

Expanding the Love Out Loud Campaign:
The Utility of Online Public Relations Practices for Nonprofit Organizations Focused on
Reducing Suicide Among College Students

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Abstract

Nonprofit organizations and movements geared toward suicide prevention, a somewhat taboo subject in American culture, are oftentimes confronted with the dilemma of lacking adequate funding to meet their goals. This essay focuses on the expansion of one such movement, the Love Out Loud Campaign, which took shape at California Polytechnic State University, San Luis Obispo in 2011, in hopes of encouraging open communication and positivity to dissuade those at risk for suicide from taking their own lives. The campaign began as the senior project of a group of students who graduated in June of 2011. Unfortunately, the movement lost steam after the awareness event took place in February. This paper discusses the opportunity for Love Out Loud—and any nonprofit in a similar situation—to turn to the Internet to achieve its goals. It also evaluates the ways in which common public relations practices can be utilized by nonprofits to reach their target audiences on the web, thereby having a farther-reaching impact than a localized event is capable of.

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Chapter I: Introduction

Statement of the Problem

The problem with suicide as a topic for discussion is that it is usually breached only in a time of crisis. When someone takes his or her own life, the community surrounding the individual is shocked and saddened all at once, which makes it difficult to have a quality conversation about what should have been done preemptively and what should be done to move forward. The concept of someone feeling hopeless enough to end their own life is an uncomfortable matter in general—increasingly so when a community is rocked by the disheartening news of a local suicide. As a result of this, open discussion about suicide is typically either very limited or completely absent. This, in essence, perpetuates the problem at hand. People who are at risk for suicide key into the uneasy air surrounding it, and often times do not feel comfortable speaking up to others about their true feelings. This is an issue that must be addressed, starting at the roots, for suicide is too prominent a problem to ignore simply because it feels awkward to address.

Background of the Problem

When it comes to college students, suicide is the second leading cause of death (Manning, 2011). In a national survey of more than 26,000 students enrolled in higher education, an alarming 55 percent had considered suicide at some point in their life, with 18 percent claiming that they “seriously considered” it. What’s more, eight percent had made an attempt to take their own life (Jayson, 2008). Eight percent may not seem so bad on the surface, but say a university has 15,000 enrolled students: that means that approximately 1,200 individuals, statistically, could fall within the group of students who

have attempted suicide. It is crucial, though, that each of those students is taken into consideration as a human being, not a statistic to be overlooked. Universities—and Americans, in general—must adopt the mindset that anything putting such a large number of young adults at risk must be addressed.

One of the issues associated with reducing the suicide rate among college students is that it can be difficult for universities to manage the counseling programs designed to put a stop to suicide before it happens. In a nationwide survey of college counselors, 84 percent attested to a noticeable increase in the number of students seeking their services who have serious psychological disorders. Another study of college counseling centers revealed recent spikes in anxiety, fear, eating disorders, alcohol and substance abuse, depression, and bipolar disorder—all of which are frequently noted causes of suicide. Kansas State University put hard-hitting numbers to these general concepts, exhibiting that, “students experience more stress, more anxiety, and more depression than a decade ago...The number of students seen each year with depression doubled, while the number of suicidal students tripled, and the number of students seen after a sexual assault quadrupled.” (Potter, 2004). The good news is that these students felt comfortable seeking counsel; the bad news is that universities without an adequate prevention program are not equipped to deal with a sudden onslaught of high-risk cases.

The fact that the college counselors studied by KSU saw so many students who actively sought out help does not accurately represent the big picture. In the aforementioned research conducted among college students, nearly half of the respondents who admitted to contemplating suicide at least once in the past year told no one (Jayson, 2008). The findings from a National College Health Assessment conducted

by the American College Health Association in 2000 are even more alarming. Of the students who claimed to have seriously considered suicide in the previous 12 months, 94.8 percent said that, at least once in the past year, they had felt “too hopeless to function” (Potter, 2004). Also disconcerting is the fact that, among all individuals with mental illness, only about 30 percent seek medical attention (Bathje, 2011). This shows that, sadly, the problem of at-risk individuals keeping it to themselves when they experience suicidal thoughts extends far beyond the college arena.

University of Texas psychologist and lead researcher in the comprehensive college survey had this to say of suicide awareness programs: “A study like this raises awareness of the fact this is a more ubiquitous phenomenon. We really need to keep rescuing those in need, but we need to be shifting some of our focus to building resilience and resistance and immunity to ever engage in these thoughts” (Jayson, 2008). The only way to see a drastic drop in suicide prevalence among college students is to work toward eliminating the stigmas associated with mental illness and suicidal thoughts; college counseling programs simply aren’t enough to tackle this issue.

