

Evaluation of the social media component of the All Right? campaign, 2016

Summary



An evaluation prepared for All Right? campaign
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Front page Te Pae Mahutonga graphics courtesy of Healthy Christchurch.

Summary

The All Right? campaign was developed as an over-arching wellbeing promotion campaign following the 2010-2011 Canterbury earthquake sequence. In the context of a trusted wellbeing campaign, the All Right? Facebook page has provided a means of timely information exchange post disaster as well as enabling connectedness. This evaluation used both quantitative and qualitative methodology to gather data about the social media components of the All Right? campaign. Findings indicate that the Facebook page has become a valued source of consistent wellbeing tips and advice - *'the place that I go'*. The wellbeing reminders posted on the page were especially valued at times when Cantabrians were struggling to cope following the earthquakes. High proportions of respondents to a survey (n=212) linked from the Facebook page agreed that the page was helpful (98%), gave people ideas of things that they can do to help themselves (96%), and made people think about their wellbeing (93%). Over four fifths (85%) of respondents had done activities as a result of what they saw on the All Right? Facebook page. Success factors for the Facebook page often mirrored those for the campaign itself, including: local research to inform the use of appropriate language for translating evidence-based wellbeing messages into a local setting; not being marketed as a government message; and effectively combining public health and communications expertise. Success factors specific to the Facebook page included: posting relevant posts regularly, with a focus on issues that affect everyone in Canterbury post-disaster; timely posts, especially immediately following aftershocks; setting a consistent tone for the All Right? Facebook page; and balancing wellbeing facts and tips with other content that was relevant to the Canterbury population.

Background

It is well recognised that recovery from the September 2010 and February 2011 Canterbury earthquakes will be a long process, with long-term impact on individual and community wellbeing in Canterbury. The All Right? campaign uses social marketing with the aim of improving the mental health and wellbeing of greater Christchurch residents. The campaign has been developed and led by the Mental Health Foundation and the Canterbury District Health Board. Soon after the launch of the All Right? campaign in late 2012, key people in the development of the campaign identified a need to have a conversation about wellbeing with the Christchurch population, *'in real time'*. Facebook was recognised as a good vehicle for this. The All Right? Facebook page is administered by All Right?. The success of the All Right? Facebook page is reflected in its usage statistics. The peak of daily visits to the Facebook page occurred on 14 February 2016 with 14,162 direct page views and 236,956 impressions (posts viewed on wall feeds). This peak was on the day of an earthquake centred in Christchurch city, measuring 5.7 on the Richter scale (Geonet, 2016). This earthquake was the first large earthquake that Christchurch had experienced since May 2012. As of 20 June 2017 11,867 people 'liked' the All Right? Facebook page and 11,602 'followed' it.

Use of social media to improve wellbeing following a disaster

Many uses of social media post disaster have been documented, including to provide disaster response information. However, the use of social media to provide disaster mental health promotion and support is an emergent use. Ways that social media can provide disaster mental health support include to:

- connect people post disaster to other individuals who experienced the incident, providing a mechanism for social support

- express emotions about events, and
- provide and receive information about disaster and disaster recovery including telling and hearing stories about the disaster.

Many services are needed in order to recover from disaster and there is growing recognition of the importance of the internet (Dufty, 2012; Merchant, Elmer, & Lurie, 2011; Yates & Paquette, 2010), however, its social connectivity and resilience role has received little attention (Veer, Ozanne, & Hall, 2016). The increasing use of 'smart phones' has been identified as an important factor enabling access to social media, most critically during and after disasters when landlines are often affected but mobile networks remain working (Dufty, 2012; White, 2012). It is argued that the ability of smart phones to not only provide access to public safety-related information but also to enable connectedness, both to family and friends and to the wider community, has provided reassurance, support and routes to assistance (Taylor, Raphael, Howell, & Wells, 2012).

