

A young man and woman are standing on a metal walkway at an amusement park. The man, on the left, has dark hair and is wearing a black t-shirt with a blue and white graphic design. The woman, on the right, has dark curly hair and is wearing a white t-shirt with a similar blue and white graphic design. They are both looking towards the camera. In the background, there is a roller coaster with orange tracks and white supports. A white car is parked on the right side of the image. The scene is set during the day with soft lighting.

I DON'T MIND

Topic

Framing Effective Messages
Related To Mental Health On
Social Media

Presented by

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Co-Founder, IDONTMIND

Director of the IDONTMIND Program
Mental Health America

Meet IDONTMIND

We're a new kind of mental health awareness campaign.



IDONTMIND

Your mind matters. Talk about it.

Our mission

Inspire open and honest
conversations about
mental health

A phrase becomes a movement

IDONTMIND talking about my mental health

IDONTMIND

Your mind matters. Talk about it.



IDONTMIND is the start of a sentence that leads to a bigger conversation about mental health.



IDONTMIND

Your mind matters. Talk about it.

IDONTMIND talking about my mental health.

IDONTMIND going to therapy.

IDONTMIND asking for help when I need it.

IDONTMIND listening when you need to talk.

IDONTMIND taking a mental health day.

IDONTMIND being patient with myself.

IDONTMIND valuing progress over perfection.

IDONTMIND taking a breath.

Your mind matters.
Talk about it.

Your mind matters.
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Our Audience



18-34 years old

80% Women, 20% Men

Mostly US based, with international followers in the UK and Canada

How we realize our mission

Awareness
Education
Inspiration

IDONTMIND

Your mind matters. Talk about it.



Lifestyle brand

IDONTMIND



IDONTMIND

Your mind matters. Talk about it.

People talk about what
they wear more than
how they actually feel.

We launched in 2017

Our first campaign raised
over \$115,000 for NAMI
in only two weeks.



IDONTMIND

Your mind matters. Talk about it.

We tapped into the popularity of streetwear and contemporary lifestyle brands. “Meet people where they are.”

Major focus on branding and design.

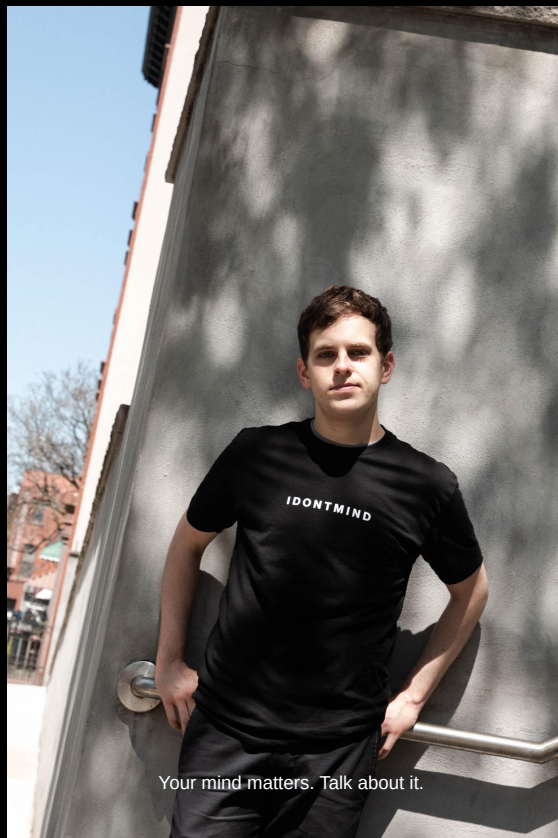
Minimalist, comfortable, weekend-wear.

We didn’t want this to look like mental health campaigns of the past. Actually, we didn’t want it to look like a mental health campaign at all.

“I like your shirt.

What does it mean?”

“I like your shirt.
What does it mean?”



IDONTMIND

Your mind matters. Talk about it.

An organic opportunity to talk about mental health.

And that all rides on an interesting brand name and design. Something that's not too in your face, but enough to spark curiosity.

And then you have to have the messaging and heart to back it up.

