

University of Missouri  
Wellness Resource Center

# Mizzou Cares

# The Campaign

- Mizzou Cares became a Facebook and Twitter Campaign on September 4<sup>th</sup>, 2012.
  - Primarily post photos of Mizzou's students, faculty and staff with inspirational/motivational quotes.



# Creating the Photos

Our staff attends a Mizzou event →

We obtain permission from students, faculty and staff who want to be in our pictures →

We take their picture holding a white foam board that details the event name and date →

We add a motivational or inspiring quotes, our logo, Facebook page and Twitter Handle →

We post them to Facebook and Twitter



# Completed Photo



To find out just how much Mizzou Cares, check out [MIZZOUARES.MISSOURI.EDU!](http://MIZZOUARES.MISSOURI.EDU!)





# Accompanying Statement



"Memorial Day occurs once a year, but always remember that Mizzou cares about all it's student veterans all year!!"

- Keep statements short, but attention-grabbing
- A picture is worth 1000 words
- Make sure the post is meaningful
- Avoid having too many sad/depressing posts.

# Another Example



- This photo reached 252 people
- 16 people shared this photo
- Increase in people “talking about” Mizzou Cares

“Our thoughts are with those affected by the tornadoes and storms in Oklahoma and other states. If you need mental health services or you know someone in crisis, call 1-800-273-TALK!”

# Talking About Mizzou Cares

- When people “talk about” Mizzou Cares, the campaign gains followers.
  - Talking About is the “unique number of people who created a story about our page.”

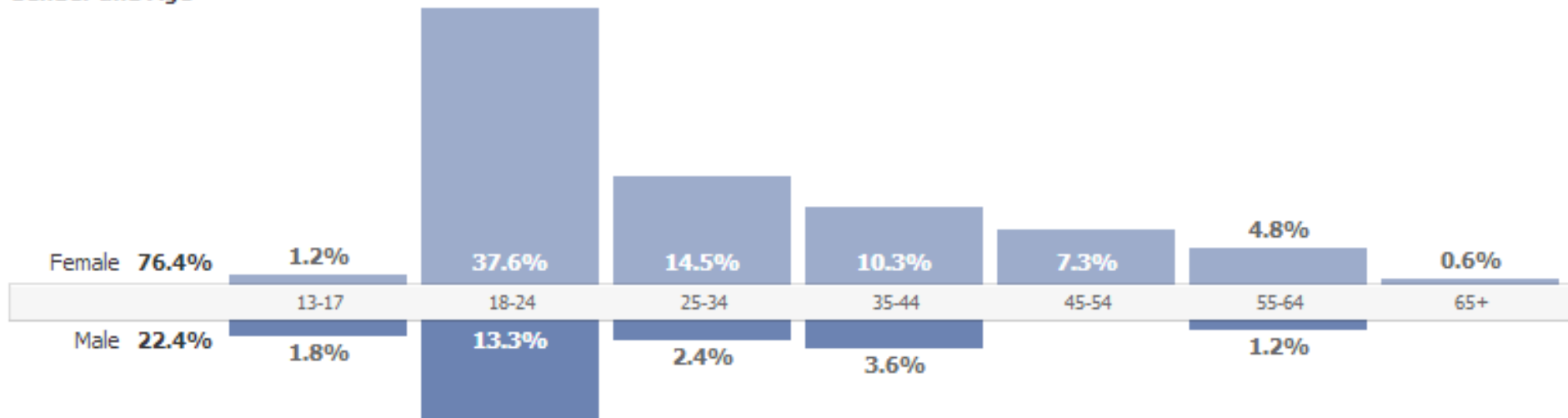


# Likes

The number of “likes” shows the health of the page. A steady number of likes with few unlikes is ideal.

- 180 “likes”

Gender and Age?



