FINAL REPORT

ADPR 5750: Social Media Analytics

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THE TREVOR PROJECT
Saving Young LGBTQ Lives

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The Trevor Project

Overview

The Trevor Project is a non-profit organization founded in 1998. The purpose of this organization is to provide access to mental health and crisis prevention services to young individuals in the LGBTQ+ community. After the debut of the Academy Award- winning film *TREVOR* in 1994, the creators of this film came together to continue the work of providing resources to those that need them.

As an organization, The Trevor Project prides itself in the numerous crisis intervention, mental health, and community resources it provides to the community, such as:

> The Trevor Lifeline
> Trevor Chat
> Trevor CARE Training
> Trevor Ally Training
> TrevorSpace
> & More

Mission

"The mission of The Trevor Project is to end suicide among gay, lesbian, bisexual, transgender, queer & questioning young people".

Executive Summary

Business Problems

The purpose of this research regarding the social media activity of The Trevor Project is to compile data on how the organization can effectively disseminate the resources they provide the LGBTQ+ community to those that need them. By doing so, we are learning how this brand chooses to engage its audience with informational, serious, heavy content while still being respectful, understanding, and engaging. These results can be used to help increase brand reach, hopefully causing a positive change regarding mental wellbeing within LGBTQ youth. This could potentially safe lives in the process by connecting people with similar struggles, ultimately fostering a feeling of safety and community. Based on the data we collect, we will provide recommendations for The Trevor Project to hopefully implement moving forward in order for them to successfully accomplish their mission of ending suicide among LGBTQ+ youth.

Key Performance Indicators
USED TO MEASURE THE SUCCESS AND GOALS OF THE TREVOR PROJECT

- Engagement
  - Likes
  - Mentions
  - Follower count

- Awareness
  - Reach
  - Impressions
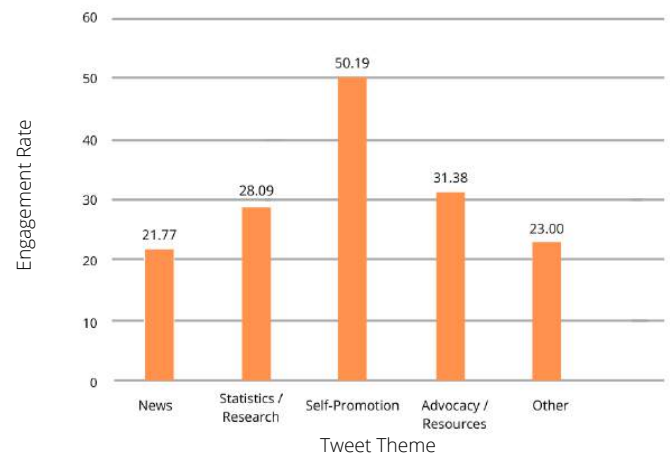
- Share of Voice
  - Post amount
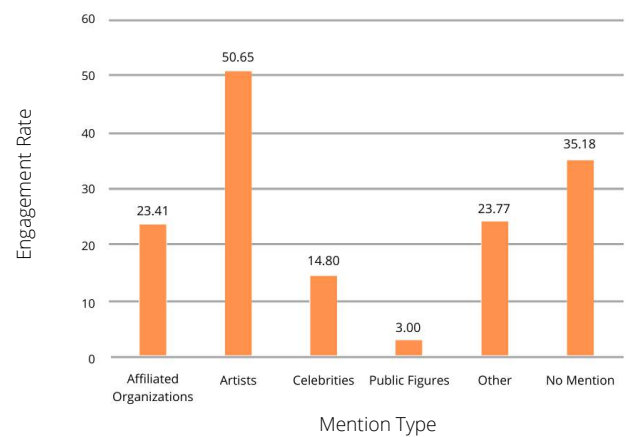
Data Overview

OWNED DATA

The owned data set collected and analyzed on Brandwatch was from a sample of tweets from the Trevor Project's Twitter from July 1, 2020 to October 13, 2020. There were a total of 300 tweets during this time frame. The audience of the Trevor Project's Twitter is split 50% male and 50% female.

We focused on the average engagement by tweet theme, mention type, and hashtag type to analyze the owned data. We determined that tweets with the most engagement are tweets from the Trevor Project, mention artists, and use trending hashtags.
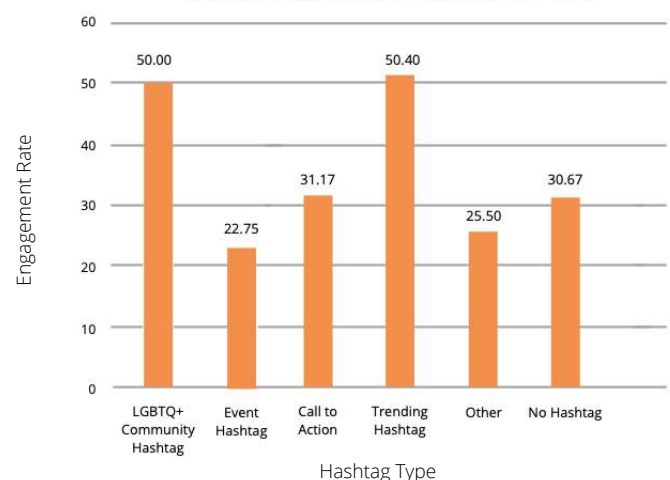
Average Engagement by Tweet Theme

Engagement Rate vs. Tweet Theme

- News: 21.77
- Statistics / Research: 28.09
- Self-Promotion: 50.19
- Advocacy / Resources: 31.38
- Other: 23.00

Average Engagement by Mention Type

Engagement Rate vs. Mention Type

- Affiliated Organizations: 23.41
- Artists: 50.65
- Celebrities: 14.80
- Public Figures: 3.00
- Other: 23.77
- No Mention: 35.18

Average Engagement by Hashtag Type

Engagement Rate vs. Hashtag Type

- LGBTQ+ Community Hashtag: 50.00
- Event Hashtag: 22.75
- Call to Action: 31.17
- Trending Hashtag: 50.40
- Other: 25.50
- No Hashtag: 30.67
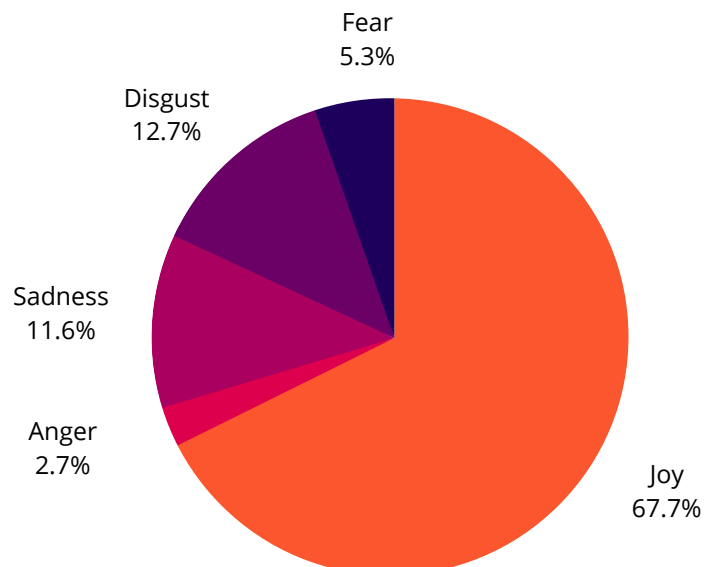
Data Overview

EARNED DATA

The earned data set collected and analyzed on Brandwatch was from July 1, 2020 to October 13, 2020. In terms of percentage breakdown, 67% of the conversation about the Trevor Project was on Twitter, while there was not much conversation about the Trevor Project on Tumblr.

We preformed a cross-platform analysis of the Trevor Project on Twitter and Tumblr. We focused on sentiment, emotion, gender, key influencers, hashtags, and trending themes. Additionally, we compared the Trevor Project directly to its competitors on Twitter only.

Tumblr Mention Volume for Emotion

Fear
5.1%

Disgust
12.1%

Joy
25.3%

Anger
7.1%

Sadness
50.5%
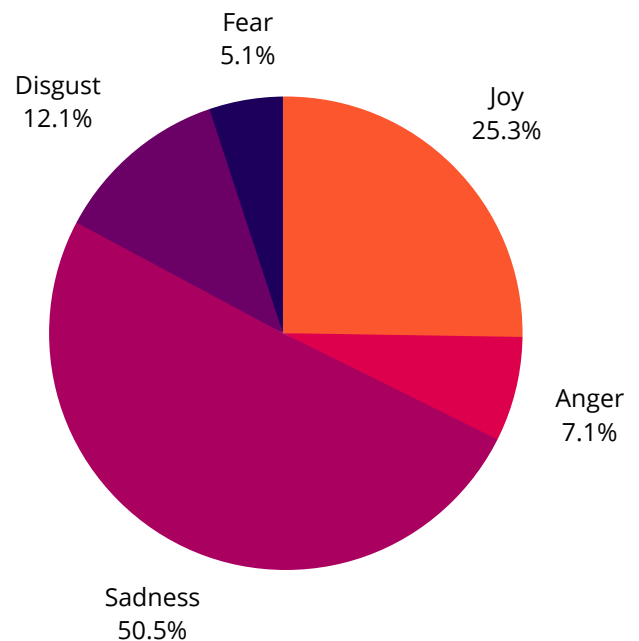
Twitter Mention Volume for Emotion

Fear
5.3%

Disgust
12.7%

Sadness
11.6%

Anger
2.7%

Joy
67.7%

Insights & Recommendations

OWNED DATA

By utilizing data collected from The Trevor Project, we can see the trends that existing audience members are engaging with and have finalized these recommendations to stimulate conversation engagement among them:

01 **INCREASE MENTIONS**
Mention those with a social influence in order to increase reach and engagement of posts

02 **VISUAL STIMULI**
Continue to engage audiences with visual stimuli that is linked to Trevor Project crisis resources

03 **TRENDING HASHTAGS**
Use more trending hashtags in addition to LGBTQ+ community hashtags

EARNED DATA

We collected data regarding the conversations taking place about organization, the general topics within the LGBTQ+ community that potential audience members were engaging with, and analyzing the conversations taking place about The Trevor Projects main competitors.
Below are some recommendations to increase engagement among potential audience members:

06 **CALLS-TO-ACTION**
Increase calls-to-action to encourage audience to engage with the tweets and create meaningful action in the LGBTQ+ community

07 **SHORT EVENTS**
Engage with short social media event hashtags that are based on trending topics

08 **GROW SHARE OF VOICE**
Grow share of voice among competitors by increasing mention volume in tweets

OWNED DATA

OVERVIEW

In order to help promote engagement among The Trevor Project we analyzed the conversations put forth by the brand that their current audience was interacting with to identify trends and areas to improve upon. This engagement is vital in order to increase share the life saving mental health resources offered by The Trevor Project. The data we analyzed was collected from July 2020 - September 2020 and allowed us to provide recommendations on how the brand can best engage with their existing audience on Twitter.

Dataset Information

VOLUME, TIME & DEMOGRAPHIC INFORMATION

VOLUME AND TIME

300 tweets of owned data for The Trevor Project were analyzed for this report. The owned data was collected from July 2020 to September 2020. The Trevor Project has a reach of 304.9K followers

DEMOGRAPHIC INFORMATION

Based off of the graph, we can see that there is an equal split between male and female engagement on the Trevor Project's Twitter. Males make up 50%, and females make up the other 50%. It is important to remain neutral in gender messaging with an LGBTQ+ organization. This data shows that The Trevor Project is successful in keeping the conversation well balanced.

In the infographic pictured to the right, we can see exactly what males and females are engaging with in terms of key words/phrases and hashtags.

50/50 Split

Female ━━━━━━━━━━━━━━━━━━━━━━━━━━━━━ Male

Actionable Insights

AVERAGE ENGAGEMENT BY TWEET THEME

ARTISTIC SELF-PROMOTION

Self-promoting tweets receive a much higher rate of engagement (more than 20% higher compared to the second highest tweet theme) from the audience. This could be tied to the use of unique artwork that accompanies the self promotion. In these tweets, The Trevor Project states a positive/empowering message and accompanies it with the resources they have available.