Purpose of the Study

Before that can feasibly happen, however, seeds of acceptance and community must be sewn into American culture. The primary feelings associated with self-stigmatization are shame, fear, embarrassment, and alienation, leading those susceptible to suicide—whether that be as a result of depression or another mental illness, an overwhelming change of circumstances, pressure to perform at school or work, physical or emotional pain, or numerous other potential triggers (Potter, 2004)—to feel as though

no one understands how they feel. Americans need to adopt a tolerant and supportive attitude toward the mentally ill, bearing in mind the fact that many more people than one would think fall into that category (Bathje, 2011). Once the stigmas attached to mental illness and suicide dissipate, it will be send a powerful, positive message to high-risk individuals that they are not alone and that suicide is not the answer. If the conversation starts before a suicide occurs, if communities begin to embrace mental illness as a treatable medical condition, and if people at risk for suicide feel safe entrusting others before it is too late, the distressing suicide rate among college students might finally reach its zenith.

Setting of the Study

This study will be conducted as part of the senior project of a student at California Polytechnic State University, San Luis Obispo. The researcher will also manage a blog—updated multiple times per day—on a popular blogging platform called Tumblr. Data will be collected from Google Analytics to see how far-reaching the campaign’s effects are and to gauge what type of content should be posted on the blog. The Love Out Loud Campaign blog is structured around a positive attitude, an interactive Web presence, and has the intention of becoming a useful source of information for those in need.

Research Questions

This study focused on the following four research questions in working toward creating the ideal blog to support suicide awareness and prevention efforts on the Web:

1. What is the most effective method for decreasing the prevalence of suicide among college students?
2. Can an online resource serve as an effective means of suicide prevention—or, at least, make people in need more aware of available suicide prevention programs?
3. What is the best option for nonprofit organizations focused on suicide awareness and prevention if there is a lack of funding to put toward marketing, event planning, outreach, etcetera?
4. How can common public relations practices be utilized to work in conjunction with a suicide prevention campaign?

Organization of the Document

There are five chapters included in the document that contains this study. Chapter I is an introduction of the study which outlines the background of the problem, the purpose and setting of the study, and research questions answered in the study. Chapter II is a review of related literature, particularly in relation to how nonprofits can capitalize on the nature of online blogging platforms and the most effective way to carry out a suicide prevention campaign on the Internet. Chapter III is the methodology used to carry out the study. This will detail the daily upkeep of the Love Out Loud blog as well as the techniques used in analyzing the blog's metrics, provided by Google Analytics. Chapter IV includes data analysis, which describes what was discovered during the data collection process. Chapter V is the conclusion, which will offer a summary and recommendations for the future of the campaign. An appendix will follow Chapter V, including tables, collateral material, screenshots from the blog, and graphs provided by Google Analytics.

Chapter II: Literature Review

The Love Out Loud Campaign

Nonprofit organizations and movements are oftentimes faced with the obstacle of having a very limited (or completely limited) budget to put toward promotion and relationship building. For these organizations, the goal is to find a way to spread their key message to as many people within their target audience as possible, even if it requires a little finesse to do so without the help of financial backing. The Love Out Loud Campaign, a movement started at California Polytechnic State University San Luis Obispo (hereafter referred to as “Cal Poly”) that aims to raise awareness about the depression, self-harm, and suicide that affects college students found itself confronting this problem in its beginning stages.

As a budding nonprofit movement, Love Out Loud turned to public relations to effectively disseminate its key messages, which highlight the importance of open communication about these sensitive issues, fostering a sense of community around those in need so they may feel comfortable expressing their true feelings, and reducing the stigmas associated with mental illness and suicide. Research has shown that employing public relations is the most effective way to get information from an organization to its target market in terms of cost and reach. Especially when it comes to a public health awareness campaign like Love Out Loud, there are many correlations to widely used public relations practices that can help the organization meet its goals without having to spend any money. Since the six women who founded Love Out Loud last year have since graduated from Cal Poly, the campaign has been dormant for a while and a few holes in its outreach program have become more apparent. Using public relations in conjunction

with an interactive online presence can provide Love Out Loud with the opportunity to effectively reach a much larger audience without spending a dime.

In the 1980s, public relations scholar J.E. Grunig explained the fundamentals of utilizing PR to advance the cause of nonprofit organizations. He said, “in order for public relations to be valued by the organization it serves, practitioners must be able to demonstrate that their efforts contribute to the goals of these organizations by building long-term behavioral relationships with strategic publics.” (O’Neil, 2008). This notion holds true in today’s society—even more so, in fact, now that search engines and other online tools make it quite simple for like-minded publics to connect with one another and to provide the organization they follow with feedback.