Spreading the message

EVERY YEAR I TRY TO TAKE STEPS FORWARD AS FAR AS MY MENTAL HEALTH IS CONCERNED. FOR ME THAT MEANS BEING HONEST WITH MYSELF ABOUT HOW I'M FEELING. IT MEANS NOT BEING SO HARD ON MYSELF ALL THE TIME. I MAY ALWAYS STRUGGLE WITH ANXIETY AND DEPRESSION. THAT DOESN'T MEAN IT HAS TO DEFINE ME.

GRANT GUSTIN



We partnered with influencers and celebrities in our network who joined our campaign and shared their stories authentically on Instagram.

Stories have power, stories can inspire.

It's not a PSA, it's empowering words coming straight from someone you look up to.

Others followed suit. One story would inspire another, and another, and another.

Our evolution



IDONTMIND

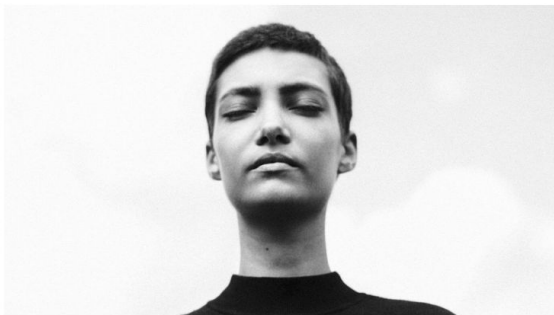
Your mind matters. Talk about it.

In 2018 we joined Mental Health America, the nation's leading community-based nonprofit dedicated to addressing the needs of people living with mental illness and promoting the overall mental health of all Americans.



100% of the proceeds from our store go directly to the IDONTMIND campaign at Mental Health America.

Transitioning from fundraising vehicle to modern destination for all things mental health.



Meditation 101

The what, how, and why of mindfulness.

JULY 15, 2019



How To Meditate In 10 Easy Steps

Jumpstart your first meditation.

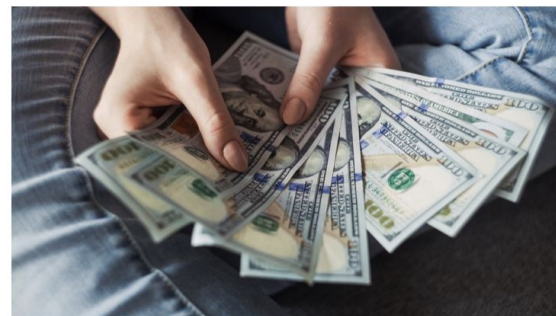
JULY 15, 2019



How Do You Know If You're Depressed?

Ask a Therapist: Your questions about mental health answered by a real therapist.

JULY 9, 2019



So You Think You Can't Afford Therapy

Think again. Here are five out-of-the-box ways to work therapy into your life.

JULY 8, 2019

IDONTMIND

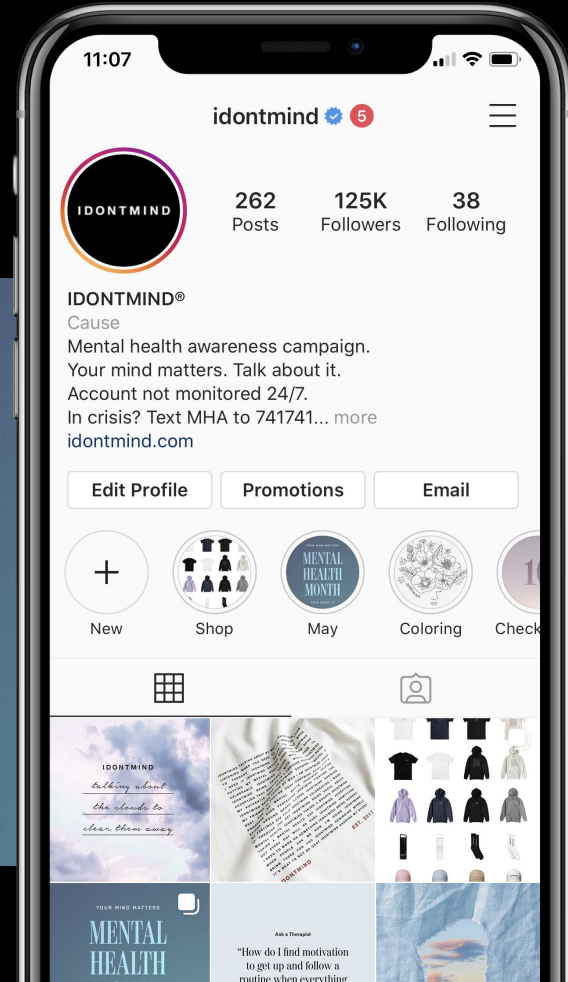
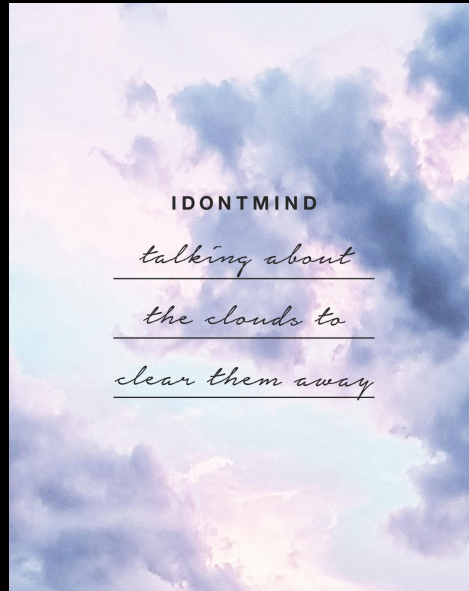
Ambassadors