One quantitative study (n=1146) explored the use of social media in relation to recent natural disasters in Australia and New Zealand (Taylor et al., 2012). Results indicated that social media, with the benefits of timely information exchange and promotion of connectedness, were able to act as sources of psychological first aid in the early stages of disaster and assist in supporting aspects of community resilience. Psychological first aid in response to a disaster aims to reduce initial distress, meet current needs, promote flexible coping, and encourage adjustment following a disaster (Burke & Richardson, 2010). Christchurch-based research (Veer et al., 2016) has also looked at the use of the internet as a means to access disaster-related information as well as bring a community closer together through residents sharing their experiences online. The authors argued that the internet not only provided a major source of practical information, but also may have enabled a bond to others in the city and beyond, and in so doing contributed to increased personal and community resilience.

Evaluation methods

This evaluation reports on the use of social media by the All Right? campaign for mental health promotion following the Canterbury earthquakes. The objectives of the evaluation were primarily focused on exploring the ways that people interact with the social media component of All Right? and the reason for this interaction, and to assess the impact of All Right? social media component on those using them. Both quantitative and qualitative methods were used for data collection for this evaluation. Key stakeholders were interviewed (n=3) to gather data on the implementation and development of the social media component of the All Right? campaign. Both qualitative and quantitative methods were used to collect data from the population that was interacting with the All Right? Facebook page. Those accessing the All Right? Facebook page were invited to participate in an online survey (n=212) in December 2016. At the end of the survey participants were asked if they would be willing to participate in a telephone interview, to gather more in-depth information. Of those who indicated they were willing to be interviewed, sixteen were selected for a telephone interview. This summary focuses on the All Right? Facebook page. The full report will include results for the All Right? App.

Key findings

Survey highlights

Over two hundred people (n=212) responded to an invitation to complete an online survey from a link on the All Right? Facebook page. This survey link was posted on 6 December 2016 and was open for participation until 14 December 2016. Although these results are not necessarily representative of the overall population, they give an indication of why people visit and interact with the All Right? Facebook page.

The largest proportion of survey respondents lived in Christchurch (87%). Almost all respondents lived in either Christchurch or Greater Christchurch (99%). Two respondents lived in Auckland and one respondent lived in Wellington. The majority of respondents (90%) indicated that they had experienced the Canterbury earthquakes. Over ninety percent of respondents were female (93%). There were 15 male respondents (7%) and two that identified their gender as other (1%). The highest proportion of respondents were aged 30-44 years old (43%).

Of the 212 respondents, almost all reported that they had 'liked' the All Right? Facebook page (97%). Respondents were asked how they had found out about the All Right? Facebook page. The most common response was that the All Right? Facebook page had come up in their news feed (51%). Over eighty percent (85%) of respondents reported that they had 'liked' a post on the All Right? Facebook page.

Almost all respondents agreed that the All Right? Facebook posts:

- were helpful (98%)
- made respondents think about how they are feeling (97%)
- gave respondents ideas of things they can do to help themselves (96%)
- regularly make them think about their wellbeing (93%).

Over eighty percent (85%) of respondents had done activities or things as a result of what they had seen on the All Right? Facebook page.

Respondents were asked, *Why do you follow the All Right? Facebook page?* The most frequent response (80%) was that the messages/posts were helpful. Respondents to the question *What do you like best about the All Right? Facebook page?* included:

- the tone of the All Right? Facebook page. This included that the tone was consistent, cheerful, fun, caring and encouraging. Respondents also liked the fact that the page did not appear judgemental, *'All Right? are the voice of caring in the sea of panic.'*
- the helpful tips and advice that the All Right? Facebook page gave them, which helped them to cope following the earthquakes.
- that posts on the All Right? Facebook page reassured them that what they were feeling was a normal reaction to the earthquakes. Respondents reported that knowing their reaction was normal improved their wellbeing; *'That the struggle we face is real... and All Right? validates that.'*
- the timing of posts by All Right? especially immediately after earthquakes was valued, *'I love seeing the All Right? posts after an earthquake or aftershock, makes me feel safe.'*

- that the All Right? Facebook page promoted a sense of community, *'All Right? Facebook creates a sense of community, seeing comments from others so I am not coping through this alone. All Right? facilitates this beautifully.'*
- that the All Right? Facebook was viewed as being like a friend that was always there for them, *'You are a virtual friend there whenever I need you.'* Respondents reported that, *'this makes me feel less lonely'*.
- that the Facebook page improved their wellbeing. Some examples of how this was expressed are *'the posts make me feel good again.'*; *'The posts bring me comfort.'*; *'Posts cheer me up.'*; *'Posts are uplifting.'*; *'The simple messages make me feel better about myself.'*
- that the posts encourage people to think about their wellbeing posts about events that are happening in Canterbury.
- that the page opens up a conversation about mental health.