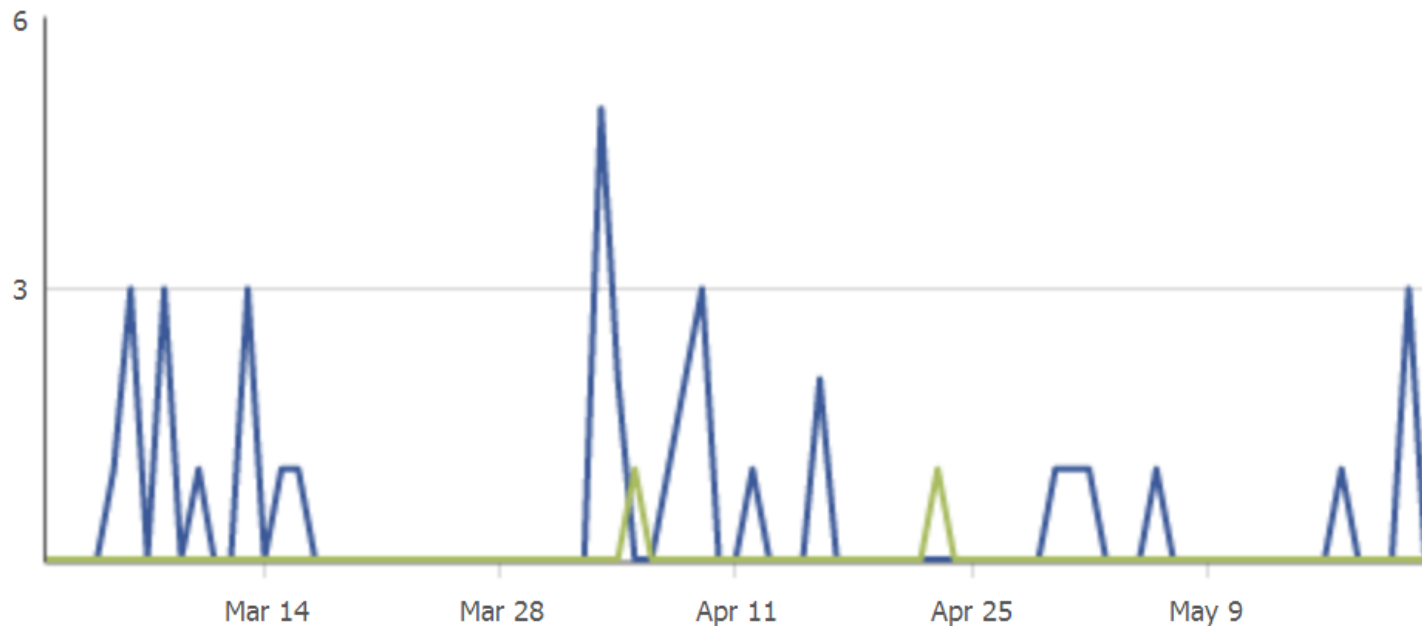


# Unlikes

- Mizzou Cares has experienced a very low number of unlikes.

- 2 unlikes

New Likes?  Unlikes?



# Where Our Likes Come From

In the past 90 days, likes have come from

- 20 On Page
- 6 Mobile
- 6 Facebook Recommendations
- 2 On Hover
- 2 Timeline
- 1 Friend Referral



Truman the Tiger – Mizzou's Mascot

# Twitter

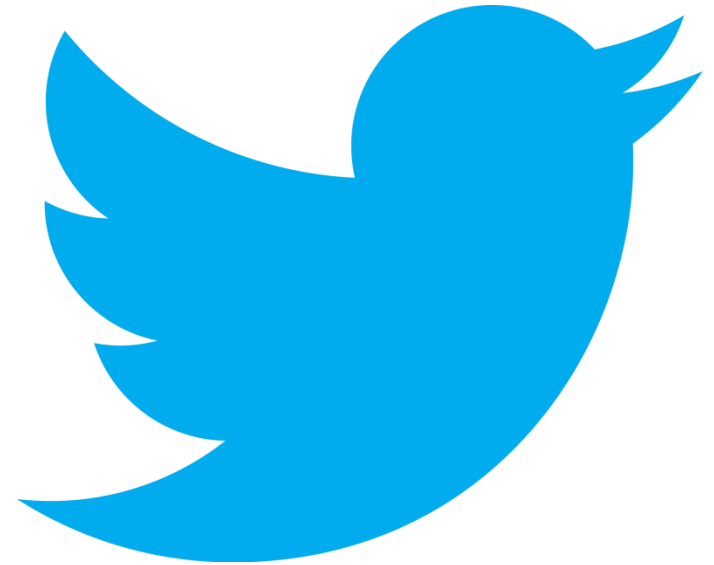
## Profile summary



**Mizzou Cares**

@MizzouCares

There are people and resources at Mizzou who care and are ready and willing to listen. We're here to let you know that Mizzou Cares!



- We linked our Facebook page to our Twitter account for posting ease
- 40 Followers

# Like Us on Facebook or Twitter

- Facebook: <https://www.facebook.com/MizzouCares>
- Twitter: <https://twitter.com/MizzouCares#>
- Or, go to our website: <http://wellness.missouri.edu/mizzoucares/>
- Contact us: [reillyd@missouri.edu](mailto:reillyd@missouri.edu) or [klngqd@mail.missouri.edu](mailto:klngqd@mail.missouri.edu)

# Mizzou Cares Website



**MIZZOU**<sup>TM</sup>  
**CARES**

LOOKING FOR  
SOMETHING TO DO?  
CHECK OUT THESE EVENTS!  
↓

**At Mizzou, our students, faculty, and staff care about each other**

and are committed to helping each other make healthy decisions about our emotional and mental health. If you or someone you know is going through a hard time, there are people and resources at Mizzou who care and are ready and willing to listen. We all go through hard times sometimes. We're here to offer support, promote helpful events, and get you and those you care about to the resources needed.



To learn how to help a friend, visit  
[www.asklistenrefer.org/mu](http://www.asklistenrefer.org/mu)

Click here for the MU Counseling Center's  
**Online Mental Health Screening** 

**Helpful Resources**

**January**

**February**

**March**

**April**

**May**

**We are glad you are finding help.**

**▶ If you are in crisis,  
please click here**

# Some More Examples



To find out just how much Mizzou Cares, check out [MIZZOUARES.MISSOURI.EDU!](http://MIZZOUARES.MISSOURI.EDU!)





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