Average Engagement by Tweet Theme

HIGHER RELATABILITY

The second highest engagement we see in tweet themes comes from the promotion of advocacy and outside resources available to the LGBTQ community. The higher engagement rate could be derived from the content relating to more people (i.e LGBTQ community memebers who are not in crisis and who want to be supportive in the mission of the brand).
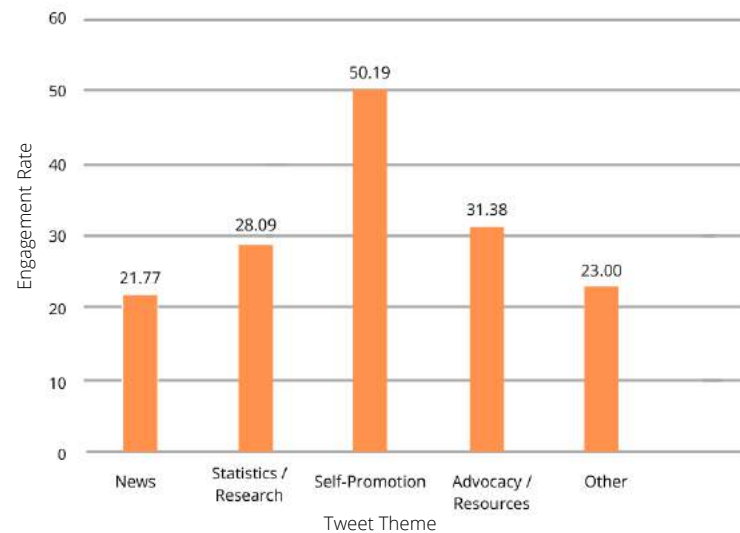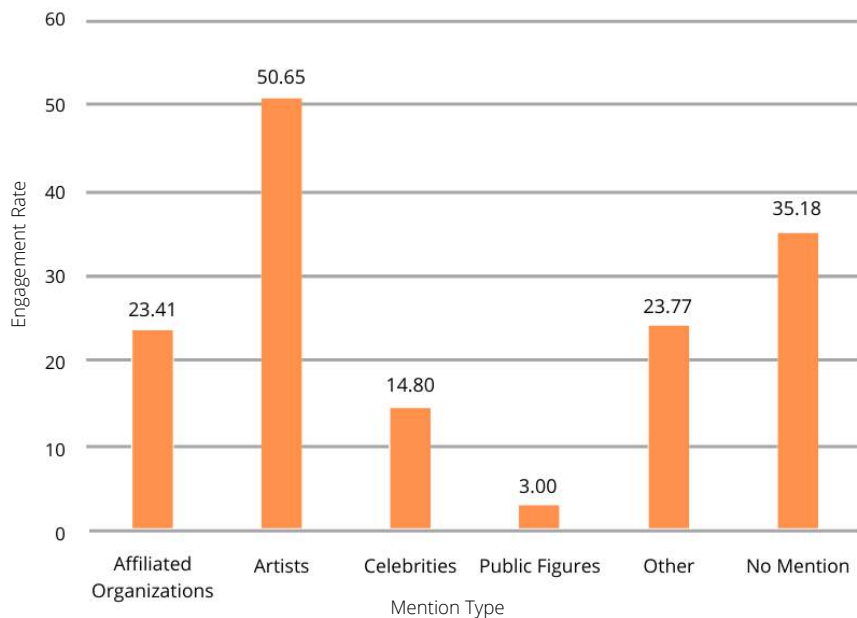

CALL-TO-ACTION

Advocacy posts have actionable content that the audience can act on. The high rate of engagement in these posts could be influenced by the call-to-action messaging they utilize when sharing the advocacy resource. The higher engagement rate could also be derived from the content relating to a wider variety of audience members.

Actionable Insights

AVERAGE ENGAGEMENT BY MENTION TYPE

Average Engagement by Mention Type

Chart showing Engagement Rate by Mention Type:
- Affiliated Organizations: 23.41
- Artists: 50.65
- Celebrities: 14.80
- Public Figures: 3.00
- Other: 23.77
- No Mention: 35.18

Lack of Mention

The second highest engagement comes from the organization not mentioning anyone at all. This is caused by the lack of any mention of important figures or Twitter users. If The Trevor Project were to increase their usage of mentions as a method of increasing their overall reach, their engagement in this category would go down.

The Value of Mentions

It has been proven that mentioning public officials, celebrities, and other organizations will ultimately help The Trevor Project reach a wider range of audiences. For example, when they mentioned Lilli Reinhardt in an article repost (bottom), the tweet received higher engagement than a typical article repost that lacked any mentions (top).

Artist Features

Since artists that are tagged are accompanied by an image they have created, this would ultimately help to increase the engagement of the post. By **creating posts and artwork worth sharing** through their use of smaller artists, this increases engagement through retweets of inspirational and promotional artwork for The Trevor Project. Twitter users tend to enjoy content that they can use to promote mental health, and often repost it. With this in mind, The Trevor Project uses the artwork of smaller artists, mention them, and also can promote their own organization.
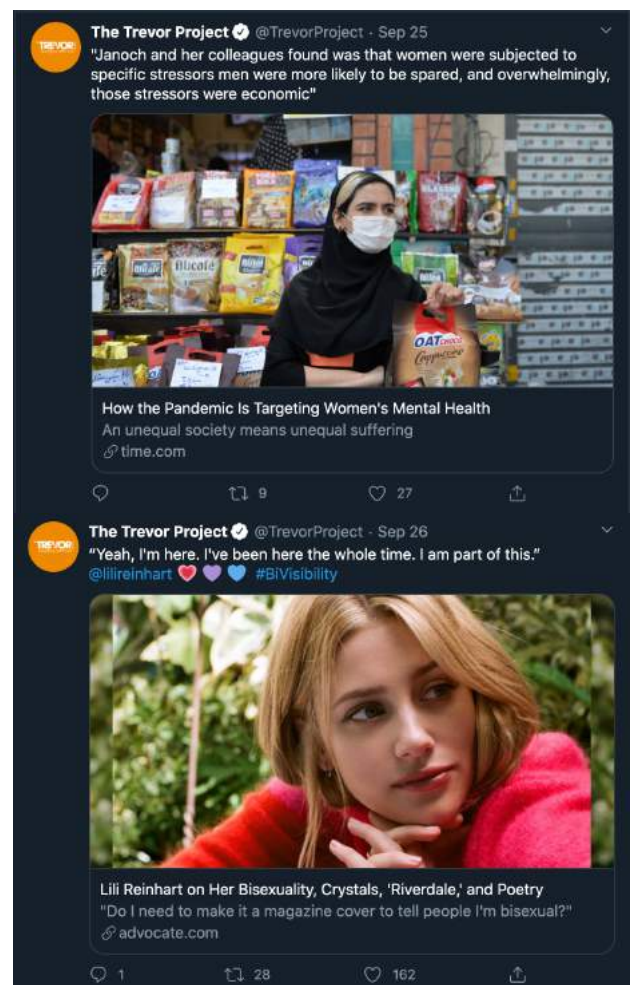
Actionable Insights

AVERAGE ENGAGEMENT BY HASHTAG TYPE

Maintaining Relevancy

Based off of the data, we can see that trending hashtags are used the most in their posts. The Trevor Project is probably trying to stay up to date and relevant on Twitter feeds by using trending hashtags because it is a populated social media site with way to much information already, and by using hashtags that are similar to what their followers might be looking for, it might be more likely that a follower would come across one of their posts.
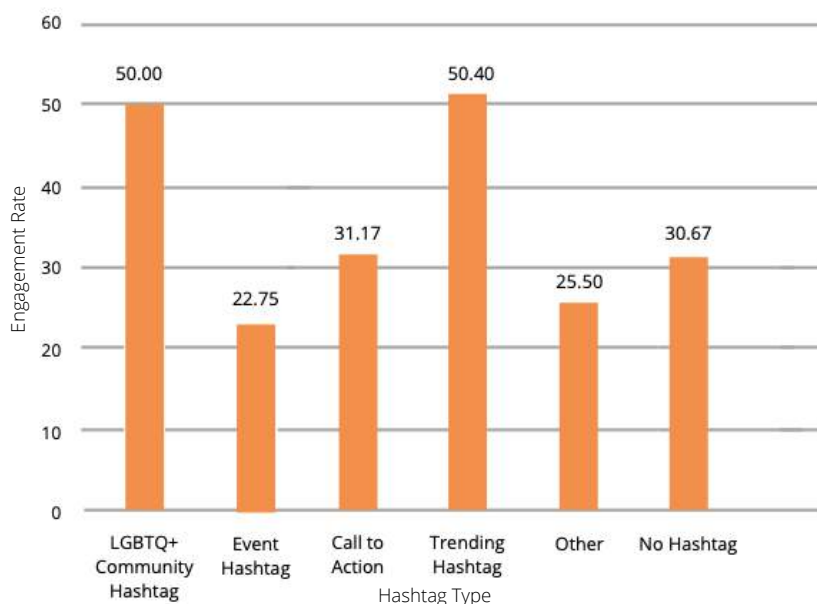
LGBTQ+ Hashtags

LGBTQ+ Community hashtags are the second most common type of hashtag. It makes sense for them to almost be the most used hashtag type because they are a platform for this community. However, most of their posts are for self promotion, so it might make sense to change up or include more than just #lgbtq and #trans in their posts.

Lack of Hashtags

The "No Hashtag" type is almost the third highest in the graph, which shows that the Trevor Project is not using as many hashtags as they should be in their posts. Like mention type, it is important that the organization decreases this amount of "No Hashtag" type to increase the amount of reach. A hashtag on a post can increase the amount of reach the post has because it is putting a post into more feeds of more types of people.

Average Engagement by Hashtag Type

Hashtag Type	Engagement Rate
LGBTQ+ Community Hashtag	50.00
Event Hashtag	22.75
Call to Action	31.17
Trending Hashtag	50.40
Other	25.50
No Hashtag	30.67

The Trevor Project ✔ @TrevorProject · Sep 28
"Minority stress," the impact of experiences like discrimination, rejection, victimization, is a major reason why LGBTQ youth are more prone to suicidal ideation, according to Dr. Amy Green, director of research at The Trevor Project"

'It Gets Better': How a viral video fueled a movement for LGBTQ youth
After a rash of LGBTQ teen suicides a decade ago, a grassroots movement started to spread a simple but profound message: "It gets...
🔗 nbcnews.com

The Trevor Project ✔ @TrevorProject · 1h
You don't have to get there all at once 💛 If you're in crisis, remember we're here 24/7 to support you at: 866.488.7386 or text/chat thetrevorproject.org/help ✈️⬛
🎨 art by @ChibirdArt 🎨
#lgbtq #trans

Actionable Insights

BASED ON OWNED DATA ANALYSIS

INCREASE MENTIONS

There is a lot of missed opportunity with the lack of mentions by the account when reposting articles. We do not want "No Mention" to be the second highest category, and increasing the amount of mentions will bring down engagement levels on "No Mention" tweets, redistributing that engagement to the other categories. In addition, it helps to humanize the topic by showing that it is relevant among people the audience knows. Mentioning those with an influence will also help to increase the reach of the post and the engagement rates.

PROMOTING ARTISTS

The Trevor Project's existing audience engages with artwork in their tweets at a higher rate than tweets without visual stimuli. By tagging the artists being featured, there is potential to grow the audience by increasing the reach of the tweets. Pairing an aesthetically pleasing, uplifting graphic with organization information will make people more willing to retweet and share the self-promo posts, which are always connected to the website and the hotline, thereby increasing the reach of the brand and its helpful resources.

ENGAGE WITH TRENDING HASHTAGS

Using trending hashtags will help The Trevor Project position themselves as a relevant resource that is engaged in the day to day happenings of the LGBTQ Communities. More hashtags overall will decrease the amount of "no hashtag" results. Finally, this will help link their cause to everyday people that normally do not follow this topic, and the information they associate with, further increasing brand reach.

