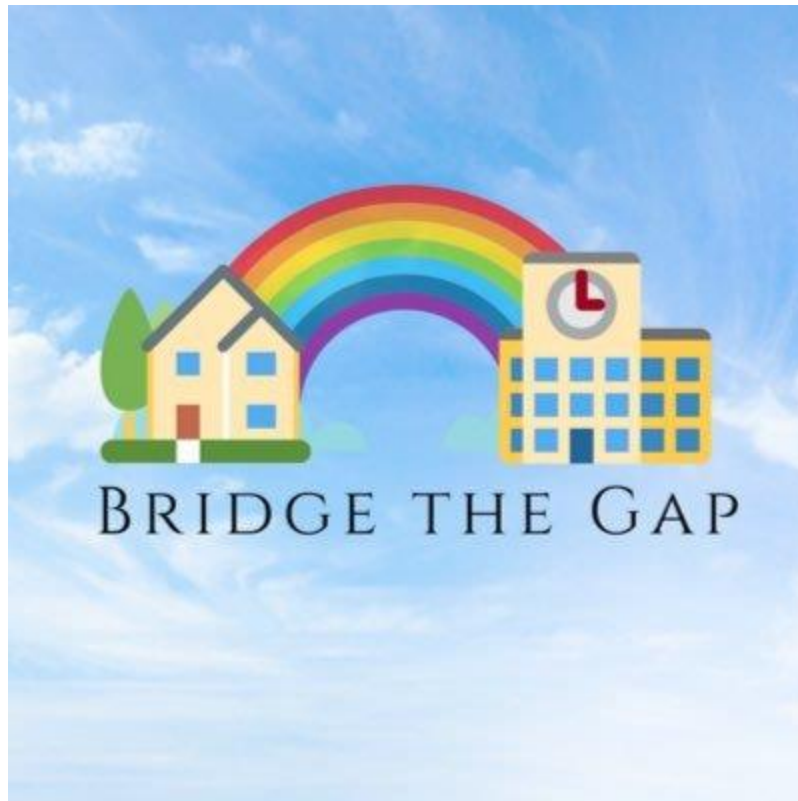


# Bridge The Gap PR Plan

Courtesy of **PINK PR** (Created by Amelia Hopkinson)

Company/Brand:	Bridge The Gap	Date of plan	29/05/22
Author	Amelia Hopkinson	Dates plan covers	1/06/22 - 13/07/22



*(Figure 1, Bridge The Gap's Logo)*

## Overview

Bridge The Gap are a Mental Health charity based in Derby. They have a strong focus on emotional education, where the emphasis is placed on educating children on their emotions, well-being and mental health. They aim to nurture emotional literacy skills, boost self-esteem and support a growth mindset by using a relationship focused approach.

## About Bridge The Gap

They have a diverse team with a wide range of skills. Their team of multi-disciplinary professionals are not only qualified in their own fields of expertise, but they also receive full training from Bridge the Gap. This ensures that their holistic approach and relationship-focused ethos is always maintained. Jennifer Wyman is the Founding Director and Parenting Lead. Nikki Webster is a Director and Mental Health Lead and Beverley Wakefield is a Director and Business Manager.

# Why does Bridge The Gap need a PR plan?

For Bridge The Gap to promote their new parent and child courses successfully, they need to build up their name and image in the Midlands. Jennifer and Nikki both have a vast amount of passion and drive which is clearly conveyed within the work that the business has conducted so far. The business has an amazing reputation in Derby, however the mission is to take Bridge The Gap even further and influence the lives of children and parents all over the Midlands and beyond. Through the use of a PR plan, they can extend the numbers accessing their service and increase the income to their business. It is for this reason that the team at Bridge The Gap would benefit from a detailed SMART-focused PR plan so that they can meet their key corporate objectives.

## Aims and Objectives

The aims and objectives for Bridge The Gap in the next three months are as follows:

- Create a name for themselves in the wider Midlands and beyond
- Provide emotional education to 5000 young people
- Empower over 7,500 parents/carers to support their child's mental health
- Embed emotional education within curriculum at 100 schools
- Launch new program of low cost online sessions with an exhibition and launch party
- 5 published news articles in local papers – focusing on the success and growth of the business and the launch event and exhibition
- Increase their intake from 20 on each online course to at least 50
- Triple followers count on all four social media platforms (Facebook, Twitter, Instagram and YouTube)

