

American Counseling Association

Counseling
Awareness Month

April 2021

The
FUTURE is...

Self-Care

Advocacy

Inclusion

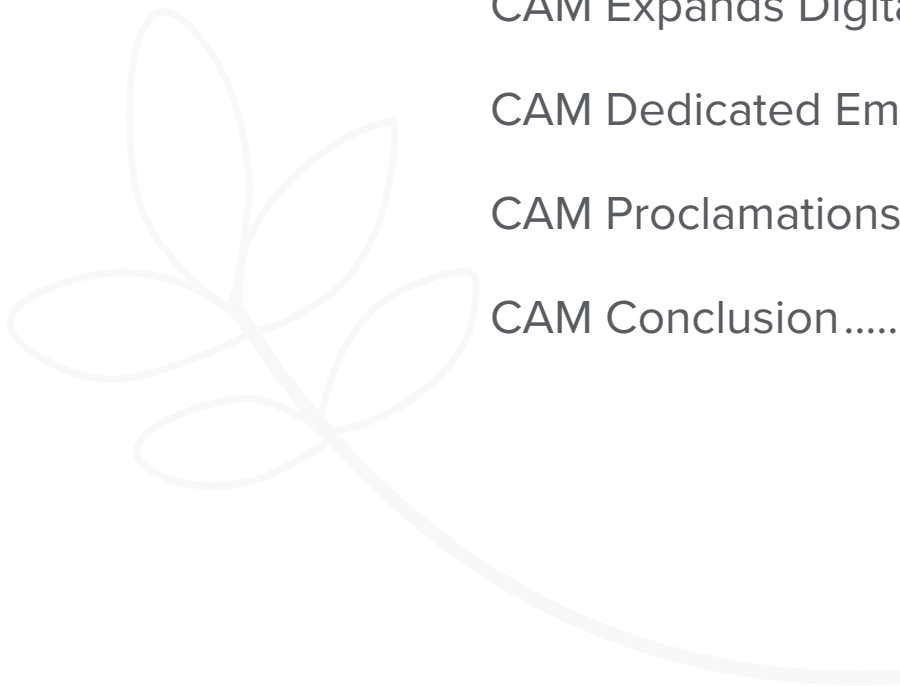
#BurnBrightNotOut ...

counseling.org

OUTCOMES REPORT

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Empowering Counselors to **#BurnBrightNotOut**



*"Yeah, counselors got their month!
We are being seen as essential workers!
Thank you for all your efforts."*

— Kerrie Meyers, LinkedIn

• **Counseling Awareness Month (CAM)** is a celebration
• of the essential role of professional counselors and
• their contributions to the mental health of our nation.
• Each year, the American Counseling Association (ACA)
• spotlights the importance of self-care for those who
• devote their careers to caring for others.

• Each year in April, CAM sets the stage for counselors,
• mental health organizations, and communities around the
• country to link arms in solidarity and promote awareness
• of and appreciation for the counseling profession.
• ACA has set a strategic course to advance the public
• profile of counseling throughout the nation and beyond.
• Recently, new energy has been channeled toward
• smart, innovative initiatives that highlight the impact of
• professional counselors and create a safe, unapologetic
• space for those who provide mentally restorative care for
• others, to receive the same for themselves.

CAM Expands Digital Footprint



8,504
visits to
CAM!

"Self-care, advocacy and inclusion – 3 of the biggest topics our counselors have been focusing on this past year!"

— @youthvillagesma_nh, Instagram

CAM Landing Page

The CAM landing page serves as the digital hub for Counseling Awareness Month. Anyone celebrating CAM can visit the page to find a wide variety of free information and resources to support their self-care efforts and share through their own channels.

- **8,504** people visited the CAM landing page in April, up **80.36%** from 2020
- The most popular pages and features included the **Teal Day** page (which received **nearly 2,000 clicks!**), the CAM Toolkit, the Bingo page, and our "What is Counseling?" page

Social Media

Collectively celebrating and creating professional community for counselors on social media is one of the biggest highlights of the CAM campaign. The #BurnBrightNotOut hashtag and Teal Day generate greater public awareness of ACA and CAM and inspire more engagement with our social media audience.

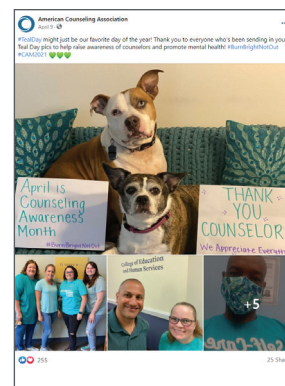
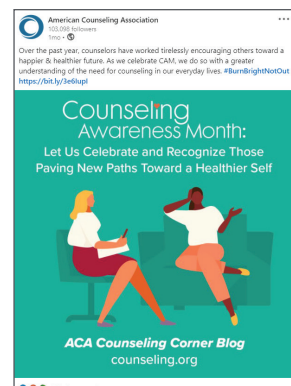
Although impressions this year were down compared to 2020, overall engagement across our social media channels was up a whopping 50% this year! One huge boost to our engagement this year came from the 2,800 people who used our CAM social frame on Facebook.

