Live for Q&As, interviews, and series that cover important mental health topics
- Partner with niche influencers
- Ask a SonderMind therapist series via stories
- Promote challenges use social sharing incentives
- Utilize industry hashtags and participate in trending conversations
- Create IG Guides on mental health topics
- Use IG Reels to showcase how-to’s
- Polls, questions and quizzes on IG Stories

Twitter

Largest age groups:
18-29 (42%)
30-49 (27%)
50-64 (18%)

Gender: 43% female; 54% male

Cadence: 2-3 times a week

KPIs:
Engagement (likes, comments, mentions, shares, retweets)
Conversions (NCRs)
Reach
Link clicks
Number of followers
Site visits
Video views

Unique ways we can engage and promote content

- Participate in health and wellness trending hashtags i.e. #MentalHealthMonday, #WellnessWednesday
- Develop a themed content series i.e. therapy 101, rolling testimonials, how-to tips
- Use polls to ask questions
- Curate compelling content and share your audience's content to build relationships
- Create mini campaigns from long-form content i.e. highlight interesting data points or quotes and link to that white paper/study/blog post
- Retweet relevant health care news

LinkedIn

Largest age groups:
30-49 (44%)
18-29 (25%)
50-64 (22%)

Gender: 41% female; 56% male

Cadence: 2-3 times a week

KPIs:
Engagement (likes, comments, mentions, shares, saves)
Conversions (NCRs)
Reach
Link clicks
Number of followers
Site visits
Video views

Unique ways we can engage and promote content

- Show behind-the-scenes moments on LinkedIn Stories i.e. greetings from CEO, introduce team members, show culture
- Promote SonderMind's views and values
- Announce company milestones, achievements, and partnerships
- Create a podcast and share it on LinkedIn; we can also use the platform to future guests
- Post reports, statistics, white papers, and studies
- Utilize LinkedIn Live to do a Q&A, interview an influencer, or show how SonderMind works

Channel approach

Secondary

Pinterest

Largest age groups:
50-64 (38%)
30-49 (34%)
18-29 (32%)

Gender: 78% female; 22% male

Cadence: 2x month to start

KPIs:
Engagement (comments, re-pins/saves)
Conversions (NCRs)
Reach
Link clicks
Number of followers
Site visits

Unique ways to engage and promote content

- Experiment with different pin formats (images, videos, carousels)
- Post how-tos and inspiration boards as they work well on this platform
- Optimize pins for SEO (descriptions, boards, hashtags)
- Try out different Pinterest ads (promoted pins)
- Pin other health and wellness related content, not just our own to prioritize our content in searches

TikTok

Largest age groups:
18-24 (27.5%)
25-34 (25.1%)
35-44 (18.2%)
45-54 (13.8%)

Gender: 59% female; 41% male

Cadence: 2x month to start

KPIs:
Engagement (likes, comments, shares)
Conversions (NCRs)
Reach
Link clicks
Video and profile views
Number of followers
Site visits

Unique ways to engage and promote content

- Partner with influencers (well-known therapists, nutritionists, and meditation experts) to create videos on a variety of mental health topics
- Post content on TikTok's new wellness hub, which connects users to tips on physical and mental health content within the app
- Look into becoming a brand partner on the wellness hub
- Focus on teens/college students as they turn to TikTok for advice on sensitive topics like sexuality, depression, and relationship abuse
- Explore ad options: in-feed video, brand takeover, or a hashtag challenge

Content plan

Mental health affects everyone,
So our social channels will target everyone.

68% of our users are female
29% are male
2% are nonbinary
1% prefer for to answer

But ***who*** are they?
They're moms, dads, veterans, members of the LGBTQ+ and BIPOC communities, kids and teens, college students, seniors, working professionals, and the list goes on.

Everyone can benefit from therapy.

Our goal is to be a trusted voice, source, and mental health advocate for all.

Our content calendar will featured a wide range of topics that'll empower people to take the first step to getting better, and feeling better.

Content goals for 2021-22

- Partner with SonderMind therapists for video and interview opportunities
- Continue to build primary channels as well as secondary channels (Pinterest, TikTok)
- Build a list of internal and external mental health SMEs
- Gather testimonials from current clients and providers
- Develop relationships with niche influencers and partner organizations
- Utilize Looker and the SonderMind provider community to gain valuable insights
- Continuously track competitors and non-industry social trend setters
- Thoughtfully optimize content based on monthly analytics

Types of content

Statistics
Quotes
Testimonials
Quizzes
Video
Polls
Tips

Blog posts
Articles
Contests
Giveaways
Success stories
Company announcements/events
Case studies
White papers

Their challenges inform our content

Top 10 reasons for therapy	Corresponding social post/article
1. Depression	1. Depressed? Take a 10-minute check
2. Anxiety	2. Expert tips for dealing with COVID anxiety
3. Stress	3. How professional athletes handle stress
4. Intimate romantic relationships	4. Love during lockdown: what’s your attachment style?
5. Family relationships	5. Agree to disagree: Discussing politics with family
6. Anger management	6. How to talk to your partner about anger issues
7. Trauma	7. A survivor’s guide to heal from trauma
8. General support for parents	8. How to help your child recover from an eating disorder
9. Addiction	9. Can psychedelics be used to treat addiction?
10. ADHD	10. 5 doctor-approved ways to deal with ADHD

Ongoing themes throughout 2021-22

Mindfulness Mondays
Affirmations/inspirational quotes
Foods for your mood

Myth busters
Holistic healers
Mental health hacks
Seasonal stress guides
Joy boosts

