



Individual Assignment

Blog Post & Promotion Plan



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BLOG POST PROMOTION PLAN

Lifestyle and Mental Health of Students





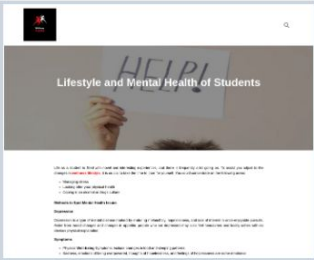
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Lifestyle and Mental Health of Students

Published Public



Language: English - Canada
Publish date
July 13, 2022 5:45 PM

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[View details](#)

Performance Optimization

Date range: **This month** ▾ Frequency: **Daily** ▾

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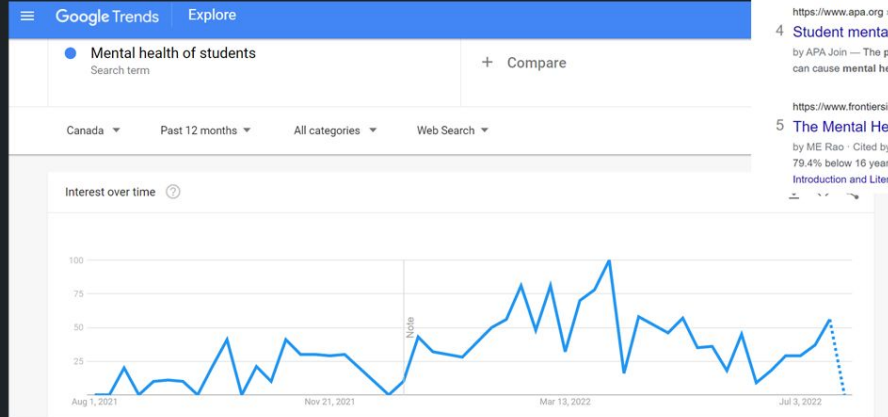
<https://20066742.hs-sites.com/lifestyle-and-mental-health-of-students>



STRATEGIC PLAN

TOPIC

I decided to go with the mental health as the main topic, as it is something students face during their studies and that also along with Pandemic -it is a more common subject to discuss. On the top of that while doing research , I found it to be one of the most trending one in the SERP as compared to other ones like benefits of exercise and other things.



<https://journals.plos.org/plosone/article/journal.po...>

3 **The mental health of university students during the COVID-19 ...**
by T Chen · 2022 · Cited by 22 — The stresses and restrictions associated with the pandemic have put university students at greater risk of developing mental health issues, ...
Abstract · Introduction · Materials and methods · Results

<https://www.apa.org/topics/student-mental-health>

4 **Student mental health during and after COVID-19: How can ...**
by APA Join — The pandemic itself has caused much worry, stress, and grief. These stressors can cause mental health challenges for anyone and can cause acute ...

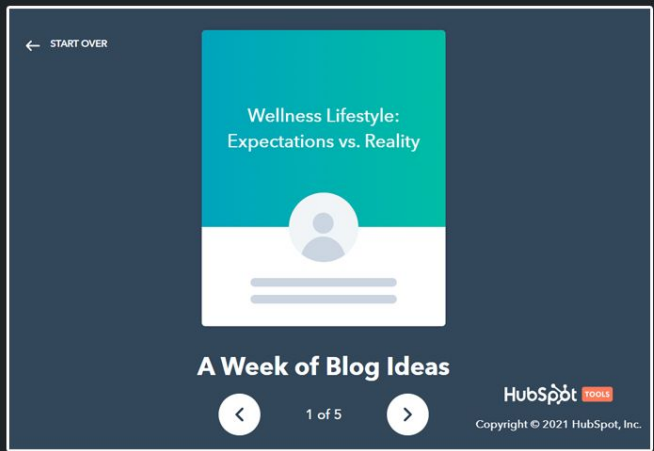
<https://www.frontiersin.org/educ.2021.719539/full>

5 **The Mental Health of High School Students During the COVID ...**
by ME Rao · Cited by 8 — Their study involved 859 high school students (61.4% male and 79.4% below 16 years of age). Their results showed that depression, anxiety, PTSD, ...
Introduction and Literature... · Methods · Results · Discussions and Conclusions



Having gone through the depression phase while I was in grade -12, the idea of writing about this clinged into my mind. Our emotional, psychological, and social well-being all contribute to our mental health. It has an impact on how we think, feel, and act. It also influences how we deal with stress, interact with others, and make healthy choices.