Interview Findings

Key stakeholders

Qualitative data were collected from key stakeholders (n=3) who were involved in the implementation and development of the social media component of the All Right? campaign.

Success factors identified by interviewees for the All Right? Facebook page included:

- the importance of growing the Facebook page *'organically'*
- posting relevant posts regularly, with a focus on issues that affect everyone in Canterbury following the earthquakes
- the timing of posts. Posts immediately following aftershocks that occurred during the night generated a high level of engagement. It was noted that All Right? was unique, as a government-funded Facebook page, in doing this, *'I've had times when I've been posting in the middle of the night around aftershocks, and that's when you really open the conversation...'*
- the use of local research to inform the use of appropriate language for translating evidence-based wellbeing messages into a local setting. Current topics of conversation in Canterbury were analysed and adapted to discuss wellbeing, *'It's about being aware of what people are talking about.'*
- the consistent tone of the All Right? Facebook page. Interviewees recognised the need for the Facebook page to be a consistent, trusted voice of wellbeing. This was achieved in part by balancing wellbeing facts and tips with content that was relevant to the Canterbury population such as information about aftershocks or major local events.
- engagement and collaboration with other relevant social media pages
- the Facebook page being governed by the strategic direction and values of the campaign
- the partnership of communications skills with public health, and
- the campaign working within professional boundaries.

Of the 81 participants in the online survey who indicated they were willing to be interviewed, 16 completed in-depth, semi-structured telephone interviews. Equal numbers of male and female respondents were selected and all adult age ranges were represented. The telephone interviews were completed between 6 February 2017 and 28 March 2017. Interviews took place in the context

of the six year anniversary of the 21 February 2011 Christchurch earthquake, the Christchurch Port Hills fires (started 13 February 2017), and the recent Kaikōura earthquakes (14 November 2016).

Engagement with the All Right? Facebook page

Interviewees reported that they were motivated to engage with the All Right? page:

- when they were feeling low and struggling to cope
- to find out more about the All Right? campaign, and
- for trusted and consistent information on wellbeing post disaster.

Engagement with the All Right? Facebook page when feeling low and struggling to cope

A number of interviewees reported that they were motivated to engage with the All Right? Facebook page when they were feeling low and struggling to cope.

'I know the messages that All Right? send out and I was feeling a bit low at that time and needed something to get my mind reactivated again. That's why I went on it [All Right? Facebook page] originally, thinking yeah they do good stuff...'

All Right? social media was viewed by some respondents as a tool that could uplift them and help them get through difficult times.

'..depending on how busy stuff is but I utilise [All Right? social media], and it depends on how life is at the moment. Sometimes when life can be more difficult than others, it's looking for things there that can help uplift or help focus or get through.'

Some respondents described the All Right? Facebook page as their 'go to' place when they were not coping after the earthquakes.

'..what motivated me to go on the All Right? Facebook page? I think it was times when I wasn't coping very well myself and having seen the advertisement, the poster advertisements in the bus stops and on the Facebook feeds... it prompted me to have a close look at those times when I wasn't coping.'

To find out more about the All Right? campaign

A number of interviewees identified that their motivation to visit the All Right? Facebook page included seeing the all Right? posters around town and wanting to find out more.

Information on wellbeing that was trusted and consistent

Interviewees were motivated to visit the All Right? Facebook page because they viewed the page as providing consistent information on wellbeing, which they trusted.

'There's the post yesterday about children, so they recycle that one a couple of times... there have been problems with settling children with all the different bits and pieces that are going on, ongoing earthquakes, fires... basic points on what to do to keep kids in the moment and not worry. I find that one really useful... it's consistent information.'