# SWOT Analysis

<p><b>Strengths:</b></p> <ul style="list-style-type: none"> <li>• They have a variety of professionals making up their diverse team</li> <li>• They have received outstanding feedback from schools, organisations and parents that they have trained over the last 4 years</li> <li>• They have already provided emotional education to over 2010 young people</li> <li>• 100% stated that they learnt something about their emotions</li> <li>• They have already empowered over 3014 parents/carers through online and face to face support</li> <li>• 98% said they felt they could better support their child's mental health as a result</li> <li>• They have already trained over 800 school staff and supported over 35 schools</li> <li>• 97% of school staff found the training beneficial</li> <li>• They already offer a variety of free resources</li> <li>• Strong and distinctive logo</li> <li>• Affordable support options</li> </ul>	<p><b>Weaknesses:</b></p> <ul style="list-style-type: none"> <li>• Lack of a high social media presence</li> <li>• Business has only created a name in Derbyshire so far</li> <li>• Podcast doesn't have regular content/ large following</li> <li>• Public assume they can only go through the NHS for mental health support</li> <li>• Only one building where the offices are based.</li> </ul>
<p><b>Opportunities:</b></p> <ul style="list-style-type: none"> <li>• Mental health is being spoken about far more regularly on popular news outlets and online mediums</li> <li>• Get recognised as an expert in their field on both social media and forms of traditional media</li> </ul>	<p><b>Threats:</b></p> <ul style="list-style-type: none"> <li>• People understanding the benefits of proactive interactions</li> <li>• People connecting with Bridge The Gap and connecting with how the sessions can help</li> <li>• Mental health stigma</li> </ul>

<ul style="list-style-type: none"> <li>• Take the business across the UK and potentially internationally with online courses</li> <li>• Podcast is in a niche field and has the potential to flourish, boost listeners and create more content</li> </ul>	<ul style="list-style-type: none"> <li>• Technical difficulties with using online technology could arise - low-income families can't access computers etc</li> </ul>
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## Stakeholders and their Role

### Owner/Employees

- Achieve the objectives set out
- Undertake more training as a team to develop skills
- Maintain financial stability

### Customers (Current and New)

- Require affordable mental health support
- Desire engaging content for children to understand and enjoy
- If customers have a positive experience, they will spread the word

### Traditional Media and Online Press

- Interested in finding and reporting on newsworthy stories and events, can boost the profile of companies
- Needs to meet the interests of their readers and consumers

### Competitors

- Striving for the same aim of increasing their client base and having customers spread the word to friends and family

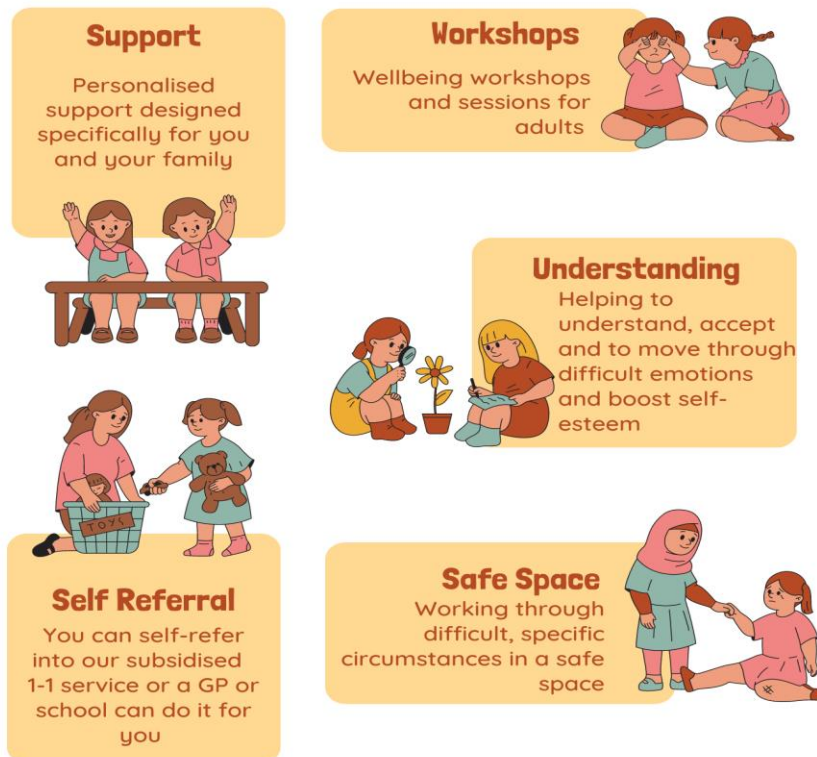
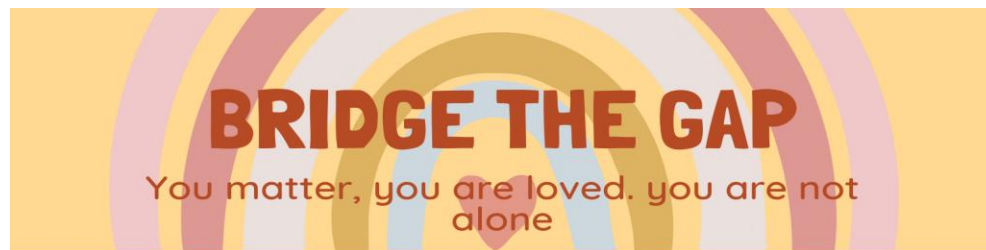
## NHS/Social Care