All of this works together in order to help increase engagement among audience members that currently engage with The Trevor Project tweets and helps them increase the reach of their resources by linking them to other accounts and feeds.
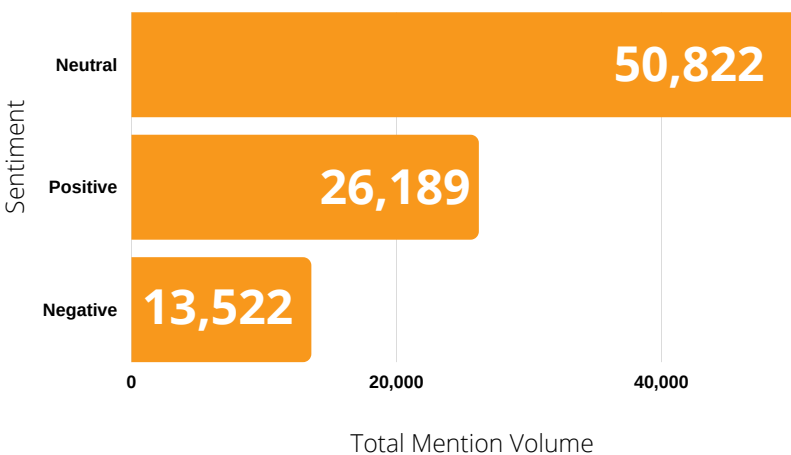
EARNED DATA

OVERVIEW

Our team wanted to further explore the conversations of LGBTQ+ mental health and support that were taking place on Twitter and Tumblr. In our search, it was important to analyze the trends of conversations our potential audience was likely to engage in/respond to within each platform. In addition, we analyzed how Trevor Project compared to their competitors across social media platforms. The data that we collected was within the timeframe of July 1, 2020 to Oct 13, 2020 and was used to determine how to best position the brand to engage with their potential audiences

The Trevor Project

Sentiment Analysis for Organization Data

Sentiment | Total Mention Volume

Neutral **50,822**
Positive **26,189**
Negative **13,522**

0   20,000   40,000

- Sentiment when audience members talk about The Trevor Project is primarily neutral
  - With neutral posts we see a promotion of resources and information to those in need
  - Does not need to have a positive or negative charge when sharing data/information

Top positive mention (based on reach):

Rahul Kohli @RahulKohli13

I loved Harry Potter, every book, every movie and this game looks great but I just can't bring myself to buy it, instead I'll be donating my money to the @TrevorProject.

#TransWomenAreWomen
#TransMenAreMen

HOGWARTS LEGACY

5:02 AM · Sep 18, 2020

10K   1.5K people are Tweeting about this

Top negative mention (based on reach):

Google.org @Googleorg

As part of her #GoogleorgFellowship, Amber dedicated 6 months pro bono to @TrevorProject, where she helped create an #ML tool to estimate suicide risk.

"This cause is important to me. 54% of transgender youth consider suicide—I was one of them."
#NationalSuicidePreventionWeek

A Googler who worked full-time with The Trevor Project through the Google.org Fellowship.

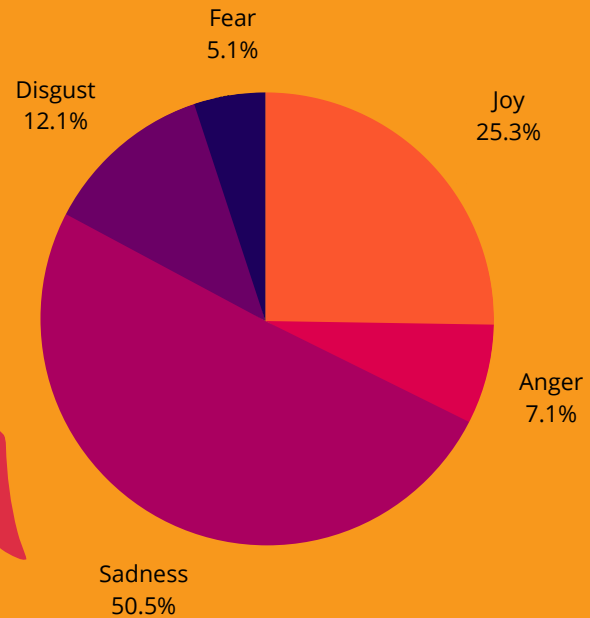3:52 PM · Sep 8, 2020

The Trevor Project

CROSS PLATFORM DATA

Tumblr
2964 Total Mentions

Tumblr has an overwhelming amount of people engaging with the topics of LGBTQ+ advocacy and mental health, but The Trevor Project is not mentioned with much frequency on this app.

Mention Volume for Emotion

- Fear 5.1%
- Disgust 12.1%
- Joy 25.3%
- Anger 7.1%
- Sadness 50.5%

A Spike in mentions on September 10

- 79 mentions
- National Suicide Prevention Day
- LGBTQ+ community re-sharing lists of suicide prevention hotlines (example pictured bottom right)

B Spike in mentions on August 11

- 68 mentions
- Gender Neutral Pronoun Study by The Trevor Project
- Many posts relayed suicide prevention hotline information as well

Emotion Breakdown

- "Sadness" tends to dominate the conversation surrounding The Trevor Project on Tumblr
- Could be driven be the negative connotations surrounding the general topics of suicide and mental health issues

Volume Over Time
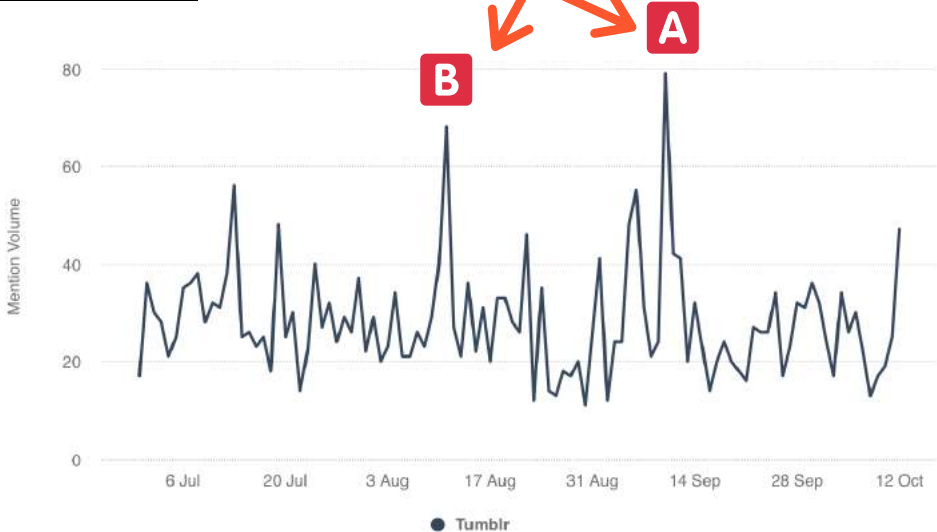
you are needed here

It's World Suicide Prevention Day.

If you see this, I want you to genuinely know that even though I may not personally know you, I REALLY do love you!

You are a human being **with *dignity*** inherently and forever ingrained in you and NO ONE can EVER take that away, no matter how much they try to discard or diminish you.

You are so loved!

Please reach out if you need help, especially to someone you trust.

RESOURCES:

American Lifeline Phone Number (Available 24/7) / 800-273-8255

To Write Love on Her Arms / www.twloha.com

CDC 24/7: Saving Lives, Protecting People / www.cdc.gov/vitalsigns/suicide

American Foundation for Suicide Prevention (ASFP) / www.asfp.org

The Jed Foundation / www.jedfoundation.org

The Trevor Project / www.thetrevorproject.org

Anthem of Hope / www.anthemofhope.org

September 10

#World Suicide Prevention Day

#Suicide Prevention Awareness

The Trevor Project

CROSS PLATFORM DATA

Rebecca Sugar @rebeccasugar
Happy #BiWeek! Bi people make up the largest portion of the LGBTQ community, but face higher risk for sexual assault and suicide than their peers. Let's build a safer world for bi youth. Educate yourself and others with @trevorproject's new guide: TRVR.org/BiGuide
2:17 PM · Sep 16, 2020 · Twitter Web App
2.6K Retweets   56 Quote Tweets   8.9K Likes

Twitter
81K Total Mentions

67% of the conversation about The Trevor Project took place on Twitter, making it one of the most vital social media platforms for the organization

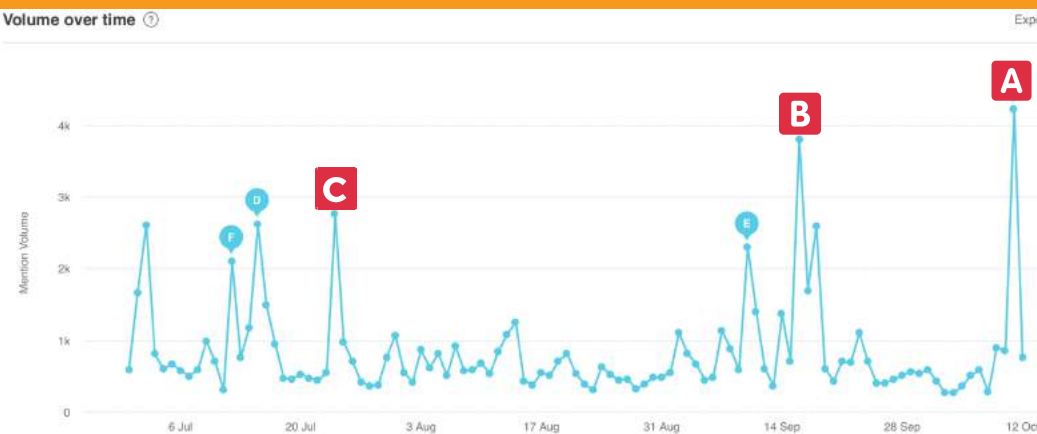Volume over time

A Spike in mentions on October 11
- 4151 mentions
- LGBTQ+ Trending Community Events
  - #NationalComingOutDay
- Accompanied with guide by Trevor Project that furthered the conversation

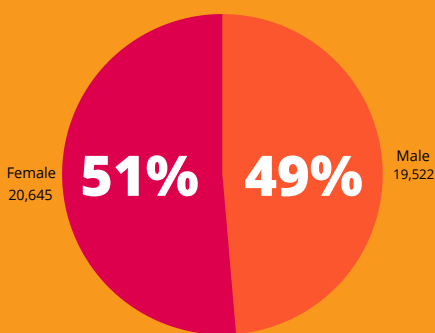**B Spike in mentions on September 16**
- 3707 mentions
- LGBTQ+ Trending Community Events
  - #BiWeek (example pictured above)
- Accompanied with Bi Guide by Trevor Project that furthered the conversation
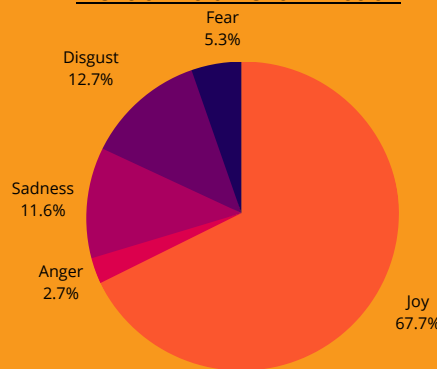- Redirection to their site

C Spike in mentions on July 24
- 2716 mentions
- @NPR released article citing National Survey conducted by Trevor Project

Twitter Demographics

Female 20,645 — 51%   49% — Male 19,522

Mention Volume for Emotion

Fear 5.3%
Disgust 12.7%
Sadness 11.6%
Anger 2.7%
Joy 67.7%

Demographic And Emotion Breakdown

- Gender in Twitter organization data is split almost evenly, suggesting gender inclusivity
- No Twitter data on **non-binary individuals**, so they could be apart of this audience
  - Vital to create content that speaks to all groups of the LGBTQ+ community

- "Joy" is the primary emotion connected with organization conversations on Twitter
  - Fosters a community of inclusivity and positivity when talking about sensitive topics

# The Trevor Project Dataset

TWITTER THEME ANALYSIS (CONT.)

LGBTQ Suicide Prevention (27.4% of mentions overall)

The conversation of this theme remains pretty consistent throughout the year, but spiked on National Suicide Prevention Day. There were **25K total mentions** in this theme. Once again, we see The Trevor Project trending with current social media events. Mainly, the theme of hotlines was shared as a reminder to any LGBTQ+ youth struggling that there are resources available to assist them. Many times The Trevor Project was referenced along side their competitors, meaning they need to be able to easily **communicate a difference in services** to their audiences.