Olympian Laurie Hernandez Shares Her Mental Health Journey

“Sometimes I can’t give 100%, and I’ll see a question mark above some people’s heads. What’s going on? Why isn’t she all the way up? It’s a tough persona to uphold.”

We stay connected to our audience through Instagram



IDONTMIND

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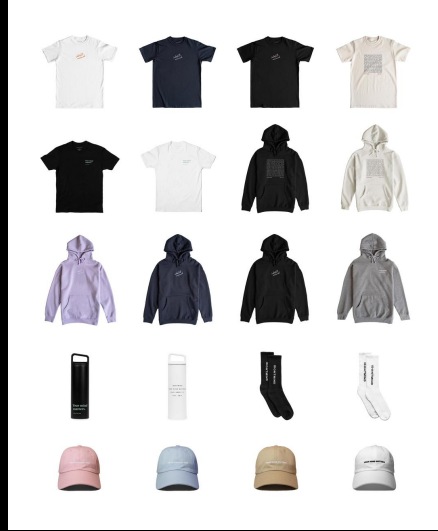
Our community is
extremely engaged.

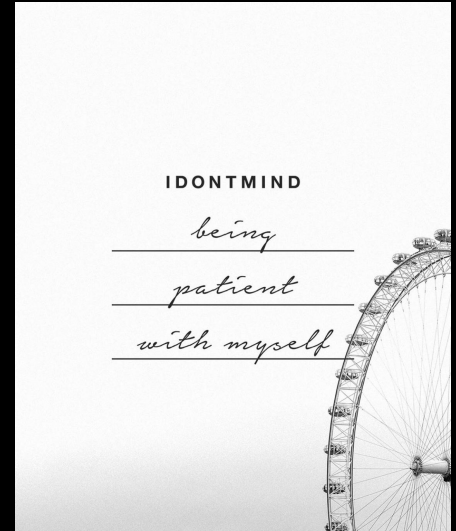
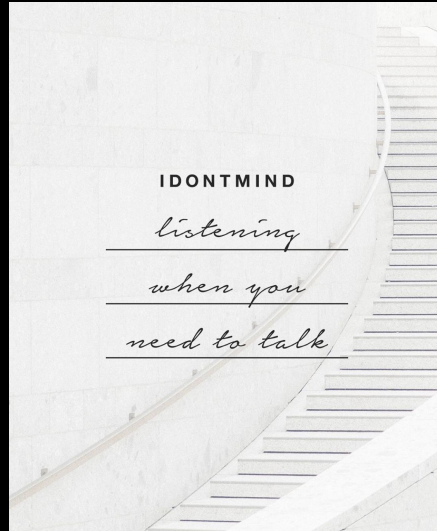
Instagram
engagement rate
of 4.76%