Target Audience: Introverted and socially awkward students who deal with stress and pressure led by the society and parents during their studies. Age Group - 15 to 25.



3 [Idea Generator - CAMH](#)

This workshop takes participants through interactive activities that allow them to explore ideas and possibilities to start on their entrepreneurship ...

<https://inbound.human.marketing/content-idea-genera...>

4 [7 Content Idea Generators That Will 10x Your Content ...](#)

7 [Content Idea Generators to Feed Your Inner Creative](#) · 1. [HubSpot's Blog Topic Generator](#) · 2. [Portent's Content Idea Generator](#) · 3. [BuzzSumo](#) · 4. [Ubersuggest](#) · 5. [Missing: mental health](#)

<https://www.social.com/mental-health-blog-names>

5 [817 Mental Health Blog Name Ideas That Stress The Positive](#)

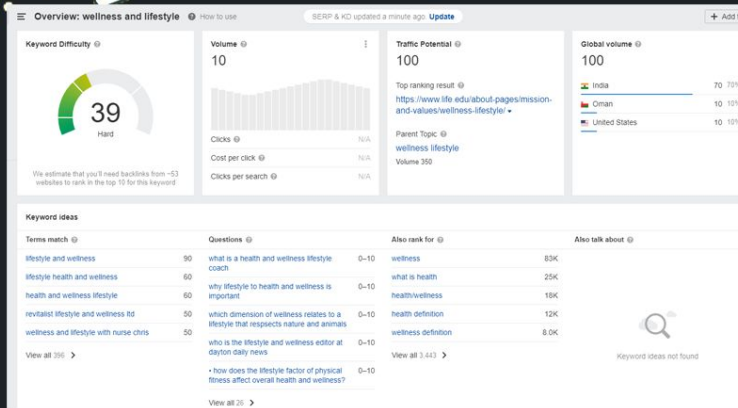
Use these [ideas](#) to pick the perfect name for your [mental health](#) or personal ... [Mindfulness Hub](#); [Mental Mom](#); [Content Mind](#); [Mind Fluid](#); [Mental Kraft](#) ...



Wellness
YorkSCS

KEYWORD RESEARCH & SEO OPTIMIZATION

In addition to include the relevant keywords and make the blog SEO optimized, I followed the recommendations of ahref and ubersuggest. The blog should not only be crawlable and indexable by search engines, but it should also load quickly and be mobile-friendly, as mobile searches account for more than half of all searches. I compiled a list of keywords that comprise these terms and incorporated them into the blog, focusing on different keyword groupings for each para.