Self-care for right now
Ask a SonderMind therapist
Self-help book club

Monday mood playlist
Daily reminders
Therapy 101

Social tone

We speak human

IS:

Thoughtful / conversational / engaging / empowering / insightful / aware/ empathetic / helpful / relatable / reliable / trusting / lighthearted / supportive

IS NOT:

Salesy / pushy / too direct / unrealistic / stuffy / too reserved / sarcastic / sugar coated / staged / technical / condescending / know-it-all / negative

What we'll post

- Company news

  i.e. funding, executive hires, awards
- New services or product offerings
- White papers/articles
- Reactive news/current events as it relates to mental health and wellness
- Seasonal tips

  i.e. how to handle back-to-school stress

What we won't

- Politics (unless news impacts mental well-being of our target audiences)
- Religious content
- Customer information/PHI
- Trashing on the competition
- Controversial re-posts
- Unsourced data, studies, or research
- Articles that contain abusive language

Reputation management

Our goal is to build a process and system around how to handle:

- Crisis/suicidal comments
- Negative comments regarding SonderMind or an experience they had with a therapist
- General customer support/how to get started questions

Sample language

We want to help you get the help you need. If you're experiencing a life-threatening emergency, call 911 or go to the nearest emergency room. You can also contact SAMHSA's National Suicide Prevention Lifeline at 1-800-273-TALK (8255). Although we're not a crisis helpline, we can help connect you to a therapist that fits your need. We're open tomorrow at 7am MDT and you can call us at 844-THERAPY, or visit SonderMind.com. Remember, you're not alone. We're here for you when you need us.

Lead with empathy

Follow with resources and contact information

Close with support

Creative approach

Self-care tips for college students

Things to consider for shared living during the pandemic

Every 40 seconds, someone dies by suicide.

Source: United Nations October 6, 2020, accessed 1 September 2021, <https://www.un.org/press/en/2020/sgsm20313.doc.htm>

Back-to-school anxiety

How to help your kids

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“I’ve always wanted to express myself in a healthy way. I just didn’t know how. [SonderMind] Therapy showed me that I am strong enough to figure it out on my own.

— AnnaMarie O.

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Influencers

3 types of relationship triggers

Inspire

An influencer to share our content or messaging on their own.

Hire

An influencer to promote our brand.

Mix

Create a situation that uses a little bit of both

Influencer marketing strategies

Sponsored Content
Paying for SonderMind to be featured on an influencer's blog or social channel.

Social Media Mentions
Getting them to mention SonderMind, share our content, or post about us.

Contests and Giveaways
Running a contest and asking an influencer to share our giveaway event with their followers.

Co-Creating Content
Partnering with an influencer to create content that is featured on our website, their website, or a third-party website.

Influencer Takeover: Allowing an influencer to take control of our social media accounts for a set amount of time.

Brand Ambassadors
Forming relationships with loyal fans wherein they mention or promote SonderMind in exchange for an exclusive offer, or being featured by us.

Let’s collaborate: Influencers

External

- Collaborate with outside agency to develop influencer programs
- John is currently working on a program with Mavrck

Internal

- Dr. Doug Newton, Chief Medical Officer
- Dr. Alison Sheesly
- Kristen T. Adams, LCSW
- Maia Longnecker, LCSW
- Eirin Lewis, LCSW
- Patrick Jeter, LPC, CACII
- Saveen Sundrani, LCSW
- Stephanie Cafarelli Doran, LISW
- D. Franklin Swayne, LCSW

Backgrounds

- Health, wellness, fitness, and mental health enthusiasts
- Psychologists
- Licensed marriage and family therapists
- Board certified behavior analysts
- Authors
- Intuitive healers
- Life coaches
- Registered yoga teachers
- Pediatricians
- Nutritionists

Let’s collaborate: Partnerships

The Trevor Project
Trans Lifeline
National Center for Transgender Equality
Human Rights Campaign
Therapy for Black Girls

The Safe Place app
Asian Mental Health Project
Therapy for Latinx
Call Blackline
Q Space Chat
The Loveland Foundation

Thought leadership

Article ideas (client-focused)

General mental health and wellness
Relationship advice from a couple married 50 years
Psychedelics: a game-changer in mental health?
After miscarriage: how to cope with loss
A caregiver's survival guide
Conversation starters: talking to your child about hard topics
How to spot if your roommate is depressed
5 ways to support LGBTQ+ mental health
Do house plants actually improve your mental health?
Nutrition and mental health: 7 foods to boost your mood

Therapy
The best advice from therapists, from 15 different people
Interview with "Alone" survivalist: How to deal with isolation
Race and culture matter: Questions to ask your therapist
What are therapists actually writing down?
Getting the most out of your therapy session
Infographic: What to look for in a therapist
A guide to different types of therapy

Disease-state
10 natural remedies for reducing anxiety
Mental health symptoms that often get overlooked
How to cope with receiving a diagnosis
Panic attack vs. anxiety attack: What's the difference?
5 myths about bipolar disorder
OCD and marriage: advice from someone who's been there
How to support a partner with PTSD
5 diagnoses that call for a second opinion

Analytics and reporting

Test, measure, optimize

- Current state: team is researching potential platforms for publishing, tracking, and reporting
- Sprout Social, Meltwater, and Hootsuite
- Our goal for content is to gather and find meaning in the data to optimize our content calendar throughout the year
- Make recommendations on formats for each channel based on performance

Next steps

Let’s get going!

- Build the 2021-22 content calendar for clients (Amy)
- Create the visual framework and guidelines (Vicky)
- Develop the provider social and thought leadership strategy

Thank you