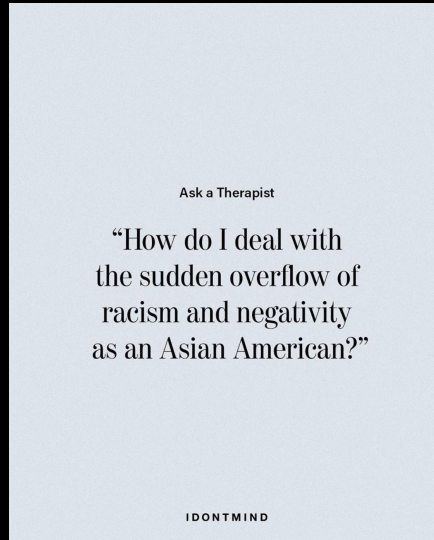
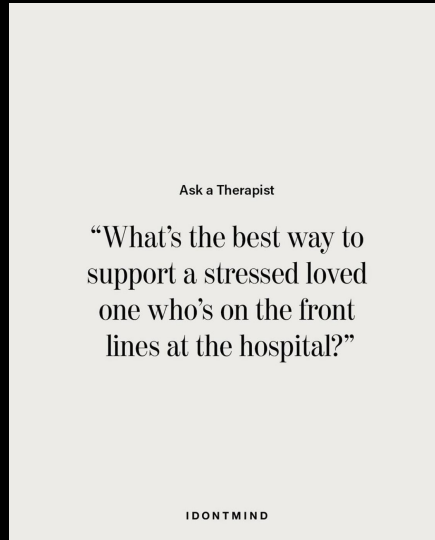
Engagement rate is a metric that tracks how active your audience is with your content – based on likes, comments, shares, etc.

IDONTMIND has over a 50% higher engagement rate than accounts with a similar amount of followers.

The average is about 2%.







Framing our message on Instagram

Branding and consistent aesthetic.

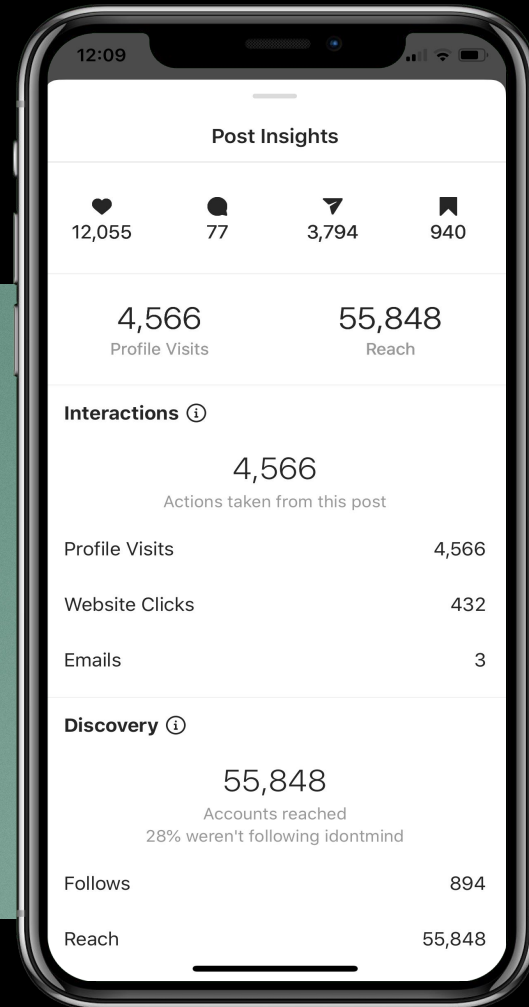
Focus on engagement

What is actually helpful?

What is shareable?

“Meet people where they are”

How do we measure success?



TL;DR

Too long didn't read

We think the best way to fight stigma is to encourage open and honest conversations about mental health.

So we married mental health to fashion to make talking about your mental health a part of everyday life.

We have an extreme focus on thoughtful and consistent branding.

We use Instagram to talk directly to our audience. Meeting people where they already are.

Final thought

You can have an amazing mission and no branding and marketing strategy and reach a few people.

You can have an great aesthetic but no heart and fall flat.

The best campaigns and organizations start with an amazing purpose and understand how to wrap it to appeal to their core audience.

Thank you

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Contact
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