Utilizing Public Relations Practices

This is one of the unfilled gaps in the Love Out Loud Campaign’s original strategic plan. The organization sponsored an event on the Cal Poly campus to garner awareness for the campaign, which was a success when the scope of the lens is focused only on the local community. The problem with this, however, is that a one-time event does not allow the campaign to build an ongoing, two-way relationship with its targeted audiences. In other words, once the event had come and gone, there was no way for the public to continually interact with Love Out Loud. The website was remain online, but since the campaign had no new content to put on the Web it is unlikely that many people would continue to return to the site. Therein lies the disconnect between Grunig’s definition of a successful nonprofit campaign and Love Out Loud’s efforts. It needed to go one step further to connect with its strategic publics—the publics being those who live with

mental illness or suicidal thoughts, their loved ones, and the greater community who is responsible for shaping the general public's opinion about these subjects. According to the research published on this matter, managing a blog would be the best way for Love Out Loud to build those long-term relationships. In turn, lasting relationships with the selected publics and a two-way communication model are the ultimate indicators of success for a nonprofit awareness campaign.

The most illustrative indicators of a successfully established long-term organization-public relationship are trust, satisfaction, and commitment (O'Neil, 2008). Research has shown that trust doesn't necessarily correlate directly to a change in behavior, but trust does lead to commitment, which ultimately influences behavior (O'Neil, et al, 2008). In relation to the Love Out Loud campaign—and other public health awareness campaigns with similar goals—trust and commitment are two hugely important factors. Since the basis of the Love Out Loud campaign is to foster an environment where individuals at risk for suicide feel comfortable changing their behavior and voicing their concerns, trust is of utmost concern to the organization. Furthermore, daily communications efforts on the part of public relations practitioners should be of utmost priority, for they are detrimental in building that foundation of trust and commitment (O'Neil, 2008). Essentially, daily communication was the one major facet of a well-rounded PR campaign that Love Out Loud was missing. By employing a medium conducive to day-in-and-day-out interaction with its selected publics, the Love Out Loud campaign could dramatically increase the range of its success.

Several public relations researchers have come to the conclusion that public relations and the Internet have become indivisible (Yeon, 2005). Others have even gone

so far as to imply that nonprofits and public relations must have developed concurrently in recent years, since best practices for both industries have become remarkably similar (Jones-Bodie, 2008). To maximize their potential, nonprofits and other organizations that do not have huge reserves of money to work with ought to turn to the World Wide Web as the primary outlet for their public relations efforts. Nonprofits must be wary, though, of the fact that using the Internet as a cost-effective information delivery system leads to growing competition with similar organizations and a growing demand from its following for accountability (Yeon, 2005). The best way to manage these threats, from a PR standpoint, is to seize the opportunity to develop a unique voice that demonstrates the organization's value, and to consistently use it for all of the nonprofit's messages online—public relations messages or otherwise.

In a study of 75 transnational nongovernment organizations, it was found that, in regards to using new media as a way to disseminate information, an organization's website and blog are seen as the most important communication tools by their targeted publics. For this reason, the Love Out Loud campaign was passing up an important opportunity by not maintaining a blog. The respondents of this study expressed that the most important functions of an NGOs blog include promoting the image of the organization, fundraising, providing information to journalists, interacting with its target audience, and networking with other nonprofits. (Seo, 2009). These are all areas in which Love Out Loud could have improved had a blog been implemented from the get go.

Tumblr—the Perfect Platform

Tumblr, a popular blogging platform developed in 2007, is perfectly organized for

the Love Out Loud campaign's needs. If the main goal is to encourage a sense of community and open communication, Tumblr is designed from the ground up to do just that. Tumblr users can sign up for free and post virtually anything on their page, from photos and videos to links and plain text. The simple interface of Tumblr makes it easy for users to "reblog" content they find appealing so it is posted on their own blog with one quick click, or "like" it as a way to give the poster a virtual kudos. This is how the sense of community on Tumblr stacks up so quickly—users don't even have to put in as much effort as it takes to copy and paste. "Tumblr has a reputation for a community of mostly urban, tech-savvy 20-somethings," explains Meaghan O'Connell, Tumblr's director of outreach. "But as we grow and grow, all of that has regulated, and there is really no typical Tumblr user" (Meltzer, 2010).

That makes it even more perfect for Love Out Loud, when it comes to choosing a blogging platform. By nature of the site, users congregate based on their interests. So, ideally, people at risk for suicide or who need help reaching out to others about their thoughts will gravitate to the Love Out Loud profile by way of similar blogs, or by following users who reblogged one of Love Out Loud's posts. Additionally, the fact that Tumblr allows for users to remain completely anonymous, if they so choose, may encourage more users to open up about their feelings and emotions in a safe online environment. For many users, Tumblr's most appealing quality is that it is possible to open up wholeheartedly online without being overexposed, which is how many disillusioned Facebook and Twitter users feel as those social networks tamper with privacy settings on a regular basis.

For the Love Out Loud campaign, the focus should be on encouraging opening up

and continual self-expression—both of which are embraced by Tumblr’s clever, simple, and anonymous set-up. If Love Out Loud could act as a safe place for at-risk individuals to experiment with revealing their innermost feelings and responds to those individuals with compassion and support, perhaps Love Out Loud followers will feel comfortable enough to seek help from a professional (or at least open up to someone they trust who could point them in the right direction). Even as a nonprofit movement with no financial support, Love Out Loud can make a difference when it comes to suicide prevention. By utilizing Tumblr and public relations practices, the campaign can play an active role in eliminating the stigmas that keep so many who are at risk for suicide from getting help before it’s too late.