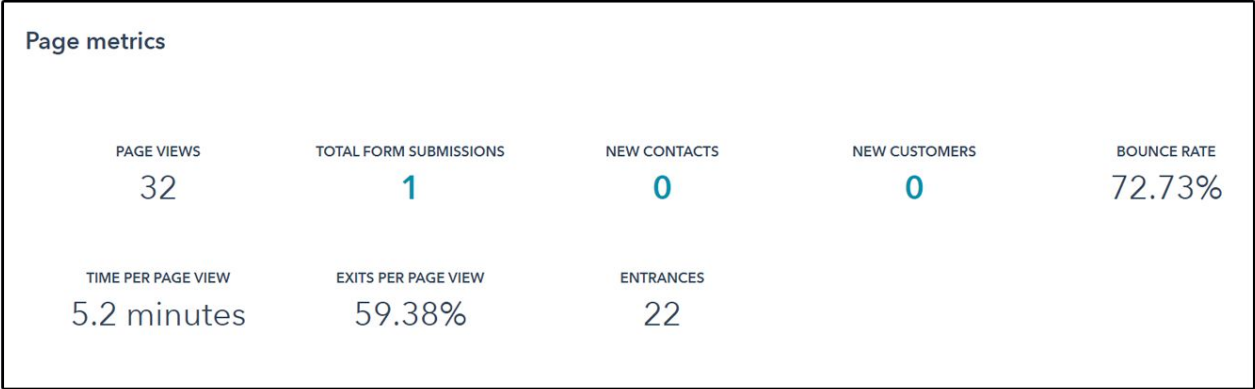


KEYWORD	TREND	VOLUME	CPC	PD	SD
wellness lifestyle		480	\$4.38	4	63
wellness 8		480	\$0	1	70
why wellness is important		320	\$6.73	5	53
how many dimensions of wellness are there		260	\$0	1	53
wellness 4 life		210	\$0	1	37
why health and wellness is important		110	\$0	4	7
lifestyle and wellness		90	\$3.39	4	70

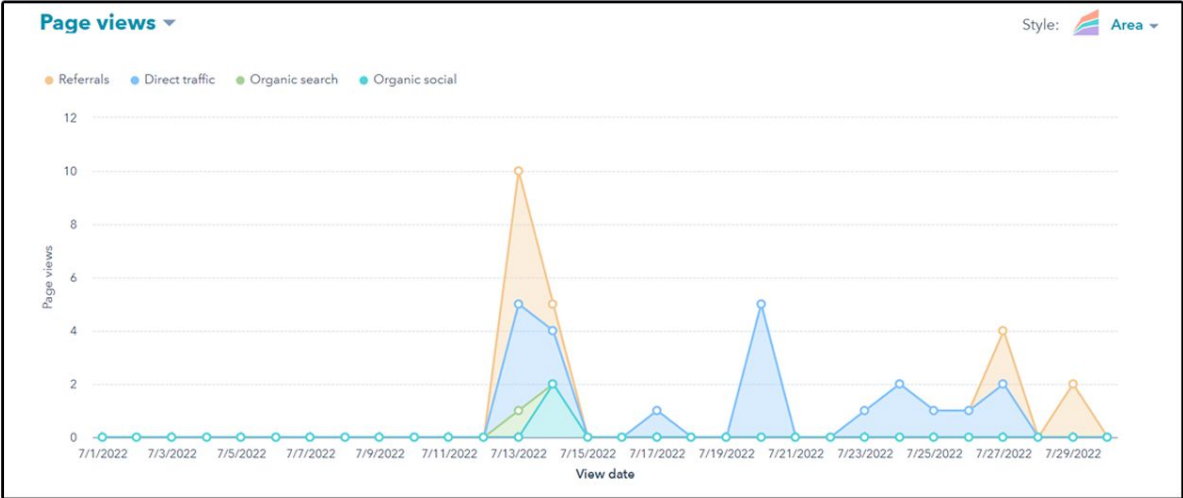
[VIEW ALL KEYWORD IDEAS](#)



PAGE METRICS (HUBSPOT)



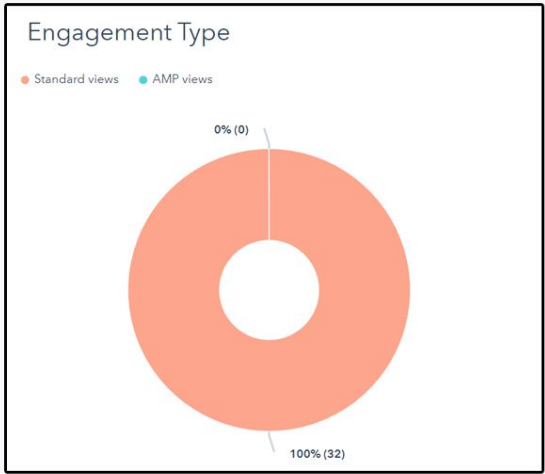
TACTICS & MEASUREMENT



PAGE VIEWS (HUBSPOT)