Counseling Awareness Month

CHANNEL	IMPRESSIONS	AVG. DAILY REACH	ENGAGEMENT
FACEBOOK	507,304	16,910	29,243
TWITTER	173,386	n/a	3,567
INSTAGRAM	228,576	7,619	10,117
LINKEDIN	233,190	7,773	20,282
TOTAL	1,142,456	32,302	63,209

Teal Day

CHANNEL	IMPRESSIONS	ENGAGEMENT
FACEBOOK	44,292	1,881
TWITTER	31,073	31,073
INSTAGRAM	34,521	1,023
TOTAL	109,886	3,312



"Wonderful campaign. The awareness of mental health services for our total well-being is a must now more than ever!"

— @thecollectiveview.com, Instagram

201 likes on Spotify

3,185 participants

6,922 registrants

Relax and Learn

This year's CAM celebration had several fun features designed to encourage self-care for counselors and increase awareness of the profession. A CAM Spotify playlist, CAM Bingo, and the CAM Day of Service were all promoted on the CAM landing page and through social media.

One particularly popular addition to the virtual schedule that had significant attendance and engagement was "The Future of the Counseling Profession" panel discussion hosted by our partner Motivo and featuring Dr. Rufus Tony Spann, Motivo CEO & Founder Rachel McCrickard, and ACA's CEO, Richard Yep.

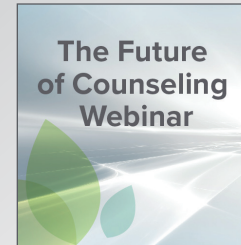
Even though the virtual discussion was hosted on a Friday afternoon, more than 3,100 participants still tuned in for the live discussion!



The Future of the Counseling Profession Webinar

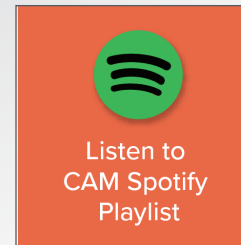
1,454 webinar views on YouTube

7,402 Social Media Impressions



The Future of the Counseling Profession Webinar

- 6,922 registrants
- 2,077 surveys submitted
- 3,185 live participants
- 1,454 views of webinar recording on YouTube



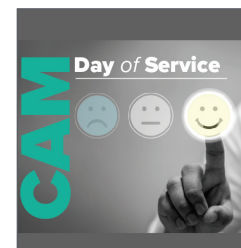
Spotify Playlist

- 201 likes on Spotify
- Social Media:
7,402 Impressions
114 Engagement



CAM Bingo

- 251 submissions



CAM Day of Service

Notable Comments

- "I always have at least one pro bono client!"
- "I love community outreach. I donated two hours to a local wellness week event."

CAM Challenge Winners

On Monday, May 17, we announced the winners of our #BurnBrightNotOut and #TealDay challenge. This year's participants brought an extra level of passion and pride to the challenge and created a great sense of professional community for everyone!



CAM Bingo Winners

Melissa Hall
Virginia Alexander



Teal Day Winners

Chanty Lyles @radiant_ivy on Instagram
Ken Shell @MrKenShell on Twitter

CAM Social Media Engagement Winner

Hayley Olson @hayleyo5scouns



Chanty Lyles



Ken Shell

CAM Dedicated Email



36.9% Open rate
72 hours after time sent

- This year, we sent email newsletters to all active members
- and non-members in ACA's email database for distributing
- exclusive CAM communications.
-
- Open and click-through rates are the two primary metrics
- we use to evaluate email newsletter performance. For
- emails that we send to all members, we typically see open
- rates between 20% and 40%. The 2021 CAM email to
- members performed on the higher side of that benchmark
- with an open rate of 36.9% (at 72 hours after time sent).
- Typical click-through rates for member emails range
- between 5-13% with this year's CAM email click-through rate
- of 5.9% falling on the lower end but still within the expected
- range.
-

Outreach Toolkit

This was a record-setting year for the CAM toolkit made available to partners, members and the public through email and the CAM landing page. We had 1,388 toolkit downloads directly from the website and an additional 816 downloads via the dedicated email for a total of 2,204 toolkits downloaded!