- Overwhelmingly negative-like sentiment
  - Derived from negative terminology like "suicide", which is part of the organizations conversation
  - Useful to **begin positioning the conversation with The Trevor Project as positive** to differentiate between hotline resources
  - Phrases that remind users of community (such as "you are loved") trigger positive sentiment and match the brands mission

Mention Volume for Sentiment

Negative **90%**

Positive **10%**
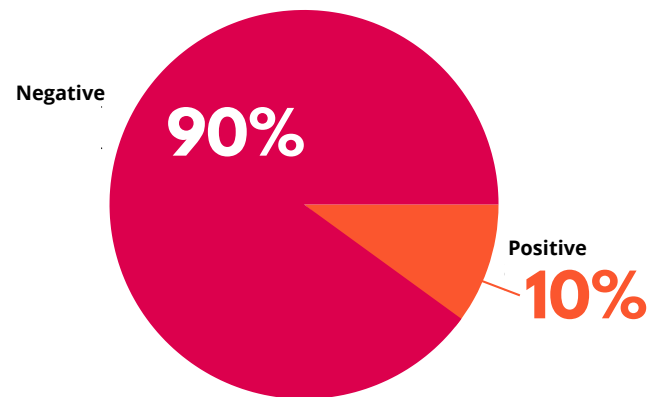
Top Unique Hashtags

#wspd2020
(5 tweets, 130 retweets, 552730 impressions)

#nationalsuicidepreventionweek
(3 tweets, 39 retweets, 250914 impressions)

#suicidepreventionmonth
(37 tweets, 61 retweets, 86955 impressions)

#sucidepreventionmonth
(4 tweets, 70 retweets, 26017 impressions)

- Top unique hashtags suggest a correlation between length of the social media trend and audience engagement
- The longest of the social media campaigns (#suicidepreventionmonth), did not receive as many impressions as the shorter campaigns
- #wspd2020 garnered the most impressions and retweets
- The data included a misspelled hashtag (#sucidepreventionmonth)
- Misspelling ended up eliminating impression totals from the correct hashtag

TWITTER THEME ANALYSIS

Trending Themes Across Twitter

Based on the 91K mentions across all topic data platforms, approximately **81K** of them come from Twitter alone
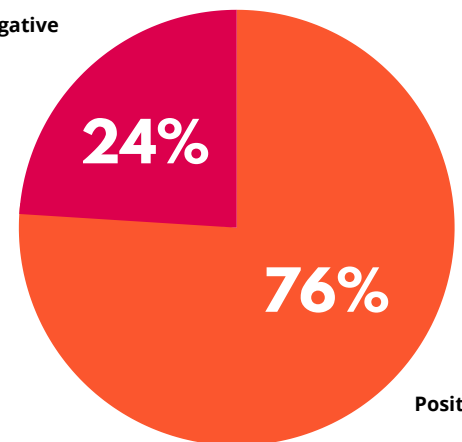
Mention Volume for Sentiment

Key Influencers

Niki Demar @nikidemar

Niki is a fashion and beauty YouTuber, singer/songwriter, and actress. She has a following of **1.7 mil** on Twitter. She is an influencer in this conversation because she is an ally who shared resource documents. Her tweet had a high reach of 113352 users and a substantial amount of retweets (151).

NIKI DEMAR @nikidemar

Bi people make up the largest portion of the LGBTQ community, but are often erased and face higher risk than their peers for sexual assault and suicide. During #BiWeek, read @trevorproject's new guide to help create a safer world for bi youth: TRVR.org/BiGuide 💙💜❤️

How to Support BISEXUAL YOUTH
Ways to Care for Young People Who Are Attracted to More Than One Gender

How to Support Bisexual Youth – The Trevor Project
Ways to Care for Young People Who Are Attracted to More Than One Gender Introduction At The Trevor Project, we're always working to …
thetrevorproject.org

Negative — 24%

Positive — 76%

Bisexuality (13.2% of mentions overall)

This theme, with **12K total mentions**, revolves mainly around the event of "Bi Week", an annual event in September that seeks to accelerate the acceptance of the Bi+ community. The Trevor Project took advantage of **trending hashtags** during this social media event in order to gain more momentum with the conversation.

The sentiment was primarily positive. The conversation about this theme engages with the **Bi Guide** that the Trevor Project released and promoted during this time to help educate the Bi+ community and their allies, provide them with mental health resources, and create a "safer world for bi youth". Many of the keywords in this theme include **"community", "people", and "peers"**, ultimately promoting the **necessity for social involvement** in progressing these issues and engaging in the larger conversation about allyship put forth by the Bi Guide.

The top three positive tweets with the highest reach all mention the new Bi Guide that Trevor Project released on how to support bisexual youth. This guide usually included a **summary graphic and a "snippet"** from the guide to grab attention and encourage reading.
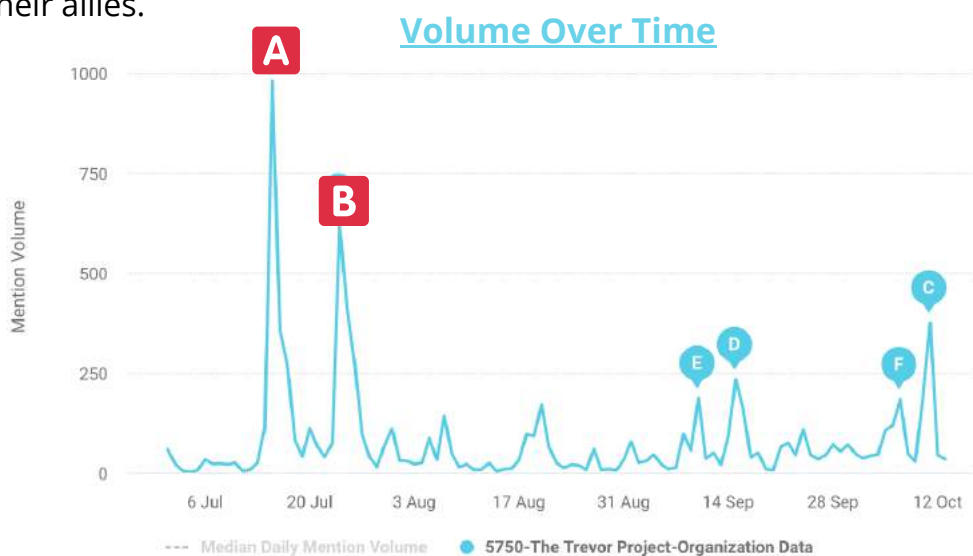
The Trevor Project Dataset

TWITTER THEME ANALYSIS (CONT.)

National Survey on LGBTQ Youth (12% of mentions overall)

The conversation of this theme with **11K total mentions** is primarily driven by surveys and insights that the Trevor Project has compiled into accessible information for the LGBTQ+ community and their allies.

Volume Over Time

--- Median Daily Mention Volume   ● 5750-The Trevor Project-Organization Data

Sentiment Analysis & Insights

- Negative sentiment was 78% of the conversation
  - Organization deals with serious topics that have negative connotations
- Negative tweets include **calls-to-action**, such as "learn more"
  - Increase social media activity because audience members share the info or learn more about it by visiting the site

A Spike in mentions on July 15

- 980 mentions
- The Trevor Project findings and new data
  - Conversion therapy suicide rates
- Graphic that accompanies Trevor Project's findings
- Elevated rates of conversation lasted for a couple days (July 15-17)

B Spike in mentions on September 16

- 616 mentions
- Retweets of NPR article where The Trevor Project's findings were released
  - Hyperlink to article
- Attention-grabbing fact used for tagline
- Established credibility by referencing the CEO of The Trevor Project

Top Unique Hashtags

#mentalhealthawarness
(17 tweets, 230 retweets, 3093957 impressions)

#elevatetheconvo
(1 tweet, 125 retweets, 2697350 impressions)

The Trevor Project Dataset

TUMBLR THEME ANALYSIS

t Trending Themes on Tumblr
2964 mentions overall

Sexuality Support (59% of mentions overall)

The theme of sexuality support is very prevalent in our Tumblr data, with **1747 mentions** out of the overall total of 2964 mentions. Overall, the organization is mentioned when **sharing resources that help explain/support different sexualities**. The tone is **informal and conversational,** encompassing the idea of close-knit community, which is what the organization strives for. Sharing resources and information also seems to help open dialogue on Tumblr. For The Trevor Project, these online conversations about sexuality support can be used as an opportunity to further their brand reach and increase the amount of people who have access to their helpful resources while maintaining a **community-centered approach.**

You can if you want to be. It's just a label. And labels are personal its only up to you. I personally really like bi and omni. Oh and here's a much better diagram for this I've been working on. Also heres a page from The Trevor Project that may be helpful it has some pretty good definitions on bi+/m-spec labels

https://www.thetrevorproject.org/resources/how-to-support-bisexual-youth/

How to Support Bisexual Youth – The Trevor Project

Ways to Care for Young People Who Are Attracted to More Than One Gender Introduction At The Trevor Project , we're always working to create a

THE TREVOR PROJECT

Lifelines (53% of mentions overall)

Overall, there are **1587 mentions** of The Trevor Project in connection to lifelines/hotlines on Tumblr within our data. This suggests that there is a need for crisis hotlines within the Tumblr audience, making Trevor Project relevant to those conversations. The majority of posts that mention The Trevor Project are negative-like in sentiment, and The Trevor Project is usually listed with multiple other hotlines and it does not have a description in the threads. In order to help **differentiate between hotline services**, it would be useful for Trevor Project to begin posting information to Tumblr and engaging in these lifeline conversations so that at risk audiences understand and have access to all the resources that are available to them through the organization.

US Helplines:
- Depression Hotline: 1-630-482-9696
- Suicide Hotline: 1-800-784-8433
- LifeLine: 1-800-273-8255
- Trevor Project: 1-866-488-7386
- Sexuality Support: 1-800-246-7743
- Eating Disorders Hotline: 1-847-831-3438
- Rape and Sexual Assault: 1-800-656-4673
- Grief Support: 1-650-321-5272
- Runaway: 1-800-843-5200, 1-800-843-5678, 1-800-621-4000
- Exhale: After Abortion Hotline/Pro-Voice: 1-866-4394253
- Child Abuse: 1-800-422-4453

UK Helplines:
- Samaritans (for any problem): 08457909090 e-mail jo@samaritans.org
- Childline (for anyone under 18 with any problem): 08001111
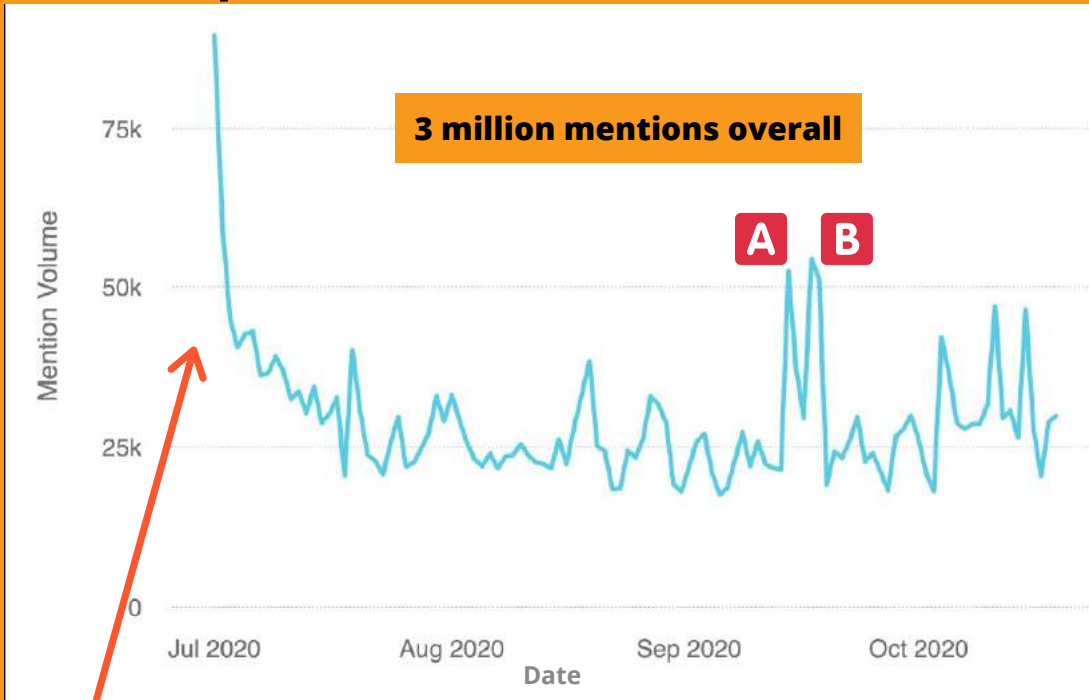- Mind infoline (mental health information): 0300 123 3393 e-mail: info@mind.org.u

LGBTQ+ Community Conversation

CROSS PLATFORM DATA
COLLECTED FROM JULY 1, 2020 TO OCTOBER 13, 2020

Topic Date Total Mention Volume

3 million mentions overall

A **B**

Decrease in mentions coinciding with the end of Pride Month (days leading up to July 1)

Trending Hashtags

#lgbtq   **#pride**

#gay

Spikes in Topic Data

A **Spike in mentions on September 14**

- 39,647 mentions
- Backlash related to transphobic comments made by J.K. Rowling, esteemed author of the Harry Potter series.
- Spike data shows overwhelming support for the trans community with the trending of trans authors to support.