<input checked="" type="checkbox"/>	SOURCE	PAGE VIEWS <small>↑ ↓</small>	TOTAL FORM SUBMISSIONS <small>↑ ↓</small>	NEW CONTACTS <small>↑ ↓</small>	CONTACT TO CUSTOMER RATE <small>↑ ↓</small>	NEW CUSTOMERS <small>↑ ↓</small>	AVERAGE BOUNCE RATE <small>↑ ↓</small>	TIME PER PAGE VIEW <small>↑ ↓</small>
<input checked="" type="checkbox"/>	Direct traffic	19	1	-	0%	-	76.47%	10.2 minutes
<input checked="" type="checkbox"/>	Referrals	10	-	-	0%	-	50%	127 seconds
<input checked="" type="checkbox"/>	Organic social	2	-	-	0%	-	100%	-
<input checked="" type="checkbox"/>	Organic search	1	-	-	0%	-	0%	87 seconds
	Report Total	32	1	0	0%	0	72.73%	5.2 minutes





SOCIAL MEDIA



Used the main social media platform to create an urge for the readers to go through the blog.

Following the nature and use of each platform; the main objective of creating posts were:

Increase the views of the blog

Have an average of 50% initial views (1 per student).

In addition to this, each posts were created on four main social media platforms to help increase the traffic for the website (Wellness and Lifestyle)





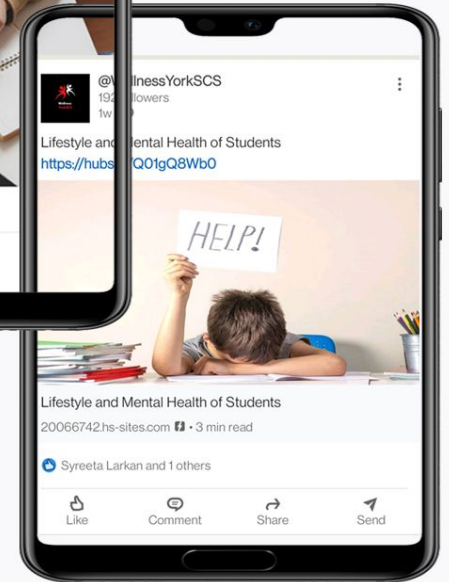
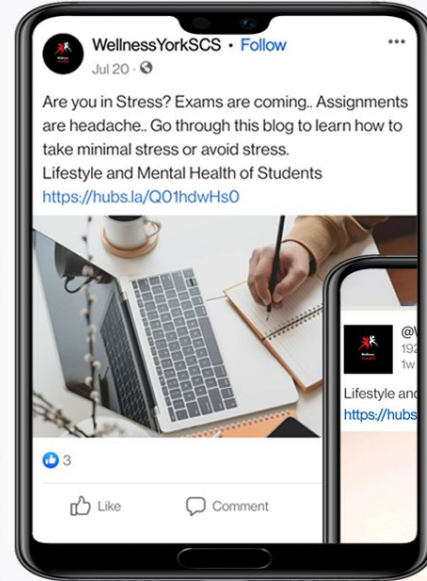
KEY MESSAGE

Don't let the studies pressure affect your mental health. Reading this blog will give some tips about how to prevent the pressure that leads to ultimate mental health problems.

Purpose:

People often suffer in silence and do not seek treatment for their conditions due to misconceptions and stigma surrounding mental health issues. Mental health awareness is a critical initiative for increasing understanding of mental health conditions and increasing access to healthcare for those in need.

So the blog showcases the why and how to prevent oneself to go through mental illness.



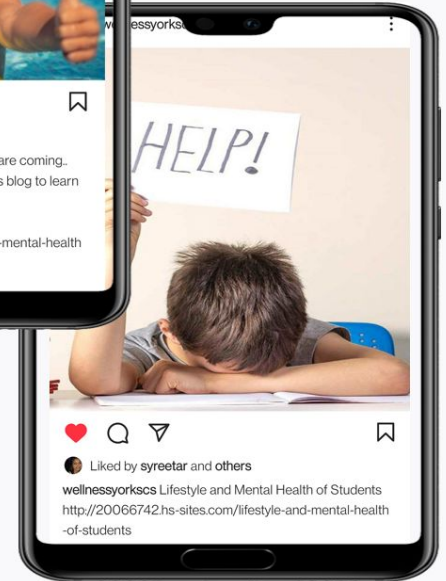
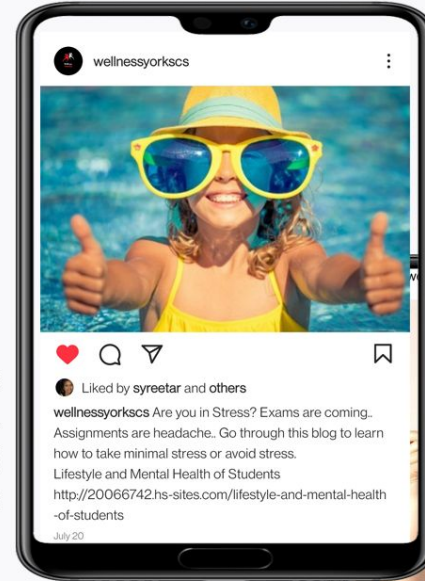