Chapter III: Methodology

At the time of its inception, the Love Out Loud Campaign's reach was limited to the number of attendees at a one-time on-campus event and the number of fans who "liked" the Love Out Loud Facebook page. That was a good start for the blossoming campaign, but now it is time to look into the adoption of a different strategy for reaching a wider audience. This was a qualitative research study designed to measure the effectiveness of an interactive, online resource as a method of spreading awareness about the suicide, self-injury, and mental illness that impacts so many teens and young adults. The targeted publics include young adults at risk for suicide and mental illness, their loved ones, and the community that surrounds them. The Love Out Loud Campaign hinges on the fact that openly communicating about these issues will help to reduce their incidence rates, but a one-time event does not promote ongoing communication.

Data Sources

By changing direction and taking the Love Out Loud Campaign online, its effective reach is dramatically increased. Instead of impacting only a small segment of one university community, Love Out Loud is now able to reach website visitors from anywhere in the world. Tumblr is a popular blogging platform around the globe which helps users congregate based on interest, rather than on the basis of who they know. Tumblr keeps track of the number of people who follow a blog, and increasing the number of followers on the Love Out Loud blog is a top priority for the campaign. In order to measure where the visitors to the Love Out Loud blog are coming from and how they interact with the website, Google Analytics will be utilized.

Data Collection

Google Analytics is a free service that was linked to the Love Out Loud “tumblelog” at the time of its creation. For the purposes of this project, Love Out Loud is focused mostly on the number of visits to the site, the percentage of unique visitors, and the average amount of time spent on the site by each visitor. These figures are useful when it comes to evaluating the effectiveness of reaching an increasingly larger audience. For instance, if the total number of visits to the site continually increases but the percentage of unique visitors remains constant, the blog manager would be able to see that the content is not being spread to a more expansive group of people as the blog develops. The ultimate goal is for Love Out Loud to consistently influence more people, and with Google Analytics it is easy to see that development.

The other useful figure provided by Google Analytics is the average amount of time each visitor spends interacting with Love Out Loud content. This is a helpful tool in relation to the type of content that should be posted. If there is a dip in the amount of time Love Out Loud followers are spending on the site, it would be advisable to post a video or text-heavy story to the blog in order to hold visitors’ attention longer. The more time viewers spend interacting with the material, ideally, the more the message behind that material sinks in. If the average time spent on the site really plummets, it could be a sign that there is not enough content being posted, or that the content isn’t relevant or interesting in the eyes of the visitors. By taking a look at Google Analytics on a daily basis, the Love Out Loud Campaign’s blog can also evolve on a daily basis to better meet its followers’ needs.

Data Presentation

Tumblr and Google Analytics are professional, reputable sources that are certain to provide accurate data. For the purposes of this study, pieces of data taken from Tumblr and from Google Analytics will be compiled into one comprehensive table for easy viewing and comparison. Graphs of the overall analytics can be found in the appendix.

Limitations

A limitation to this study stems from the fact that only one individual was responsible for upkeep of the blog. That means that only one person's voice was represented, and even though the researcher took every effort to maintain a professional, neutral demeanor online to show respect for the sensitive nature of the blog's subject matter, one curator can only cover so much information. The content provided by the Love Out Loud blog piqued the interest of the sole researcher and moderator of the blog, but ideally it would represent a wider gamut of people.

Chapter IV: Data Analysis

Using the data collected from Tumblr and Google Analytics, compiled into one comprehensive spreadsheet, the research questions will be addressed. This data can be found in Tables 1, 2, and 3. Direct quotations from actual followers of the Love Out Loud Campaign will also be used to help illustrate the impact of facts and figures of the blog's metrics collected by Google Analytics (screenshots are featured in the appendix). At the end of the study, the Love Out Loud blog had a total of 217 followers, 869 page views, 423 unique visitors—which shows that the blog reached more people than even the number of followers implies—and viewers spent an average of 2:41 minutes on the blog per visit. Those statistics were deemed to be the most important in answering the research questions for they most readily demonstrate growth and provide the researcher with numbers that help illustrate the effectiveness of certain tactics.

Table 1 shows the growth of these figures from the launch of the Love Out Loud blog on October 10, 2011 to November 28, 2011. Since it was important for the moderator of the blog to monitor what type of content should be posted to the site (i.e., if the average time each visitor spends on the site declines, it might help to add videos or text-heavy posts to hold people's attention longer), the data was charted daily to show immediate spikes or dips.