B **Spike in mentions on September 17**

- 45,521 mentions
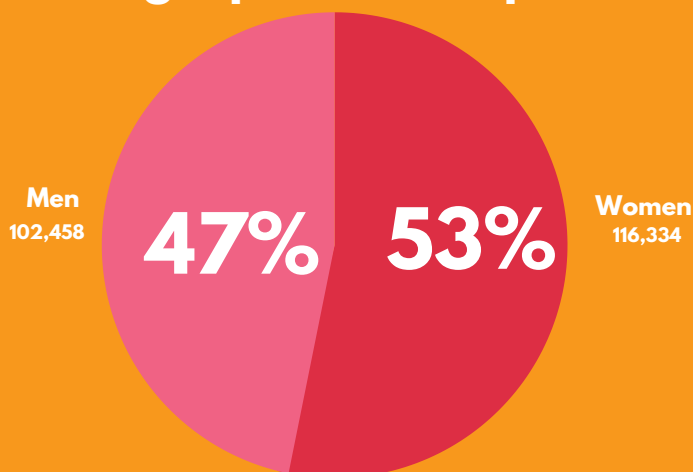- Widespread retweet (10,610 retweets) of trans-positive tweet (pictured to left).

☀BOOB☀
@nebulahusky

do u support trans rights?

| Yes | Yes | Yes |
| 👍 | 👍 | 👍 |

5:49 PM · Sep 16, 2020

♡ 98.4K   💬 23.4K people are Tweeting about this

Demographics for Topic Data

Men
102,458
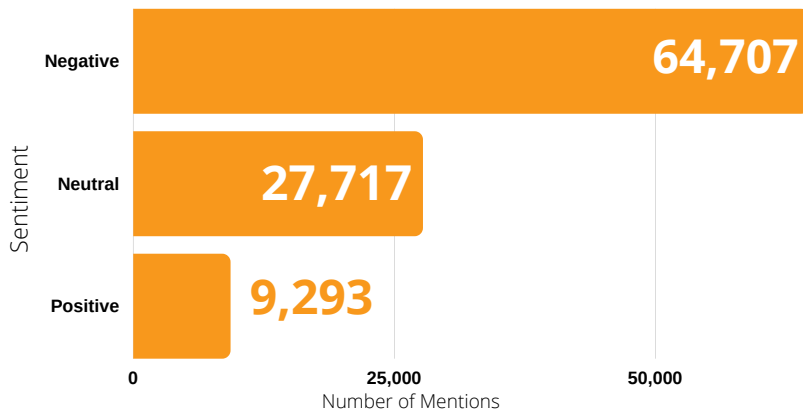
47% **53%**

Women
116,334

- Demographics across topic dataset are relatively even, with **women being slightly more active in the conversation than men**.
- Attributed to the increased level of comfort women have with discussing their mental health and sexuality.
- The Trevor Project's should become a leader in the conversation of men's mental health and sexuality, and the stigma surrounding these topics.

LGBTQ+ Community Conversation

Sentiment Analysis for Topic Data

Sentiment | Number of Mentions
- Negative: **64,707**
- Neutral: **27,717**
- Positive: **9,293**

(0 — 25,000 — 50,000)

- Sentiment is **disproportionally negative** for the topic data overall.
- Negative nature of the topic that The Trevor Project is active within provides basis for this.
- Many take to social media to express these ideas as a coping mechanism, which reflects the overall negative sentiment seen.

Top positive mention (based on reach):

MOD Pizza ✓
@MODPizza

❤️Go ahead and follow some of our amazing partners:

@generosityfeeds - feeding communities
@farestart - jobs & training for opportunity youth
@bestbuddies - inclusion for people with disabilities
@outandequal - LGBTQ workplace equality
@jedfoundation - mental health resources

11:29 AM · Aug 4, 2020

♡ 254   💬 506 people are Tweeting about this

Top negative mention (based on reach):

Sascha Viktor 🎃
@confusedophan

sometimes gender euphoria can be a better indicator that you're trans than gender dysphoria. dysphoria is often confusing & easy to mistake for other mental health issues, but asking yourself "would I be happier as another gender?" might actually give you helpful answers.

1:20 PM · Sep 10, 2020

♡ 16.9K   💬 4.8K people are Tweeting about this

Key Influencers

Jessie Paege @jessiepaege
Paege is an openly gay music artist from New Jersey. She has a following of **293.6k** on Twitter. She is an influencer in this conversation because she is a relatable individual to the LGBTQ+ community to look up to.

Peter Morley @morethanmysle
Morley is a healthcare advocate and founder's council member of United States of Care. He currently has a Twitter following of **109.2k**. Morley is a key influencer of this topic as a survivor of Cancer himself and could serve as an advocate for better healthcare for the LGBTQ+ community.

CROSS PLATFORM ANALYSIS
COLLECTED FROM JULY 1, 2020 TO OCTOBER 13, 2020

Unique Trending Topic: Coronavirus (7% of overall mentions)

Mentions of coronavirus were trending, encompassing **210K mentions** across all platforms. Of this data, approximately 151K of these mentions came from news sources alone. As an organization, The Trevor Project should recognize that interacting with news of this kind can benefit them. Social media is an avenue that is becoming more popular for disseminating news about current events. With that being said, interacting with this information in some way, through a retweet or a share, will allow them to be viewed as an active participant in what is currently happening in the world. While this is directly applied to the Coronavirus and the affect it has had on the LGBTQ+ community, this idea can be applied to any current events happening in the world.

Total Mentions of Topic (Across All Platforms)

--- Median Daily Mention Volume • All

Sentiment Analysis
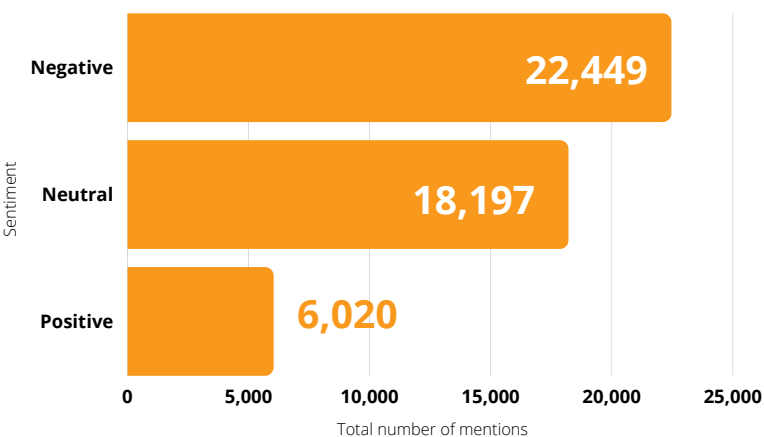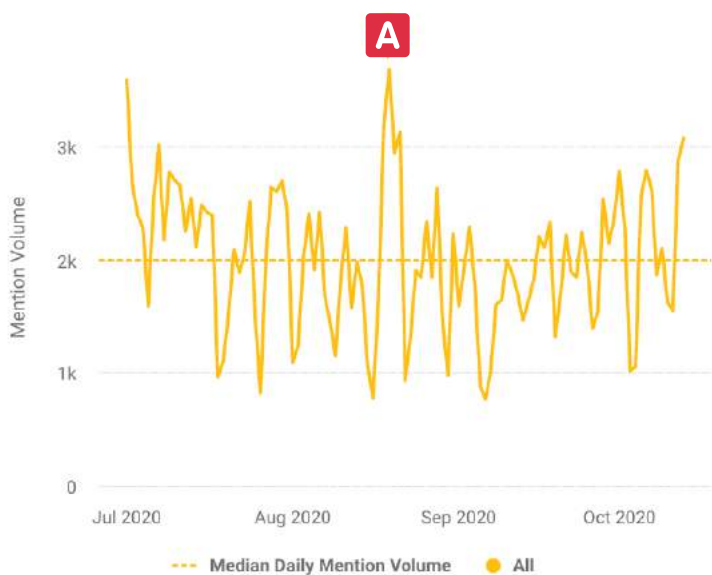
- Data collected about Coronavirus swayed negative in terms of sentiment across the entire dataset.
- This aligns with the current nature of the pandemic and the affects it has had on the world.
- Based on benchmark over time, negative tweets regarding Coronavirus decreased by 14% during the month of September, which is Suicide Awareness Month.

A Spike in mentions on August 19, 2020

- Continued coverage of coronavirus on news sites.
- Retweets of this tweet

Dana White
@ItsDanaWhite

The violence LGBTQ+ folks, especially trans people, continue to face even during this pandemic has stunned me. It really doesn't stop. That's not a lack of education, but a widespread commitment to violence and cruelty. It's senseless and evil.
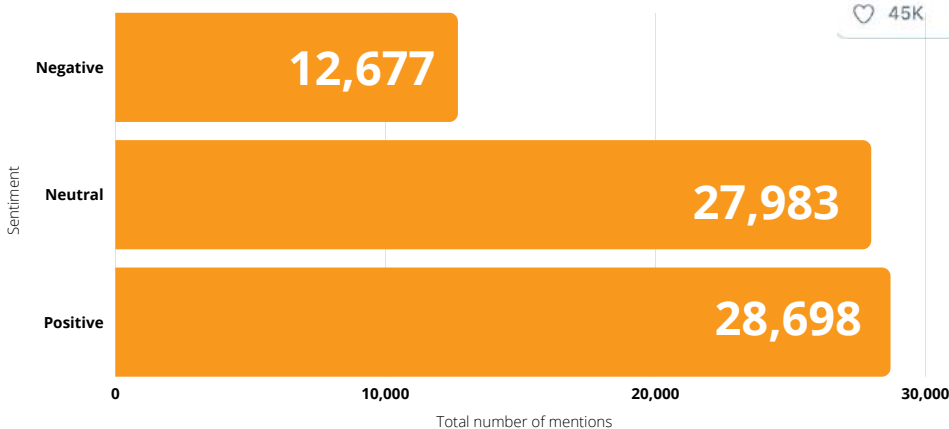
12:21 PM · Aug 19, 2020

LGBTQ+ Community Conversation

Trending Themes Across Twitter

Based on the 3 million mentions across all topic data platforms, approximately **2 million** of them come from Twitter alone.

LGBTQ+ Pride (16.7% of mentions overall)

The conversation surrounding LGBTQ pride consisted of **334K mentions** of the topic on Twitter. Overall, the sentiment seen is overwhelmingly positive, which could be attributed to the positive nature of the topic. There is a sudden drop off of mentions regarding mental health support and LGBTQ+ pride after the month of June, which is Pride Month. LGBTQ+ individuals are proud of who they are, and that should not be limited to just one month out of the year. As a recommendation to The Trevor Project, taking a stance on Pride being a celebrated topic regardless of the time of year would put them in a favorable light and drive traffic with this trending topic specifically.

BowtieinChicago
@bowtieinchicago

You can take our flag but you can never take our pride. #gay #pride

TO THE PERSON WHO STOLE THE PRIDE FLAG OFF OUR FRONT PORCH

10:41 PM · Aug 13, 2020 from Chicago, IL

♡ 45K   12.6K people are Tweeting about this

Sentiment Analysis

Sentiment	Total number of mentions
Negative	12,677
Neutral	27,983
Positive	28,698

- Sentiment leans more positive, by nature of the topic.
- As compared to the mental health resources topic, which was disproportionally negative.