KEY MESSAGE

Use social media to check in on loved ones, share personal stories and photos, and remind yourself of the important people in your life. Follow and share motivational stories. Follow and share inspiring stories that make you feel good about yourself and your life. Remove your stress by learning from the experiences of others.

Purpose:

Mental health awareness is a critical initiative for increasing understanding of mental health conditions and increasing access to healthcare for those in need.





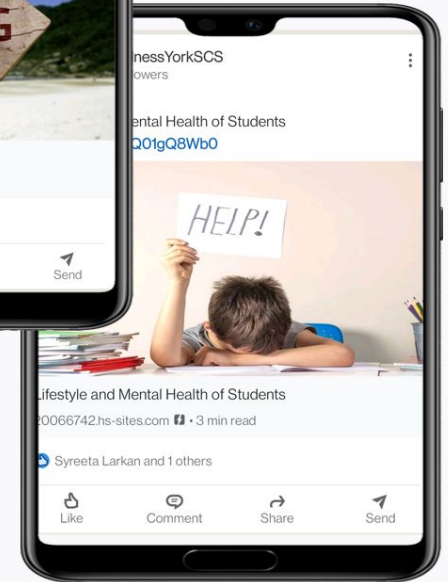
LinkedIn

KEY MESSAGE

As children grow older and enter their adolescent years, they face new challenges such as bullying, peer pressure, body image, and other issues. These problems typically occur in person, at school or during extracurricular activities; however, they can also occur online via social media. In either case, these interactions can exacerbate feelings of depression and anxiety.

Purpose:

Whether or not a person has a mental health problem, Mental Health Awareness helps people recognise how mental illness affects their lives, educates people about available services, and highlights ways to advocate.



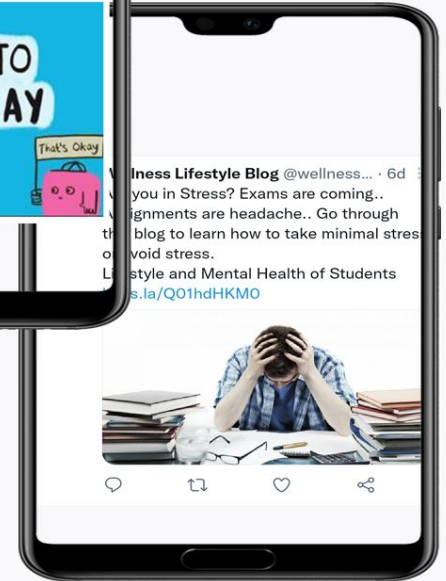
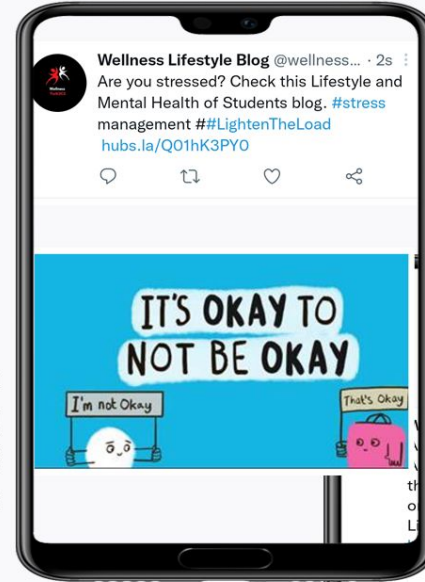