Interviewees reported that they were motivated to visit the All Right? Facebook page because they wanted information on wellbeing post disaster, in particular to know if what they were feeling post disaster was normal. A number identified that they were motivated to visit the All Right? page 'to reassure myself that it was OK to feel the way I was feeling' post disaster.

'.. it felt like All Right? were saying how I was feeling, and when people asked how you were and you didn't feel great, but you knew that there were people worse off than you and you didn't want to be that guy that was always talking about how things were and if you were struggling or not. And so you just said, I'm fine, how about you?... But All Right? they were voicing the actual feelings that I had.'

Interviewees reported that understanding what they were feeling was normal helped them to cope. This included when people identified themselves as having been diagnosed with a mental illness, so that they could distinguish between being or becoming unwell and a normal reaction post disaster. It appeared widely recognised that All Right? supported mental health.

'For me particularly, seeing the All Right? campaigns and realising that other people are feeling the same way that I am.. it is actually really helpful. It makes me feel like.. this is just a normal reaction to the earthquakes. So that has really helped me.'

'..it made you think, well it's not just you, other people are in the same boat.'

A number of interviewees reported that they recognised that in Canterbury, 'we're all united in one issue'.

'I think we're all in a different headspace in Canterbury, you can't see around that... the earthquakes, regardless of how badly you were affected, are still there in our psyche...'

Other interviewees commented that not only have the earthquakes been a shared Canterbury experience, there has also been working through-related challenges such as insurance issues. It was considered that the All Right? Facebook page helped to facilitate the shared collective experience and resulted in people feeling less alone.

'I don't think we're going to be over the difficult time while earthquakes are still a fairly regular event in Canterbury and as long as those things keep happening, it's just that sense of hey we're having a shared experience, you're not out there struggling with your emotions or your insurances on your own, it's a shared collective experience that links us in and acknowledgement that it's tough, it's still tough. There's lots of things that are still tough. We've got insurance issues and when we're still trying to resolve those... we're still nowhere nearly through this process..'

Posts that were most helpful

Interviewees were asked to describe the Facebook posts that were most helpful for them. These included the posts immediately following aftershocks and advice and tools to improve wellbeing.

Feeling that 'someone cares', particularly following individual earthquakes (e.g., 'Did you feel that one Canterbury, I hope you are okay'-type posts)

Interviews revealed that respondents found posts immediately after each of the earthquakes particularly helpful. There was agreement from interviewees that the post asking if people were All Right? made them feel like they were all in this together and that most importantly someone was caring about them, *'...it's just that question, if you're all right, somebody's actually interested enough to ask me... it's the fact that someone cares enough to do that is sometimes just all I need.'*

'.. All Right? posts where they just ask if you're all right, and it's like well actually no I'm not but thanks for asking. Somebody's asked. Yeah, it doesn't matter who it is, somebody's just asked if I'm OK and I can say to myself well actually no I'm not. And then I'm usually fine.'

A number of interviewees reported that the All Right? posts after earthquakes, *'..was how I coped.'*

Well, it was how I coped a lot... whenever there was an aftershock I would usually sit up wide awake and go onto All Right? Facebook because, they were encouraging, helpful posts... things like, it's OK to not be OK and various things about wellbeing and looking after yourself advice... I would often find myself re-sharing some of those to other friends that were also being affected.'

Advice and tools to improve wellbeing

Interviews revealed that the posts that were especially valued were those with advice and tips to improve wellbeing. These posts were viewed as making a difference to their wellbeing, *'All Right? was actually providing some advice and tools and resources to actually make that difference.'*

'..some of them [the All Right? posts] I just love 'cos it makes me smile, go outside, look at the trees... It's things that we all should think of but we probably don't. So it's a little trigger to say, go and do this... They make me smile as well... And that's what I like about the Facebook page. It's there and you can share it with friends so easily...'