Table 1 – *Google Analytics Snapshot of Love Out Loud Visitors*

| Date | Followers | Page Visits | Unique Visitors | New Visitors | Average Time |
|----------|-----------|-------------|-----------------|--------------|---------------|
| 10/10/11 | 0 | 7 | 4 | 42.86% | 15:59 minutes |
| 10/11/11 | 2 | 18 | 9 | 44.44% | 9:46 minutes |
| 10/12/11 | 13 | 42 | 25 | 57.14% | 4:49 minutes |
| 10/13/11 | 18 | 70 | 45 | 60.00% | 7:30 minutes |
| 10/14/11 | 20 | 99 | 64 | 63.64% | 5:58 minutes |
| 10/15/11 | 20 | 105 | 65 | 60.95% | 5:56 minutes |
| 10/16/11 | 21 | 118 | 70 | 57.63% | 6:09 minutes |
| 10/17/11 | 25 | 134 | 77 | 55.97% | 5:47 minutes |
| 10/18/11 | 26 | 135 | 78 | 55.56% | 5:44 minutes |
| 10/19/11 | 27 | 144 | 78 | 53.47% | 5:25 minutes |
| 10/20/11 | 29 | 153 | 82 | 52.94% | 5:07 minutes |
| 10/21/11 | 31 | 154 | 83 | 53.25% | 5:05 minutes |
| 10/22/11 | 32 | 157 | 85 | 53.50% | 5:01 minutes |
| 10/23/11 | 40 | 180 | 90 | 53.89% | 4:50 minutes |
| 10/24/11 | 45 | 201 | 109 | 53.73% | 4:21 minutes |
| 10/25/11 | 48 | 208 | 112 | 52.88% | 4:12 minutes |
| 10/26/11 | 57 | 230 | 125 | 53.91% | 4:19 minutes |
| 10/27/11 | 61 | 258 | 139 | 53.49% | 4:09 minutes |
| 10/28/11 | 63 | 269 | 144 | 53.16% | 3:59 minutes |
| 10/29/11 | 68 | 277 | 151 | 53.43% | 3:59 minutes |
| 10/30/11 | 69 | 294 | 161 | 54.42% | 3:48 minutes |
| 10/31/11 | 71 | 304 | 163 | 53.29% | 3:43 minutes |
| 11/1/11 | 91 | 350 | 196 | 55.71% | 3:31 minutes |
| 11/2/11 | 96 | 368 | 208 | 56.25% | 3:32 minutes |
| 11/3/11 | 99 | 382 | 215 | 56.28% | 3:16 minutes |
| 11/4/11 | 102 | 397 | 223 | 56.17% | 3:09 minutes |
| 11/5/11 | 110 | 414 | 227 | 54.59% | 3:16 minutes |
| 11/6/11 | 128 | 460 | 259 | 56.09% | 3:18 minutes |
| 11/7/11 | 129 | 485 | 275 | 56.49% | 3:14 minutes |
| 11/8/11 | 133 | 500 | 281 | 56.00% | 3:12 minutes |
| 11/9/11 | 137 | 514 | 291 | 56.42% | 3:17 minutes |
| 11/10/11 | 144 | 533 | 300 | 56.10% | 3:12 minutes |
| 11/11/11 | 149 | 551 | 309 | 55.90% | 3:07 minutes |
| 11/12/11 | 157 | 561 | 310 | 55.08% | 3:04 minutes |
| 11/13/11 | 160 | 588 | 322 | 54.59% | 2:58 minutes |
| 11/14/11 | 162 | 602 | 328 | 54.32% | 2:56 minutes |
| 11/15/11 | 164 | 611 | 329 | 53.68% | 2:53 minutes |
| 11/16/11 | 166 | 625 | 334 | 53.28% | 2:54 minutes |
| 11/17/11 | 169 | 643 | 341 | 52.88% | 2:50 minutes |
| 11/18/11 | 170 | 658 | 347 | 52.58% | 2:47 minutes |
| 11/19/11 | 178 | 671 | 354 | 52.61% | 2:44 minutes |
| 11/20/11 | 185 | 690 | 362 | 52.32% | 2:44 minutes |
| 11/21/11 | 189 | 704 | 372 | 52.70% | 2:42 minutes |
| 11/22/11 | 194 | 727 | 382 | 52.41% | 2:39 minutes |
| 11/23/11 | 200 | 747 | 392 | 51.94% | 2:38 minutes |
| 11/24/11 | 204 | 786 | 415 | 52.67% | 2:40 minutes |
| 11/25/11 | 210 | 799 | 418 | 52.19% | 2:40 minutes |
| 11/26/11 | 217 | 869 | 423 | 51.09% | 2:41 minutes |

Google Analytics also provided data about the demographics of the blog's visitors. The most useful statistics for addressing the proposed research questions include total number of visits to the blog, the percentage of those visitors that were new to the site, the number of pages each visitor interacted with per visit, the average time each visitor spent on the site, and the bounce rate. The bounce rate is an important figure to take note of because it dictates how many visitors left the blog without clicking through to the second page. If a visitor leaves the site from the first page, it indicates disinterest or discontentment, both of which the Love Out Loud Campaign obviously wishes to avoid.