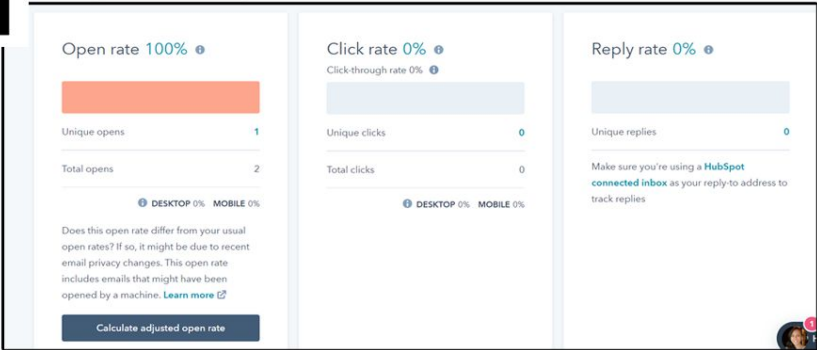
KEY MESSAGE

When dealing with a mental health or substance use issue, a person may feel isolated or afraid to seek help. That is why having a strong support network is critical. According to research, people who have supportive friends and family are more likely to reach out, get the help they require, and recover faster.

Purpose:

Teenagers are frequently concerned that they will be judged or criticised for what they are going through or how they are feeling. As a result, they are more likely to seek help from their peers rather than an adult. This makes it critical that young people feel comfortable supporting one another in good and bad times.





Feeling Stressed?

Why should you read this blog?

Mental illness is real, and isn't always in a person's control. People who live with mental health conditions are not alone, there's hope. Regardless of what line of work students will go later in their life, they will be facing stress during their studies. These may cause into mental illness. Let's bring the positivity among them with this reading.

Check Out This Blog For More!

Don't forget, all of us are in this together!

Wellness Lifestyle





Other Applications Strategy Medium.com

Purpose:

Mental health promotion attempts to encourage and increase protective factors and healthy behaviors that can help prevent the onset of a diagnosable mental disorder and reduce risk factors that can lead to the development of a mental disorder.

Posting blog on medium.com will increase the traffic on the wellness and lifestyle website.

A screenshot of a Medium article. The article is titled "Mental Health and Awareness" by Nabila Huseni, published on August 4. The subtitle is "Lifestyle and Mental Health of Students". The main image shows a student with their head on their desk, holding a sign that says "HELP!". The article text begins with "Life as a student is filled with novel and interesting experiences, and there is frequently a lot going on. To as... e changes in lifestyle, it is crucial to take the time to care for yourself. You could concentrate on the...". The right sidebar shows the author's profile, a search bar, and a list of "More from Medium" articles, including "Mindfulness: What's It All About?", "Mental Health Awareness & Action", "Healing is in Doing Not Thinking", and "Part 2 (Mental Health): How do...".

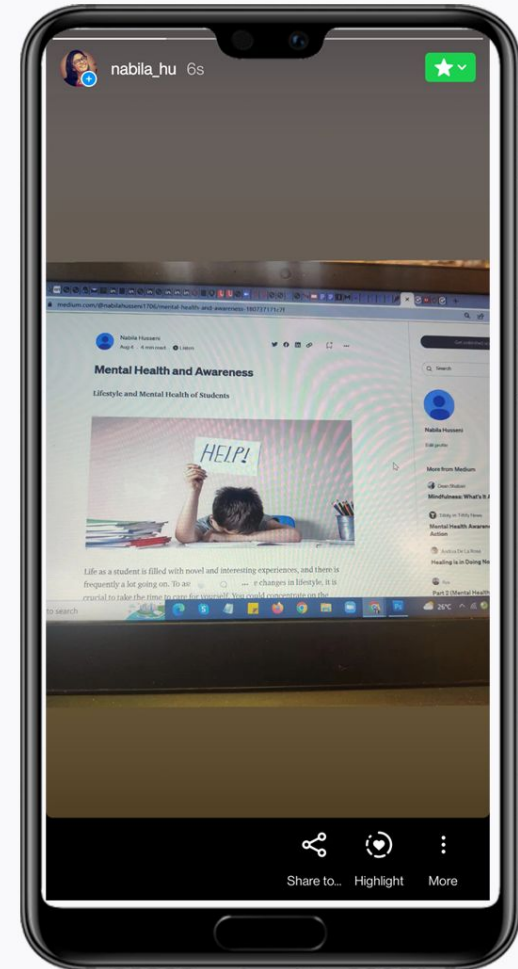


Other Applications Strategy Instagram story

Purpose:

When people realise that their neighbours and family members have dealt with psychiatric problems and openly discuss it, attitudes begin to shift. When well-known leaders or celebrities open up about their own struggles with mental illness or addiction, the veil of secrecy is lifted and stereotypes are challenged. Openly discussing their conditions often results in peer and public support, resulting in empowerment and improved self-esteem; it can also be a powerful antidote to self-stigma.

So let's talk about the mental illness openly





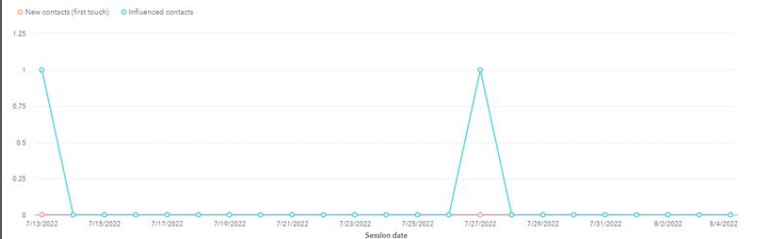
Social Media Calander

Date	Time	Social Network	Content type	Topic	Keyword Focus	Comments
14 July	2.30 P.M	Facebook	Photo/ Text	Student Mental Health Well Being	#child <u>#mentalhealth</u>	
15 July	4.00 p.m	Facebook	Photo/ Text	Student Mental Health	#child <u>#mentalhealth</u> #student	
16 July	3.00 p.m	LinkedIn	Photo/ Text	Student Mental Health	#child <u>#mentalhealth</u>	
17th July	6.00 p.m	LinkedIn	Photo/ Text	Student Mental Health		
18th July	3.00 p.m	Twitter	Photo/ Text	Student Mental Health Well Being	#child <u>#mentalhealth</u>	
19th July	2.30 p.m	Twitter	Photo/ Text	Student Mental Health Well Being	#child <u>#mentalhealth</u>	
20th July	3.00 p.m	Instagram	Photo/ Text	Student Mental Health	#child <u>#mentalhealth</u>	
21 July	2.00 p.m	Instagram	Photo/ Text	Student Mental Health		<input type="checkbox"/>



Campaign Analytics

Contacts Split by new and influenced Frequency: Daily



	Views	Submissions	Contacts (First Touch)
> Blog posts (1)	36	1	-
> Emails (2)	Sent: 1	Unique Opens: 1	Unique Clicks: 0

< Back to all campaigns

Mental Health Awareness

Clone Actions Add assets

Owner: Nabila Husseini
 Budget: -
 Goal: To create awareness about well-bei...
 Start date: 07/13/2022
 Audience: Students and people under 40's
 End date: 08/15/2022

See details

Performance Attribution Assets Tasks

Contact attribution: First touch Date range: All data

Overview

SESSIONS 26 NEW CONTACTS (FIRST TOUCH) 0 INFLUENCED CONTACTS 2 CLOSED DEALS 0

Revenue Attribution

Attribution model: Linear

ATTRIBUTED REVENUE \$0.00 DEALS WITH ATTRIBUTED REVENUE 0 CONTACTS WITH ATTRIBUTED REVENUE 0

Open attribution report builder

Thank
You





Campaign Analytics

> Blog posts (1)

VIEWS
36

SUBMISSIONS
1

CONTACTS (FIRST TOUCH)
-

> Emails (2)

SENT
1

UNIQUE OPENS
1

UNIQUE CLICKS
0

> Social posts (13)

FACEBOOK CLICKS
2

TWITTER CLICKS
6

LINKEDIN CLICKS
1

> Traffic ⓘ

VIEWS
2

NEW VISITOR SESSIONS
2

CONTACTS (FIRST TOUCH)
0