'I recite the All Right? reassuring messages, some days it's OK to feel a bit rubbish.. It's non-judgemental, there's no pressure in it at all. There's a great one about looking at the stars saying, when's the last time you relaxed and just had a sense of wonder about something or catching up with friends and things like that.'

Although general information posts were viewed as helpful, for example information relating to the Port Hills fires, it was the wellbeing tips that were most appreciated, *'that more informational side is helpful right at the moment but generally speaking the ones that I've found most helpful have been little tips and suggestions, with general wellbeing in mind.'*

Identifying the success factors of the All Right? Facebook page

A number of success factors of the All Right? Facebook page mirror those of the campaign itself (for example, All Right? Facebook is not presented as a government message); success factors included:

Timing of posts immediately after each earthquake

Interviewees reported getting reassuring posts immediately following aftershocks, *'...and it's like having a friend tap you on the shoulder and say it's all right.'*

Population-based messages that support professional work

Interviews revealed that a number of the respondents worked as healthcare professionals. These individuals discussed how having a population-based wellbeing message supported their work and gave them a common language to talk about wellbeing following the earthquakes in Canterbury.

'I think it can come across as this is the language that we Cantabrians understand, when we ask someone are you all right?, actually that means a lot for someone who lives in Christchurch versus someone who lives in Auckland and has never experienced a natural disaster... just even the name of All Right?, has a whole lot of underpinning for us because of the connectedness of the texts and are you all right? So it builds on the language that we see out in the community.'

Helping with secondary stressors such as insurance issues

Interviewees commented that life in Canterbury was *'still tough'*. Factors behind this included secondary stressors, such as unresolved insurance issues. Those interviewed appreciated that All Right? was there as an acknowledgement that Cantabrians were still going through a shared experience that was challenging.

Trusted voice

All Right? was identified as a trusted voice around post-earthquake wellbeing in Canterbury..

'All Right? [Facebook] is a trusted, friendly voice around health and wellbeing and the earthquakes in Canterbury.'

'...you wouldn't pray for a disaster but, I think that was the time when people probably were walking around for help and to help, so All Right? was a good lifeboat to grab on to... but even aside from the disaster I think it's a good thing just to promote anyway... '

Accessible / somewhere to go

Interviews revealed the respondents viewed All Right? as a place to go that had accessible information about wellbeing.

'...it's a really good way of reaching people especially, let's face it people after the quakes, the phone, you couldn't ring anybody but you could still get Facebook... it is bizarre but that's the way it's going but [social media] was still working when you couldn't phone your Mum down the road...'

One respondent described how All Right? had been somewhere for her to go when she had concerns that a TV advertisement that she had seen would have a negative impact on the Christchurch population.

'..there's been a lot of television campaigns since 14th November 2016 about if a long and strong earthquake comes, and the violent shaking... and I didn't realise it was actually making all of our family feel like there was another big event that the experts were aware of that could be coming, and we were all getting really rarked up by the frequency of the ads on TV. I was able to go back to All Right? and it's because of the Facebook page I had a place to go. Otherwise, I wouldn't have had a clue where to go with our concern.'

Constant reminders on tips to improve your wellbeing

A number of respondents commented that the ‘constant reminders in your face’, to encourage a more positive outlook were helpful.

‘..my outlook has changed, not just because of this campaign but I’d say it definitely helped because you see it in front of you and think, yeah actually yeah, I will do. ‘Cos the constant reminders in your face. It’s good on that score.’

Advantages of social media component of All Right?

A number of key themes were identified in relation to what was particularly useful about the social media component of the All Right? campaign. These themes are presented below.

Timing

The ability of social media to provide wellbeing tips in ‘real time’ was viewed as key to the success of the All Right? Facebook page in increasing wellbeing.

‘I don’t know what other tool you could have used. Social media is immediate.. It was, bang it was right there, and it was immediate and I might leave a comment and a few minutes later there’d be the reply. It’s an instant update, I guess... knowing that it was so fast and in a time when events were moving quickly and the power might be out in one area and then out in the next and then coming back on somewhere else and who felt that aftershock, and as things happened people could say, this is what is happening where I am and people were able to respond to that or identify and engage with...’