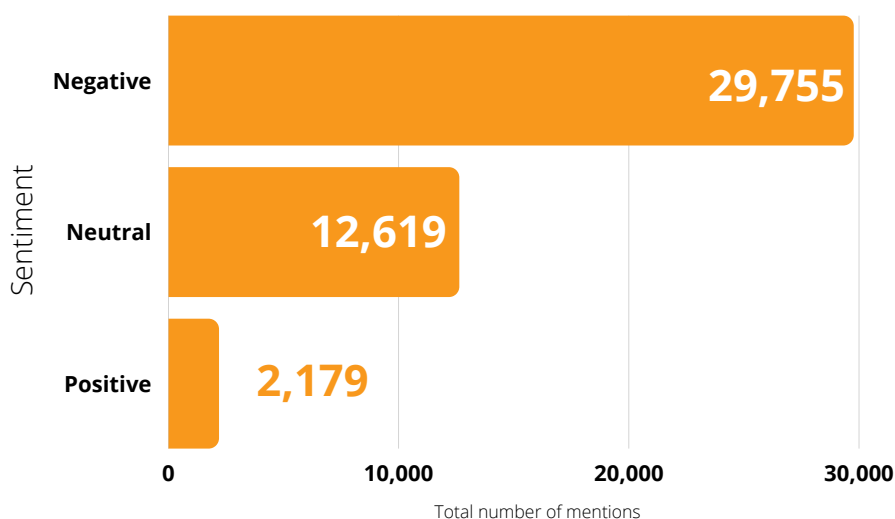# LGBTQ+ Community Conversation

Trending Themes Across Twitter

Based on the 3 million mentions across all topic data platforms, approximately **2 million** of them come from Twitter alone.

Mental health support and resources (6.05% of mentions overall)

A conversation on mental health was occurring largely on Twitter with **121k mentions** across this platform alone. The sentiment seen overall regarding mental health was disproportionally negative. Even though #mentalhealth was a trending hashtage for this platform in terms of The Trevor Project topic dataset, this is attributed to the dissatisfaction of mental health resources available to LGBTQ+ individuals. Another hashtag, #lgbtq, is a trending hashtage for this subetheme of the topic data, which is a hashtag that The Trevor Project itself uses frequently.

> **Grâçë** @garrcie · Sep 11, 2020
> Replying to @garrcie
> the narrative blames people who are suicidal "how are you feeling this way when you are loved and supported?" and it blames their loved ones because "you couldve/shouldve done more to prevent this"

> **Grâçë** @garrcie
> suicide prevention is about a lot more than hotlines and check ins. Suicide prevention is about access to quality mental health care for everyone, affordable housing, culturally competent providers, LGBTQ resources,
> 1:03 PM · Sep 11, 2020
> ♡ 30.5K ⬭ 6.7K people are Tweeting about this

> **leah elizabeth** @leahxelizabeth_
> Men care about men's mental health until its, a gay man, a trans man or any man that doesn't fit the Male stereotype x
> 12:57 PM · Jul 25, 2020
> ♡ 127.2K ⬭ 20.3K people are Tweeting about this

Sentiment Analysis

Sentiment	Total number of mentions
Negative	29,755
Neutral	12,619
Positive	2,179

- Sentiment sways negative, with the negative connotation surrounding words like "anxiety" and "suicide".
- A consistent conversation surrounding the negative treatment of LGBTQ+ individuals when it comes to resources for support.

LGBTQ+ Community Conversation

t Trending Themes on Tumblr
281k mentions overall
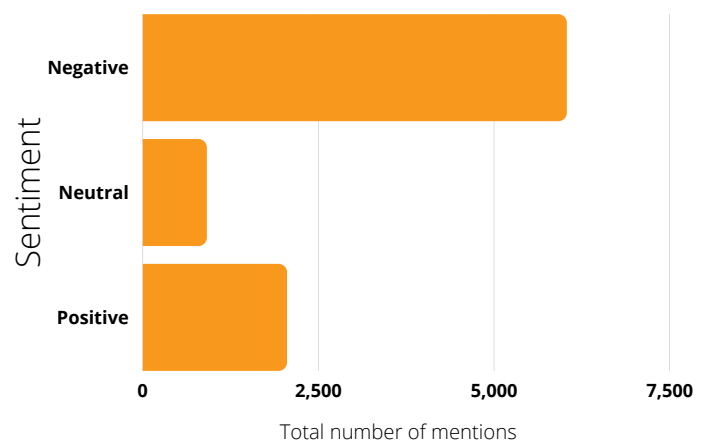
LGBTQ+ Pride (18% of mentions overall)

Overall, there is a conversation consisting of **51k mentions** regarding pride for the LGBTQ+ community. This conversation sways positive in terms of sentiment, similar to the way it does on Twitter. One contributor to this is the takeover of the Proud Boys hashtag by the LGBTQ+ community. The Proud Boys are a far-right wing organization that actively voices disapproval of the rights of LGBTQ+ individuals. On October 5, the LGBTQ+ community flooded the hashtag #ProudBoys with images of gay pride. The conversation on Tumblr was discussing this takeover, even though it occurred on Twitter. For The Trevor Project, actively voicing participation and approval of movements like this would put them in a favorable light on social media. This would increase their reach when large amounts of users of these platforms take part in these types of situations.

Transgender (11.4% of mentions overall)

A conversation was occurring about transgender individuals, consisting of **32k mentions** out of the 333k overall on Tumblr. Much of the conversation occurring was negative, as many individuals were expressing their views on the negative treatment that transgender individuals receive in aspects such as healthcare, social interactions, and treatment. For The Trevor Project, engaging in conversation that supports and uplifts the trans community would work in their favor by adding positive mentions of the trans community to the conversation.


Sentiment Analysis

LGBTQ+ Community Conversation

Overview of Data

As identified previously, call-to-action tweets seem to get high engagement rates. We wanted to analyze the different types of call-to-action tweets to see which categories The Trevor Project's potential audience was responding to. We used our topic data set and manually selected 10+ example tweets that fit each sub-category in order to train the algorithm to recognize our sub-categories and find the rest of the data for us. There were over 2 million mentions of our topic on Twitter and the algorthim broke these tweets down into our primary sub-categories.

Donations (35% of mentions)

- 699,141 mentions with tweets calling for audience to donate to LGBTQ+ causes
- Positive sentiment:
  - Calling for donations to specific organizations/people
  - Higher reach when promoted by celebrities
- Negative Sentiment:
  - Criticizing performative donations to increase positive public opinion
- Top Unique Items
  - #transcrowdfund
  - Go Fund Me links for personal causes
  - 429 Tweets used "@/", which was listed as a "top user", to link personal payment accounts (I.e. Venmo)
- Recommendations:
  - Utilize high profile people to call for donations to organization
    - Ensure that messaging is authentic to avoid backlash
  - Make sure the "@" is a comprehensive Twitter account

Mention Volume for Sentiment
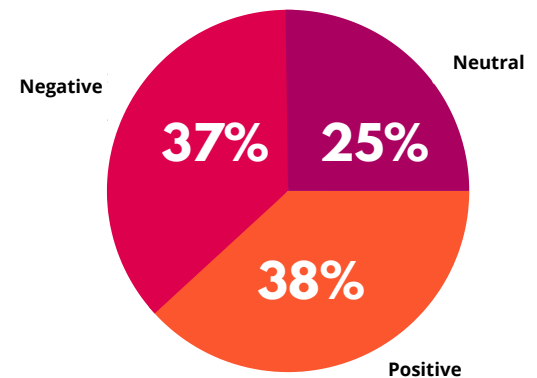
Top Positive Tweet Based on Relevance

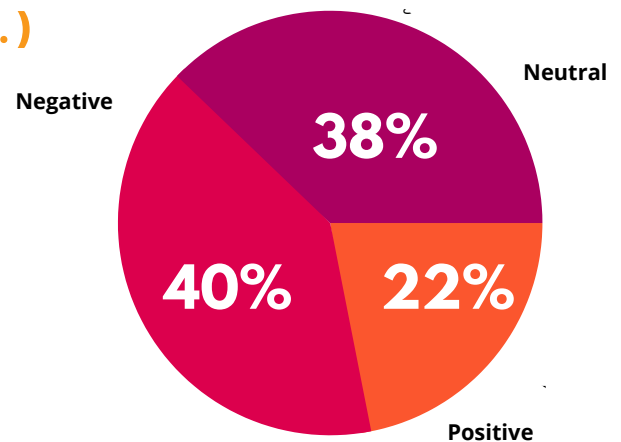**Top Negative Tweet Based on Relevance**

LGBTQ+ Community Conversation

CUSTOM CLASSIFIERS: CALL-TO-ACTION TWEETS (CONT.)

Petitions (4% of mentions)

- 80,708 mentions with tweets calling for audience members to sign petitions to support LGBTQ+ causes
- Positive sentiment:
  - Calling for signatures on a petition to support the LGBTQ+ marchers in Poland
  - Terminology focuses on "rights" and "love"
- Negative Sentiment:
  - Highlighting the unfair treatment of trans students in school
  - Utilized inflammatory language (I.e. "refuse to accept", "denying") to prompt outrage and response in audeince
- Top Unique Items
  - #JestemLGBT (4,970,876 impressions), #YesHomoVivah (1,112,908 impressions), #uktransrights (984,585 impressions)
- Recommendations:
  - Top unique hashtags show that international LGBTQ+ causes are receiving a lot of support and have high impressions through petition call-to-actions
    - Begin highlighting social justice causes by sharing petitions both nationally and internationally

Mention Volume for Sentiment

Negative
Neutral
38%
40%
22%
Positive

Top Positive Tweet Based on Relevance

LF
@ferluciferfer

Poland's government says that 'LGBT ideology' is a 'foreign' threat while LGBT pride marchers are attacked by far-right thugs throwing rocks and bottles -- this must stop! Sign this petition to ask the EU to act to defend everybody's right to love:

Tell Europe : defend everybody's right to love
In Poland, LGBT people are targeted and attacked -- Let's tell the EU to speak up and defend LGBT ...
secure.avaaz.org

3:43 PM - Aug 8, 2020

See LF's other Tweets

Top Negative Tweet Based on Relevance

Senthorun Raj
@senthorun

Attacks on trans children are abhorrent. Life for these young people shouldn't be made harder because some politicians refuse to accept their existence. Please sign @EqualityAu's petition against One Nation's bill denying support to trans kids in schools.

Mark Latham's ignorance in education bill - Equality Australia

CUSTOM CLASSIFIERS: CALL-TO-ACTION TWEETS (CONT.)

Livliehood Purchases/Support (4% of mentions)

- 86,579 mentions with tweets calling for audience members to purchase products or share artwork to support LGBTQ+ businesses and livilehoods
- Primarily positive sentiment:
  - Lists different services offered and directs audience on specific ways to help LGBTQ+ business owners and creators
- Negative Sentiment:
- Spike on September 14, 2020
  - 10,717 tweets
  - Conversation surrounding transphobic comments made by J.K. Rowling
  - Call for boycott of J.K. Rowling novels and merchandise
    - Instead, increased call for supporting trans and nonbinary authors

- Top Unique Items
  - #Manchesterpride (46,407 impressions)
  - Promotion of LGBTQ+ musicians with shared Spotify playlist
    - Spotify playlist URL mentioned in 26 tweets and gained 45,153 impressions
- Recommendations:
  - Continue to share LGBTQ+ artists works
  - Highlight smaller LGBTQ+ businesses and livelihoods to promote feeling of community
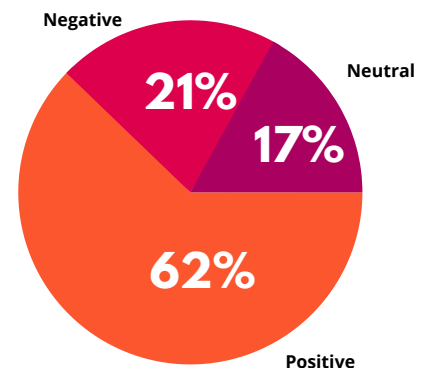 - Creates positive conversation

Top Negative Tweet Based on Relevance

Eugene Lee Yang
@EugeneLeeYang

Who are some amazing trans, non-binary, and gender non-conforming authors we should be reading? Comment and share any recommendations so we can show our support!