Table 2 shows the total number of visitors and their unique countries of origin, the percentage of new visitors within each country, the average time visitors from each country spent on the site, and the bounce rate within each country. It shows the reach the Love Out Loud Campaign blog is able to achieve online. The most exciting figure represented by this data is that, across the board, the blog experience a bounce rate of 0.00%—meaning a very small percentage of people felt inclined to leave the blog without navigating past the second page. This is one measure of success that the Love Out Loud Campaign was happy to experience, and should be a goal among all online PR campaigns.

Table 2 – *Google Analytics Visitor Demographics (by Country)*

| | Country Inhabited by the Love Out Loud Campaign's followers | Number of visits to the blog | Percentage of visitors new to the site | Average time spent on the blog by each unique visitor | Bounce rate (left without leaving first page) |
|----|--|---------------------------------------|---|--|--|
| 1 | United States | 637 | 46.00% | 3:01 minutes | 0.00% |
| 2 | Australia | 68 | 50.00% | 1:46 minutes | 0.00% |
| 3 | Canada | 56 | 44.64% | 1:28 minutes | 0.00% |
| 4 | United Kingdom | 38 | 78.95% | 1:10 minutes | 0.00% |
| 5 | Germany | 17 | 41.18% | 3:40 minutes | 0.00% |
| 6 | Singapore | 5 | 100.00% | 4:34 minutes | 0.00% |
| 7 | Brazil | 4 | 75.00% | 0:58 minutes | 0.00% |
| 8 | New Zealand | 4 | 100.00% | 0:45 minutes | 0.00% |
| 9 | Slovenia | 4 | 25.00% | 0:00 minutes | 0.00% |
| 10 | France | 3 | 100.00% | 0:00 minutes | 0.00% |
| 11 | Croatia | 3 | 66.67% | 0:00 minutes | 0.00% |
| 12 | Malaysia | 3 | 66.67% | 1:18 minutes | 0.00% |
| 13 | Phillippines | 3 | 100.00% | 0:00 minutes | 0.00% |
| 14 | Argentina | 2 | 100.00% | 0:12 minutes | 0.00% |
| 15 | Belgium | 2 | 100.00% | 0:01 minutes | 0.00% |
| 16 | Netherlands | 2 | 100.00% | 0:48 minutes | 0.00% |
| 17 | Norway | 2 | 100.00% | 0:00 minutes | 0.00% |
| 18 | Poland | 2 | 100.00% | 0:00 minutes | 0.00% |
| 19 | Bolivia | 1 | 100.00% | 1:02 minutes | 0.00% |
| 20 | Spain | 1 | 100.00% | 0:00 minutes | 0.00% |
| 21 | Guernsey | 1 | 100.00% | 0:00 minutes | 0.00% |
| 22 | Israel | 1 | 100.00% | 0:00 minutes | 0.00% |
| 23 | India | 1 | 100.00% | 0:00 minutes | 0.00% |
| 24 | Loas | 1 | 100.00% | 0:00 minutes | 0.00% |
| 25 | Lithuania | 1 | 100.00% | 0:00 minutes | 0.00% |
| 26 | Mexico | 1 | 100.00% | 0:00 minutes | 0.00% |
| 27 | Puerto Rico | 1 | 100.00% | 0:50 minutes | 0.00% |
| 28 | Uruguay | 1 | 100.00% | 13:41 minutes | 0.00% |
| 29 | Vietnam | 1 | 100.00% | 2:07 minutes | 0.00% |

Google Analytics provides data at the continent, regional, national, state, and city levels. The scope of the lens could specifically focus on the Love Out Loud blog visitors' nations of origin to see how far the information spread from its base in San Luis Obispo, California. Data was also pulled at the state level for visits within the United States—

forty of which were represented by Love Out Loud Campaign visitors. By looking at the metrics compiled by Google Analytics, the researcher was able to see exactly how far the blog spread around the country. This was deemed to be important in addition to the national data because, for one, more than half of the visitors to the site were stationed in California at the time they viewed the blog, and because the likelihood that there is a language barrier between the organization and the audience, as there very well could be with many of the international viewers.

Table 3 shows the total number of visitors from each U.S. state the Love Out Loud blog reached, the percentage of new visitors within each state, the average time visitors from each state spent on the site, and the bounce rate within each state.