Engaging people where they are

A number of interviewees commented that All Right? Facebook was useful because it was engaging people where they are. These interviewees had the view that the majority of people are on Facebook especially immediately following earthquakes.

‘Well it’s engaging people where they’re at because we were all on Facebook anyway, comparing notes after each aftershock, checking up on each other, so we were already engaging with our community through Facebook in that way, and it was just tapping into what we were already doing.’

‘I think that what social media allows is conversation and that is what is vital for All Right? is... a place where people can have a conversation is what the aspect of social is, because to be honest everyone’s on it and everyone has an opinion but to have a place where people feel comfortable to say their opinions, especially in times of stress and when they need advice, is a real asset for the community.’

One interviewee commented that he felt that the All Right? Facebook page was social media helping him to engage in life outside of social media, which helped him to improve his wellbeing.

‘...for me [the All Right? Facebook page] has been helpful because that was a place that I was engaged anyway, so it’s almost been using social media to help me remember not to use social media. Sometimes it’s been, hey aren’t the leaves in Hagley Park awesome at the moment and you go aw actually why am I stuck here on a computer? And so I think they’re not just playing the social media game, All Right? are using social media as a tool to help people engage in life outside of social media and I think that’s really helpful.’

Interaction with All Right? Facebook page encouraged changed behaviour

Some interviewees reported that they had changed a behaviour as a result of the All Right? Facebook page. Changed behaviour included taking action as a result of All Right? advice and tips in line with the five ways to wellbeing, an increase in positive thinking, and encouraging conversation about wellbeing.

'it's actionable points that you can use throughout the day.'

Interviewees reported increasing exercise, noticing the stars, catching up with friends, sharing a meal with friends and family.

'All Right? helps to keep wellbeing in the forefront of your mind... rather than plonking the kids at the dining table and me going to sit in front of the TV. I'll switch the telly off and we'll sit down, right how's your day been?'

Some commented that the All Right? Facebook page had encouraged or increased positive thinking, *'..the posts helped me with a positive thought. I was in the middle of a whole lot of negative thoughts. Yeah, it helped me a few times to change my mindset and look at something in a different way.'*

The Facebook page tool was also to start an open conversation post disaster about wellbeing.

'What it did do... was that when you didn't feel great and somebody asked how you were, and then you said I'm fine, I'm fine, hey by the way have you seen All Right? And if they had or even if they hadn't, it was a tool that people could use to actually broach the conversation... if that person seemed receptive to perhaps going a wee bit deeper, then you could say well actually this is what's happening and this is how I'm feeling at the moment.'

Although not asked, a number of interviewees revealed that they had been diagnosed with a mental illness. It was reported that All Right? was a useful tool to, *'..make sure I'm doing all of the things that I need to do to keep well.'*

Improved wellbeing

A number of interviewees reported that the All Right? Facebook posts resulted in improved wellbeing for them. The timing of the posts was reported by some as just when they needed them, *'..that is what I need right now.'*

'... I remember seeing one of the All Right? posts a couple of days ago and I thought wow that's really cool and it made me well up a little bit ... It made me feel better... at that particular point in time it worked really well. I think that's a good thing about it is that it is there in the background when you need it.'

'..from what All Right? was doing and how I engaged with All Right?, if there wasn't a Facebook page I don't know where I would have gone. I don't know what I would have done... it has made a difference to my health and wellbeing, without a doubt.'

A number of the male interviewees who reported that the All Right? Facebook page had improved their wellbeing also commented on an element of surprise that All Right? had worked for them, *'I'm*

a cynical 48 year old bloke, you get a lot of waste with the council and government spending but All Right? was giving a good message and I liked it.'

'All Right? has worked very well for me, yeah I'm surprised too.'

'All Right? posters asked questions and prompted action but at the same time I felt a little bit uplifted every time. And then I found out that there was an All Right? Facebook page and I don't need to wait until I happen by one when I'm driving or walking around the place, that if I can get a wee ray of sunshine, a wee bit of brightness whenever I open up my phone, I like feeling good, I'll subscribe to that.'

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