The toolkit included:

1. **Overview information**—which covered everything someone might want to know about the purpose of CAM, the #BurnBrightNotOut Challenge, #TealDay and more
2. **Tools**—which included customized copy for different communications methods, information about how to use social media to promote awareness, and a sample proclamation letter to send to state officials
3. **Graphics**—such as social media images, coloring sheet, #BurnBrightNotOut pledge signs, and a counseling fact sheet to increase understanding around the profession

2,204
CAM Toolkits
downloaded



CAM Swag

Our CAM swag was a new addition this year and proved to be a popular feature, with CAM t-shirts completely selling out! Interestingly, not too many people snagged a CAM eye mask for themselves (we only sold 18 and have 79 leftover). But that might have had something to do with the fact that everyone's a little reluctant to add one more type of mask to their routine this year. #maskburnout

\$5,031
CAM swag
revenue



CAM t-shirts

Cost - \$11
Retail price - \$14
sold - 324



CAM candles

Cost - \$10
Retail price - \$9
sold - 39



CAM eye masks

Cost - \$5
Retail price - \$8
sold - 18

CAM Proclamations

The issuance of state proclamations in recognition of both CAM and the work of counselors nationwide is a huge part of creating awareness of and enthusiasm for our work. This year we added five new states and two localities to the proclamation list. Illinois, Indiana, Mississippi, North Carolina, and Tennessee joined Iowa, Kentucky and Maryland and issued proclamations. Chicago and the village of Roselle, Illinois issued local proclamations of their own.



State of Illinois



State of Indiana



State of Iowa



State of Kentucky



State of Maryland



State of Mississippi

STATE PROCLAMATIONS

CAM Proclamations, cont.

STATE PROCLAMATIONS

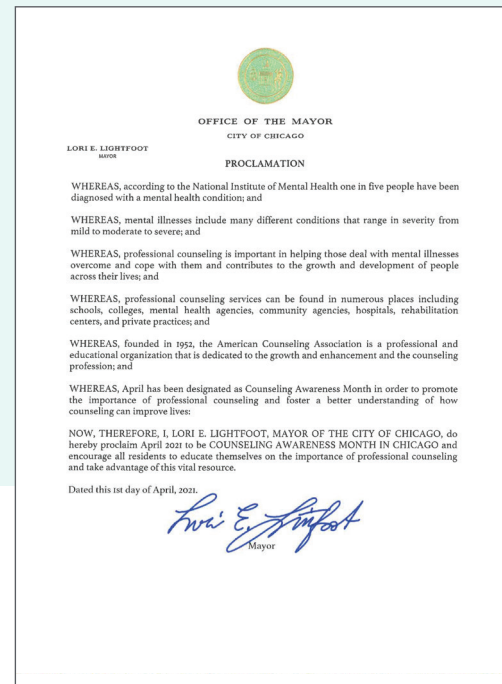


State of North Carolina

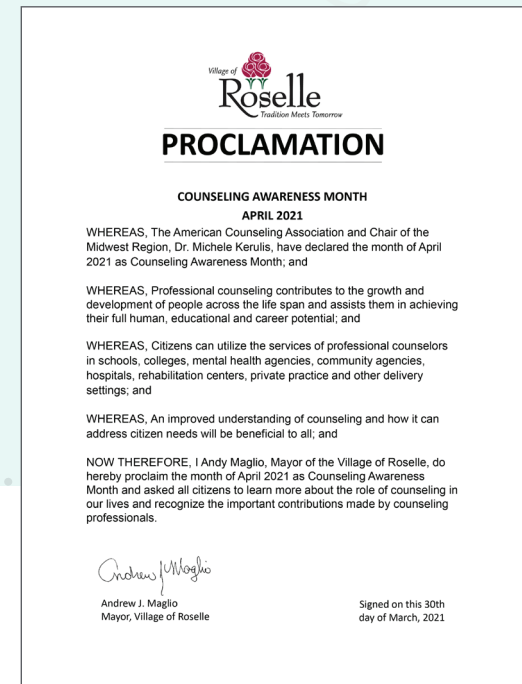


State of Tennessee

LOCAL PROCLAMATIONS



City of Chicago



Village of Roselle, Illinois

CAM Conclusion



- What CAM 2021 has shown us is that there is an ongoing
- desire and need for innovative self-care support and
- professional community development for counselors.
- Encouraging and empowering counselors to
- #BurnBrightNotOut is a professional rallying call and
- our way of explicitly calling attention to their need for
- personal support and care year-round just as they do
- with their own clients.



- ACA will continue to develop its unique role as the
- professional home for counselors and the trusted
- source for tools, stories, data, and other information for
- their advocacy and engagement. Community engagement,
- partnership development, and resource creation
- will be ongoing areas of focus as we do that, with a
- particular emphasis on finding like-minded individuals
- and organizations to collaborate with in order to amplify
- our message.

- To do this, we need feedback and input on what
- works, what people are talking about, and what is still
- needed as we continue our journey as ambassadors of
- counseling and the counselor self-care movement.



Want to have a conversation
about **CAM** or **Counseling**
Awareness in general?



Please email Katrina S. Lee
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