- Supporting Bridge The Gap as a faster way for parents and children to receive effective and still affordable support

## Target Audience

The target audience for this PR plan are parents of children aged 7-12 years old who are presenting with low level struggles of emotional regulation, anxiety, sleep or self-esteem. 1 in 6 children aged 5-16 are likely to have a mental health problem and 34% of those who are referred to NHS services are not accepted into treatment (The Children's Society, 2022). Bridge The Gap aims to provide mental health care and treatment to all families so that nobody is left isolated and struggling. They aim to provide these families and other struggling mental health services, somewhere for clients to access a safe place to be honest and improve relationships and their wellbeing.

## Key Messages (Made using Canva)



## Platforms

Social Media – Bridge The Gap should place a real focus on building up their following across their socials as well as working on post engagement. Bridge The Gap should also prioritise including their name and brand logo in the bottom right-hand corner of all posts, to ensure their content isn't plagiarised. They should also make sure that they are posting content at prime time for engagement, weekends and weekday evenings are the best to boost likes and shares online.

## Instagram and Facebook

Content on Instagram should be posted multiple times a week. This content should include infographics, motivational quotes, top tips and testimonials from clients. The team should also introduce Q&As to their Instagram to help inform their followers of any queries they may have. On their Instagram story, Bridge The Gap should aim to include moving graphics and polls etc to increase engagement. All posts should then be reposted on Facebook and Facebook stories for those adults that don't use Instagram. On both platforms there should also be constant links posted on how to access further support and contact the team. They should also be using relevant hashtags to increase engagement. Examples of hashtags that could be used are as follows:

#mentalhealth #mentalhealthservice #bridgethegap #mentalhealthderby

## Podcast and YouTube

Bridge The Gap should aim to post a podcast episode weekly. This podcast episode could also be filmed visually and then posted to YouTube. There are not many podcasts focusing on parents and supporting them to support their children's mental health. The team should utilise this niche and keep up to date with a regular posting schedule to push engagement and increase promotion of the podcast across social media platforms.

## Examples of Post Designs (Made using Canva)

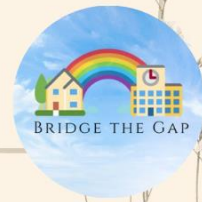




Sam - aged 9

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I now know how to control my  
anger. It's okay to not feel  
happy all the time. I feel better.



Your mental health  
is a priority

Yes!





## QUOTE

'Positive vibes only' isn't a thing. Humans have a wide range of emotions and that is okay.





## Event

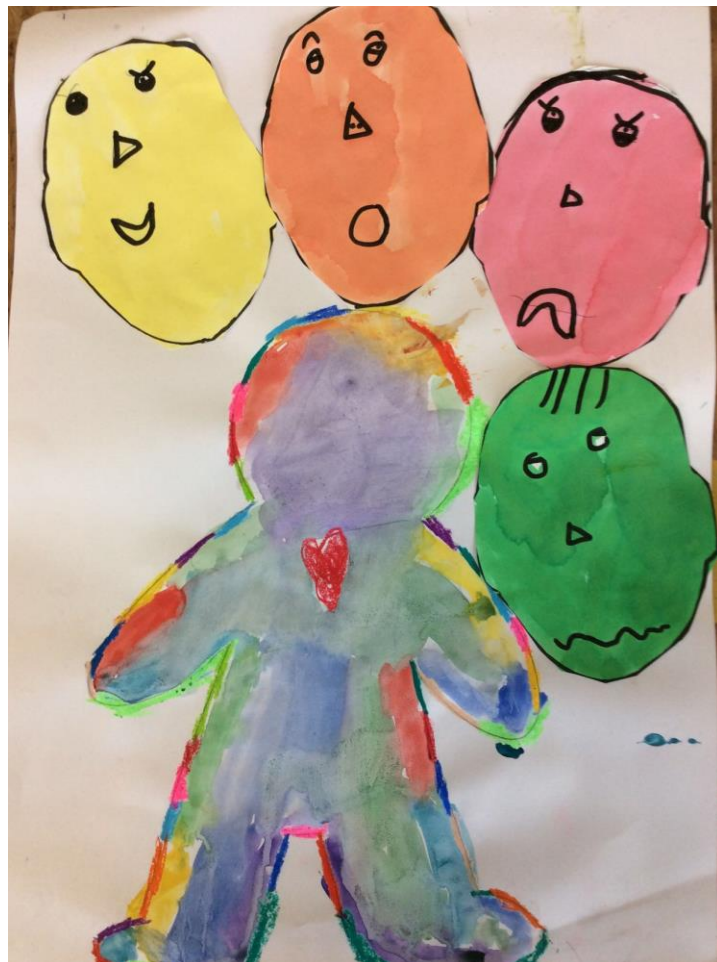
The main event which will support this PR plan is an exhibition which will be opened with a launch event. St Mary's Church in Derby has a bridge leading to it which has rainbow beams shone down on it of a nighttime. A rainbow is Bridge The Gap's logo and the metaphor of the 'bridge' like the name, makes the setting rather fitting. For a fortnight, this bridge will feature an exhibition of children's work. Children will illustrate their interpretations of their emotions on an A4 piece of paper. They can be painted, drawn, there are no limits on how they can express themselves. Emotions will include but are not limited to happy, sad, angry, scared, energetic, tired.