Table 3 – *Google Analytics Visitor Demographics (by U.S. State)*

| | U.S. State Inhabited by the Love Out Loud Campaign's followers | Number of visits to the blog | Percentage of visitors new to the site | Average time spent on the blog by each user | Bounce rate (left without leaving first page) |
|----|--|------------------------------------|--|---|---|
| 1 | California | 359 | 18.38% | 3:17 minutes | 0.84% |
| 2 | New York | 30 | 76.67% | 3:32 minutes | 0.00% |
| 3 | Florida | 26 | 61.54% | 2:59 minutes | 0.00% |
| 4 | Pennsylvania | 17 | 70.59% | 3:13 minutes | 0.00% |
| 5 | Massachusetts | 16 | 87.50% | 2:09 minutes | 0.00% |
| 6 | Ohio | 16 | 81.25% | 4:05 minutes | 0.00% |
| 7 | Iowa | 15 | 80.00% | 6:57 minutes | 0.00% |
| 8 | Virginia | 13 | 100.00% | 0:45 minutes | 0.00% |
| 9 | New Jersey | 12 | 91.67% | 0:55 minutes | 0.00% |
| 10 | Texas | 12 | 75.00% | 2:18 minutes | 0.00% |
| 11 | North Carolina | 10 | 60.00% | 2:12 minutes | 0.00% |
| 12 | Georgia | 9 | 55.56% | 0:33 minutes | 0.00% |
| 13 | Michigan | 9 | 71.43% | 5:16 minutes | 0.00% |
| 14 | Arizona | 7 | 100.00% | 4:28 minutes | 0.00% |
| 15 | Illinois | 7 | 100.00% | 0:13 minutes | 0.00% |
| 16 | Maryland | 6 | 83.33% | 0:36 minutes | 0.00% |
| 17 | Oklahoma | 6 | 83.33% | 4:47 minutes | 0.00% |
| 18 | Washington | 6 | 80.00% | 0:06 minutes | 0.00% |
| 19 | Alabama | 5 | 100.00% | 3:33 minutes | 0.00% |
| 20 | Indiana | 5 | 100.00% | 1:21 minutes | 0.00% |
| 21 | Oregon | 5 | 75.00% | 0:20 minutes | 0.00% |
| 22 | Arkansas | 4 | 100.00% | 0:56 minutes | 0.00% |
| 23 | Colorado | 4 | 75.00% | 0:42 minutes | 0.00% |
| 24 | Vermont | 4 | 100.00% | 2:43 minutes | 0.00% |
| 25 | Wisconsin | 4 | 100.00% | 13:31 minutes | 0.00% |
| 26 | Connecticut | 3 | 66.67% | 0:05 minutes | 0.00% |
| 27 | Montana | 3 | 66.67% | 0:12 minutes | 0.00% |
| 28 | New Hampshire | 3 | 100.00% | 0:01 minutes | 0.00% |
| 29 | Kansas | 2 | 100.00% | 0:01 minutes | 0.00% |
| 30 | Kentucky | 2 | 100.00% | 0:02 minutes | 0.00% |
| 31 | Louisiana | 2 | 100.00% | 0:29 minutes | 0.00% |
| 32 | Minnesota | 2 | 100.00% | 0:00 minutes | 0.00% |
| 33 | Missouri | 2 | 100.00% | 0:00 minutes | 0.00% |
| 34 | Nebraska | 2 | 100.00% | 0:00 minutes | 0.00% |
| 35 | New Mexico | 2 | 100.00% | 1:09 minutes | 0.00% |
| 36 | Rhode Island | 2 | 100.00% | 0:05 minutes | 0.00% |
| 37 | Tennessee | 2 | 100.00% | 0:00 minutes | 0.00% |
| 38 | West Virginia | 2 | 100.00% | 0:00 minutes | 0.00% |
| 39 | Hawaii | 1 | 100.00% | 3:47 minutes | 0.00% |
| 40 | South Carolina | 1 | 100.00% | 0:00 minutes | 0.00% |

Research Question #1: *What is the most effective method for decreasing the prevalence of suicide among college students?*

According to Dr. J. Manning in the Journal of American College Health, technology is the best way to combat high suicide rates in the 21st century. Preventative measures can be taken online to ensure that students can easily access scientific (but still understandable) information about their mental health status. It is important that these suicide prevention resources discuss all facets of the issue, from typical causes of suicide to treatment options. Manning wrote at the conclusion of her study on this topic, “Suicide is a significant public health problem among college students that may be reduced through effective prevention programming at universities and colleges. Use of technology has been integral in providing information about suicide prevention to students, faculty, staff, parents, peers, and community members.”

That list of impacted people is important because the responsibility of reducing the incidence of suicide among college students doesn't rest solely on at-risk students; it requires a willingness among community members to embrace social change and to let go of the stigmas that cause many suicidal teens and young adults to keep their thoughts to themselves, in fear of being judged or misunderstood. For many people who are depressed, who self-mutilate, or who experience suicidal thoughts, self-stigmatization occurs as a result of that fear of judgment. The side effects of self-stigmatization in these individuals usually register as fear, shame, alienation, or embarrassment about their situation. This leads them to believe that no one else can understand or sympathize with their feelings (Bathje, 2011). Approximately half of people who consider or seriously consider suicide never tell anyone in their personal life—or, the best option, a

professional counselor. To remedy this problem and, in due course, reduce the rate of suicide among college students, prevention programs must address the stigmatization that forces many people to keep their true thoughts, feelings, and emotions to themselves. Yes, it is important to have counseling services to help rescue those with an immediate need, but the best way to reduce the college suicide rate is to build “resilience, resistance, and immunity” to those thoughts in the first place (Jayson, 2008).