4:23 PM · Sep 14, 2020

.9K people are Tweeting about this

Volume Over Time

Mention Volume for Sentiment

Negative 21%

Neutral 17%

Positive 62%

Tweet Interaction (1% of mentions)

- 25,077 mentions with tweets prompting audience members to show support for the LGBTQ+ community by simply interacting with the tweet (commenting, liking, or sharing)
- Positive sentiment:
  - Focused on social media solidarity
    - Draws on people's desire to create a welcoming, supportive online persona
- Negative Sentiment:
  - Still has a positive message, but negative sentiment is triggered by phrases the algorithm deems "negative"
- Top Unique Items
  - #Alwaysproud (2,367 mentions)
  - Usually presented with emojis and short copy text
  - 10,610 retweets of top positive tweet (shown to the right)
- Recommendations:
  - Least interacted with call-to-action
  - Utilize it once or twice as it helps show who is a part of the LGBTQ+ ally community
    - Creating a safe space online for LGBTQ+ youth

Mention Volume for Sentiment

Negative **38%**

Neutral **22%**
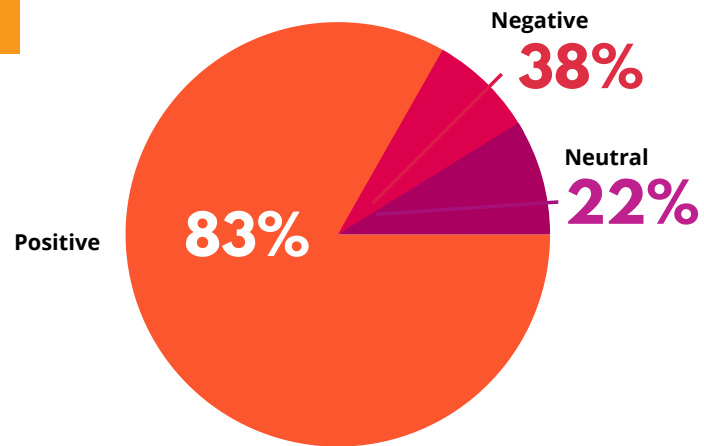
Positive **83%**

Top Positive Tweet Based on Relevance

Top Negative Tweet Based on Relevance

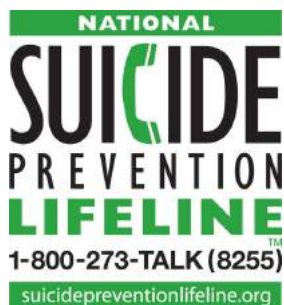# The Trevor Project Competition

07/01/2020-10/13/2020

Volume: 446 total mentions
Gender: 53% male and 47% female
Sentiment: 72% neutral, 28% positive, 0% negative
Geography: 118 mentions from the United States of America, 113 mentions from the United Kingdom

Volume: 21,988 total mentions
Gender: 53% male and 47% female
Sentiment: 61% neutral, 22% positive, 17% negative
Geography: 6,273 mentions from the United States of America

Volume: 32,876 total mentions
Gender: 37% male and 63% female
Sentiment: 65% neutral, 14% positive, 21% negative
**Geography:** 17,668 mentions from the United States of America

Volume: 174,501 total mentions
Gender: 52% male and 48% female
Sentiment: 43% neutral, 13% positive, 45% negative
Geography: 68,003 mentions from the United States of America

The Trevor Project Competition

MENTION VOLUME ANALYSIS

The Trevor Project Competition data shows that there were **230,013 total mentions** on Twitter from July 1st to October 13th.
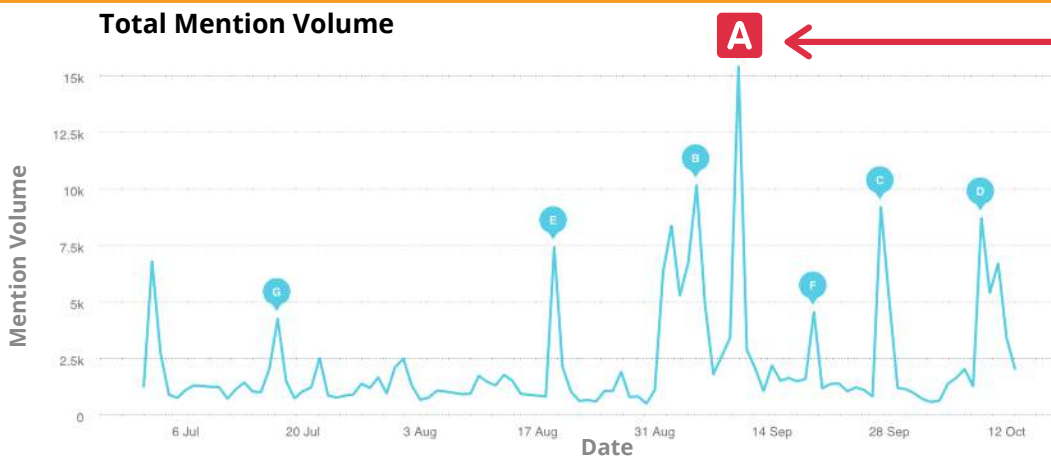
A Spike in mentions on September 10

- 15,361 total mentions
- September 10th is World Suicide Prevention day.
- 6,718 mentions used #worldsuicidepreventionday

Total Mention Volume

Jimmy Fallon had the top tweet (by reach) on September 10th reaching 1,084,295 people.

jimmy fallon ✔
@jimmyfallon

The world 🌎 is a better place with you in it. @800273TALK #WorldSuicidePreventionDay

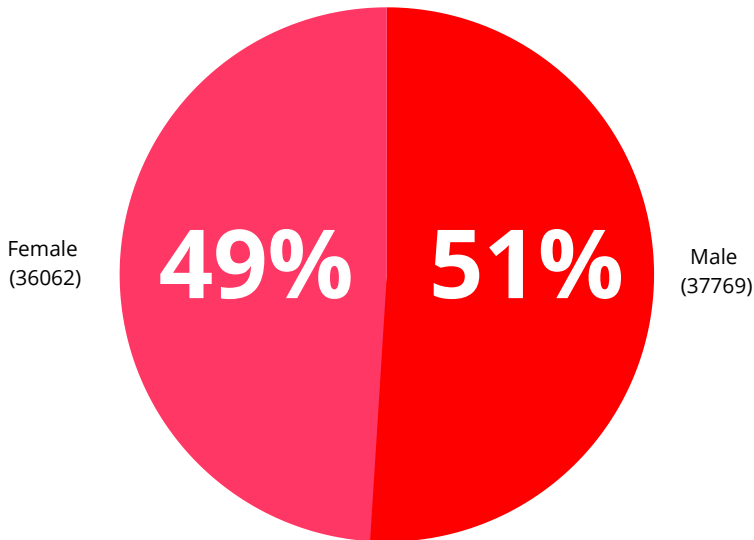8:51 AM · Sep 10, 2020

Total Mention Volume by Organization

National Suicide Prevention Lifeline · · · · · · · · · · · · · · · **174,501 mentions**

National Alliance on Mental Illness · · · · · · · · · · · · · · · **32,876 mentions**

PFLAG · **21,988 mentions**

Trevor Project · **5,828 mentions**

Pride Foundation · **446 mentions**

The National Suicide Prevention Lifeline and the National Alliance on Mental Illness had the two highest mention volumes, in part due to national suicide prevention holidays occurring in September, which bolstered their overall number of mentions.

The Trevor Project Competition

Twitter Demographics

Female
(36062)

49% **51%**

Male
(37769)

Top Influencers (by reach)

Kamala Harris ✔
@SenKamalaHarris

1. **@SenKamalaHarris (2.6M followers, 5,451 Tweets)**
Kamala Harris is a United States Senator for California. She is the top influencer in the competition data set with a reach of 3,183,766. During Suicide Preventuion Awareness Month, she tweeted resources for people struggling.

Desus Nice ✔
@desusnice

2. **@desusnice (1M followers, 80.8k Tweets)**
Desus Nice is a NY Times Best Selling Author and podcast and TV show host. He is the second highest influencer with a reach of 1,999,792. Like Kamala, he tweeted suicide prevention resources during the pandemic.

Trending Hashtags

#bethe1to
#worldsuicidepreventionday
#suicideprevention

The trending topics and trending hashtags make sense and are expected for the competition data because World Suicide Prevention Day and Suicide Prevention week are both during September. Most posts using these hashtags encourage people to reach out to others in need of help or share important information, including the suicide lifeline or websites that could give additional resources. The top hashtag was **#bethe1to**, and it had **128,994,491 impressions**. Many of the tweets using this hashtag provide people with information and resources about suicide prevention. The CDC had the top post (by reach) on September 1st using #bethe1to. This post reached **244,485** people on Twitter.

Trending Topics

- 800273TALK
- Mental Health
- September is Suicide Prevention
- National Suicide Prevention Lifeline

🐦 **CDCgov (CDC)** @CDCgov ✔
1 Sep
September is National Suicide Prevention Awareness Month. Learn ways to support one another during the #COVID19 pandemic and how to seek help from trained professionals: https://t.co/u69KmFMk6R. #BeThe1To https://t.co/ZQhi3WHjiM
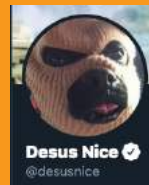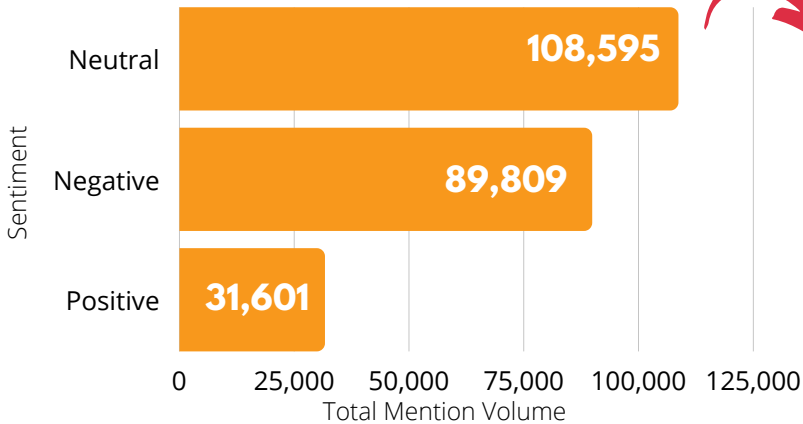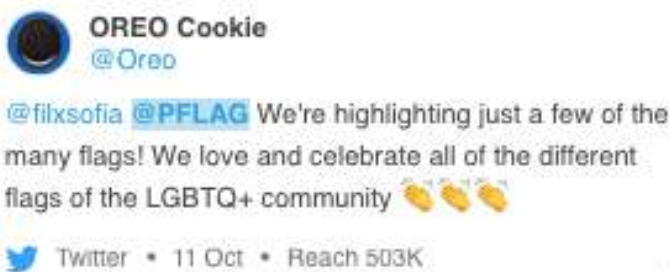
The Trevor Project Competition

SENTIMENT ANALYSIS
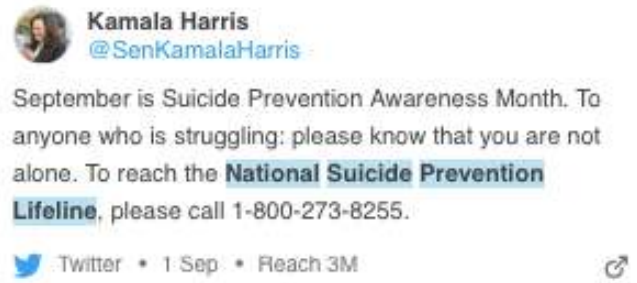
Total Sentiment Analysis

The overall sentiment is mostly neutral with **47.2%** of the total mentions being neutral in sentiment. It is likely that sentiments are neutral because the topic of tweets are mostly about spreading awareness for suicide prevention or giving out information like the suicide hotline, so it is hard to have a negative or positive sentiment about the topic. **Joy and sadness** are the top two emotions associated with the overall sentiment.