*(Figure 2, the rainbow lights at St Mary's Church)*

The exhibition will be opened with a launch event in the church. The Bridge The Gap team will be hosting workshops, talks and Q&A sessions for both children and adults to promote their services. There will also be multiple art supplies in the church for children to add their paintings and drawings of their emotions to the bridge.





*(Figure 3, examples of children's emotion artwork)*

## Press Releases

To promote the exhibition and launch event, press releases of the event will be sent to the regional newspapers (online and in print) in the East Midlands e.g., Derbyshire Telegraph, Leicestershire Live, Nottingham Post. They will be used to bring exposure to the event and advertise the incredible services which will be offered both on the day and beyond by the team at Bridge The Gap. Although the main focus of this PR plan is social media promotion, it is important to target these regional newspapers as they appeal to the elderly population who may spread the word to family and friends about the services.

Local radio stations will also release a package on Bridge The Gap and the exhibition e.g., BBC Derby, BBC Nottingham etc.

## A Table Of Action

Dates:	Action	Target Audience	Purpose/Objective
Week 1	Start posting more content on socials, invite users to access other platforms. Configure up a posting schedule.	<ul style="list-style-type: none"><li>- Teenagers</li><li>- Parents</li><li>- Current followers</li></ul>	Relaunch of the company on their socials, increase following and engagement.
Week 2	Focus on podcast episode planning, new episode up on podcast apps and YouTube each week. New YouTube vids, day in the life, introduction to business etc.	<ul style="list-style-type: none"><li>- YouTube users</li><li>- Podcast platform users</li><li>- Other YouTubers in Mental Health space</li></ul>	Increase engagement, advertise their services through quick watch content.
Week 3	Clients contacted for children to produce artwork for exhibition. Press	<ul style="list-style-type: none"><li>- Current parent and child clients</li><li>- Regional newspapers</li></ul>	Collect an array of artwork for the exhibition. Regional newspapers helping

	releases sent to regional newspapers.		the reach of promotional content.
Week 4	Check social media stats for engagement at end of month. Local radio stations release package on Bridge The Gap and the exhibition. Posters created.	<ul style="list-style-type: none"> <li>- Local radio listeners</li> <li>- Social media followers</li> </ul>	Aim to see social media stats improving. Local radio stations help promote the exhibition and mission.
Week 5	Short films of testimonials released on YouTube. Instagram and Facebook Q&A conducted.	<ul style="list-style-type: none"> <li>- YouTube users</li> <li>- Social media current followers</li> <li>- Prospective followers</li> </ul>	Proof that their services have helped many. Relatable content for children and parents. Q&A to encourage discussion and address any queries on the exhibition.
Week 6	Exhibition takes place.	<ul style="list-style-type: none"> <li>- Parents</li> <li>- Children</li> <li>- News outlets</li> </ul>	An exhibition of children's articulation of their emotions should encourage discussion and inspire parents to guide their children's understanding of mental health.

## Summarise how you will measure success

To measure the success on social media, Bridge The Gap will utilise analytic tools. Twitter analytics and Instagram insights are effective in measuring engagement and account growth. These tools are easily accessible and cost effective. We will also look to see the increasing amount of web traffic to the website.





(Figure 4, Screenshot from Instagram Insights)

At the launch event, there will be sign-up sheets available for Bridge The Gap workshops and their upcoming course programme. On the bridge at the exhibition there will also be details of Bridge The Gap's social media's and how the public can get involved and in contact.

## References

The Children's Society. (2022). *Children's Mental Health Statistics*. Available: <https://www.childrenssociety.org.uk/what-we-do/our-work/well-being/mental-health-statistics>. Last accessed 29th May 2022.