Top positive mention (by reach):

OREO Cookie
@Oreo

@filxsofia @PFLAG We're highlighting just a few of the many flags! We love and celebrate all of the different flags of the LGBTQ+ community 👏👏👏

Twitter • 11 Oct • Reach 503K

Top negative mention (by reach):

Kamala Harris
@SenKamalaHarris

September is Suicide Prevention Awareness Month. To anyone who is struggling: please know that you are not alone. To reach the National Suicide Prevention Lifeline, please call 1-800-273-8255.

Twitter • 1 Sep • Reach 3M

In terms of each organization's sentiment of posts, the Trevor Project's posts are mostly negative in sentiment with 49.7% of the posts being negative. PFLAG and the Pride foundation are the only two organizations with more posts being positive in sentiment than posts being negative in sentiment, with PFLAG having 21.8% positive posts and the Pride Foundation having 27.6% positive posts and zero negative posts. PFLAG, Pride Foundation and the National Alliance on Mental Illness have the most tweets being neutral in sentiment.
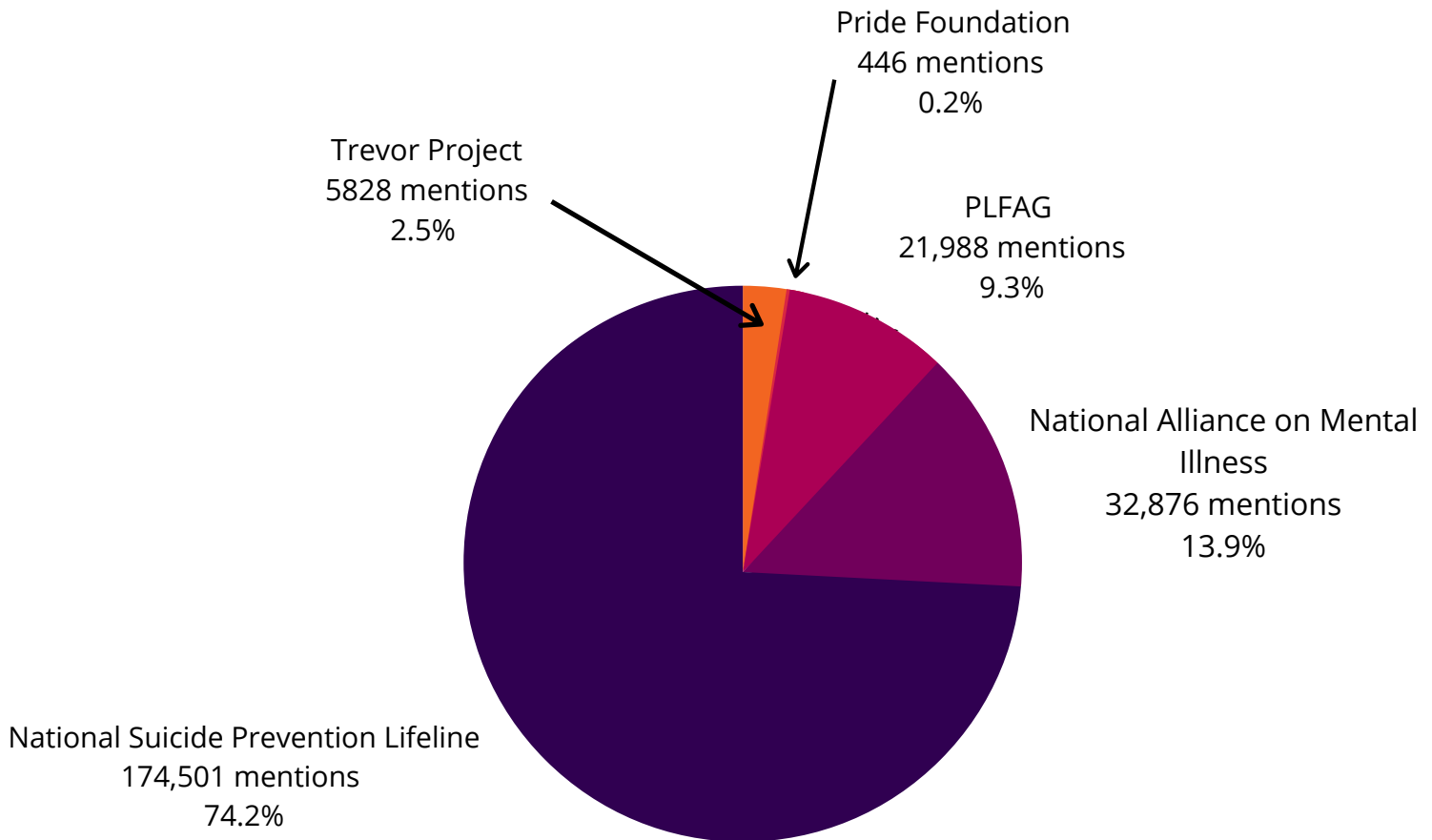
Sentiment Analysis by Organization
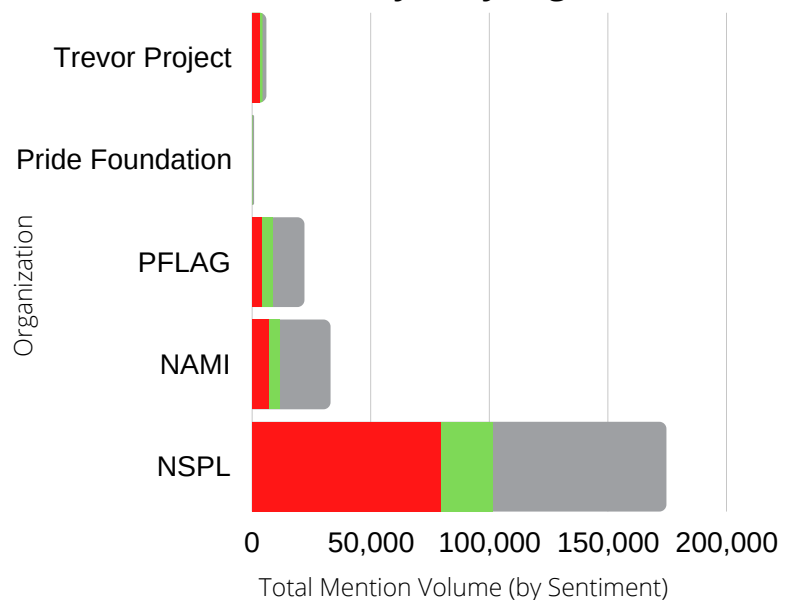
The Trevor Project Competition

Share of Voice by Organization (%)

Pride Foundation
446 mentions
0.2%

Trevor Project
5828 mentions
2.5%

PLFAG
21,988 mentions
9.3%

National Alliance on Mental
Illness
32,876 mentions
13.9%

National Suicide Prevention Lifeline
174,501 mentions
74.2%

The National Suicide Prevention Lifeline has the largest share of voice amongst these organizations with 74.2% SOV. This is likely due to the time period of the data set when suicide prevention is prominent on Twitter. The National Alliance on Mental Illness holds the second largest share of voice with 13.9% SOV, followed by PFLAG with 9.3% SOV, then the Trevor Project with 2.5% SOV, and lastly the Pride Foundation. The Pride Foundation has almost no share of voice given it is only .2%.

Key Insights & Recommendations

Summary Graphics and Information Snippets

- The Trevor Project releases new studies and guides pretty frequently.
- It is important that they utilize graphics and quick, attention-grabbing blurbs of information.
  - Easily capture the attention of their audience .
- Data suggests a positive correlation between graphics and quick information blurbs and retweets amount.
- Data shows that these studies and guides trend when they are pushed to the audience with a related social media event happening (for instance, pushing Bi Guide during #BiWeek).
- Ensure that visuals and small quotes are utilized during trending social media events to maximize reach and engagement among current and potential audiences.

Short, One-Day Social Media Event Pushes Based on Trending Topics

- Current audience begins to mention The Trevor Project more when there are specific, trending, community focused social media events.
- The data gathered in the organization booleans shows that shorter social media events gain more impressions than longer ones.
- To retain our audience, we must:
  - Appeal to short attention spans and utilize more one-day media pulses.
  - Keep consistent conversations going on the off days by engaging with trending topics (i.e. national suicide prevention day).
  - Hashtags need to be easy to spell/recognize.
    - Misspelling is a user-generated error but it diverts the conversation.
    - Short and simple hashtags ensure that the conversations all are tagged to the same location and prevents audience confusion.

Expanding Presence on Tumblr

- As a leader in crisis aid for the LGBTQ+ community, we recommend The Trevor Project expand their reach into Tumblr.
- There was a trending topic on this platform regarding sexuality support and lifeline resources, as seen in The Trevor Project earned dataset.
- On this platform there is an overall negative sentiment in terms of the transgender conversation.
  - This topic ranges from a disappointment in transgender healthcare to the transgender community feeling as thought they are overlooked.
- By expanding their presence on Tumblr, The Trevor Project will be able to provide those resources needed for the transgender community, fostering a feeling of support and community on this platform.

Key Insights & Recommendations

Calls-to-Action that Differentiate From Other Organizations

- Increase calls-to-action in their messaging.
  - Common types of calls-to-action include asking audience members for donations, asking them to support LGBTQ+ businesses and creators, asking them to sign petitions or simply interact with a tweet.
    - Donations receive the highest rates of conversation among these call-to-action categories.
    - Increase tweets about ways to donate to promote engagement among potential audience members.
- Highlight people who have done campaigns to raise funds for The Trevor Project.
- Position artwork tweets as a way to virally support LGBTQ+ businesses and livelihood.
- Calls-to-action encourage LGBTQ+ support year round, not just when trending events like Pride Month are occurring.
- Helps to engage a wider audience in the community.
- The sub-category analysis of call-to-action posts should be analyzed quarterly since this is essential to track the organization's activities regarding call-to-action posts and ensure effectiveness of garnering engagement and boosting reach

Increase Share of Voice Within the Overall Conversation

- The competition data shows that The Trevor Project has the second lowest share of voice amongst their competition.
- The Trevor Project should increase their mention volume to increase their share of voice within the overall conversation about LGBTQ+ suicide prevention on Twitter instead of getting lost within the larger organizations that become more popular during September.
- In order to accomplish this, they can increase the amount posted or get advocates, like Senator Kamala Harris or Jimmy Fallon, to directly mention The Trevor Project.

Shift Sentiment from Negative to Neutral/Positive

- The competitors' sentiments contain more neutral sentiments than the Trevor Project, so the Trevor Project should shift their sentiment to be more neutral or positive by putting a positive spin on the wording of their posts.
- As evinced by the trending topics in the topic dataset, negative sentiment is prevalent due to the negative nature of the topic they are involved in.
- The Trevor Project could try celebrating LGBTQ+ teens that overcome the threat of suicide on all platforms.
- The competition data shows that the Pride Foundation, which has zero negative posts, uses exclamation marks and celebratory language that makes their tweets positive in sentiment.

Based on the cross-platform data gathered regarding The Trevor Project, we believe these recommendations would put the organization in the best position to be able to increase their brand awareness and their share of voice in the overall conversation of suicide prevention while disseminating their resources to those that need them.

Appendix 1
Boolean Searches

Organization Dataset

"The Trevor Project" OR "Trevor Project" OR @TrevorProject OR #thetrevorproject OR #trevorproject

Topic Dataset

(LGBTQ OR LGBT OR LGBTQ+ OR #lgbtq OR Lesbian OR Gay OR bisexual OR trans OR #translivesmatter OR queer OR nonbinary) AND ((Mental AND (Health OR Wellness or Support)) OR ("Suicide Prevention") OR (Advocacy) OR (Education) OR (Pride) OR (Pride AND (Month OR Parade OR celebration)) OR (Support))

Competition Dataset

("Trevor Project" OR #trevorproject OR @trevorproject) AND (("Pride Foundation" OR #pridefoundation OR @pridefdn) OR (PFLAG OR "PFLAG National" OR @PFLAG OR #PFLAG) OR ("National Alliance on Mental Illness" OR #NAMICommunicate OR @NAMICommunicate) OR ("National Suicide Prevention Lifeline" OR @800273TALK OR "The Lifeline" OR #NSPL OR #thelifeline OR #bethe1to))