Research Question #2: *Can an online resource serve as an effective means of suicide programs?*

The Love Out Loud blog was launched on October 10, 2011. Of course, the blog had no followers at its inception and its creator had not told any personal connections about the blog. This was to ensure that the people who ended up following the Love Out Loud Campaign online got there naturally and were not coerced or prompted to follow the blog. In less than two months, the Love Out Loud blog gained 217 followers, and its content reached several hundred other Tumblr users. Each of those followers reblogged content from Love Out Loud, disseminated it to their followers who were then able to spread the information to their own followers, and so on.

That is the largest advantage of the Internet as a means of suicide prevention—the content is free to run a viral course and can impact a substantially larger percentage of people in need than one event has the capability of doing. In a very short time, the Love Out Loud Campaign was able to effectively disperse information about suicide, depression, and self-injury, as well as inspirational images, to a larger audience than was possible during the singular event on the Cal Poly campus. The blog reached a total of 29

countries, 40 U.S. states, and 318 different cities around the world. It is also worth noting that Love Out Loud's online presence is in its beginning stages, so these numbers are only expected to grow rapidly since expansion on the Internet is oftentimes exponential.

Since research has shown that online suicide prevention programs have been successful in reducing the number of college students who take their own life (Manning, 2011), the data backs up the notion that an interactive Web resource was the best way for the Love Out Loud to move forward—without a doubt, more people are now aware of the Love Out Loud Campaign and its goals.

Research Question #3: *What is the best option for nonprofit organizations focused on suicide awareness and prevention if there is a lack of funding to put toward marketing, event planning, outreach, etcetera?*

Even if nonprofit organizations do not have adequate funding to operate as a company, it is wise to take to the Web to get started, nevertheless. The Internet—blogs and social networks, in particular—is a well-designed support system for loyalty to sites and organizations. Consumers of online media place a high value on the existence and quality of an organization's online presence, and frequently dedicate themselves to their favorite site in each niche. It is important to note that, in today's society which relies heavily on the Internet for learning, opting out of a Web presence can have a detrimental impact on the success of the organization (Meza, 2002). By simply establishing an online presence, the Love Out Loud Campaign took the first step toward satisfying its targeted public. Online consumers of information expect to see a Web component to compliment any physical manifestations of an organization, so operating a blog was a great way for

Love Out Loud to meet the needs of its target audience. Nonprofits in a similar situation to that of the Love Out Loud Campaign—where there is no funding to help give the organization a kick start—should still begin formulating their identity online. Today, it is possible to build a loyal following on the Internet, which is a helpful first step in creating long-term trust and loyalty between an organization and its publics. What's more, the World Wide Web is one of the only outlets that offers nonprofits to nurture the relationship it has with its supporters free of charge.

When it comes to nonprofits focused on suicide prevention, specifically, it is important for the organization to create a professional, knowledgeable, and relatable voice online. Using a blogging platform such as Tumblr allowed the Love Out Loud Campaign to establish itself as a reputable, helpful source that also has a human being behind the scenes who is available to discuss the subject material directly with visitors to the blog. It was helpful for the Love Out Loud blog to feature an even mixture of scientific information and visually appealing, inspirational images. This helped the campaign to define itself as an organization dedicated to raising awareness about mental illness and suicide while maintaining an optimistic, hopeful outlook and encouraging open communication. To position itself, the Love Out Loud Campaign drew upon the organization's mission statement to create an online presence that reflects the campaign's mission and goals. This is a good place to start for nonprofits who want to put themselves out there on the Web and create a name for the organization in an affordable manner.

Research Question #4: *How can common public relations practices be utilized to work in conjunction with a suicide prevention campaign?*

The Love Out Loud Campaign can take advantage of Tumblr's services at the same time as it implements public relations practices is by building relationships with similar blogs and personally reaching out to followers. At the end of the study period, the Love Out Loud blog had connected with 47 similar blogs (Figures 9a, 9b, and 9c), each of which forwarded Love Out Loud Campaign messages to their followers. "Promotions" are common on Tumblr; on other social networks it might be considered strange to ask another user to post a "promo" of the blog at hand, but not so on Tumblr. On the contrary, actually—it is often seen as flattering for one blog to reach out to another, express gratitude for finding the blog, and asking the other blogger to make the first blog known to new users. Since Tumblr users end up gathering based on similar interests, Love Out Loud can easily reach more people within its target audience by reaching out to similarly-motivated blogs and asking them to do a promo to their followers, who are most likely to already have an interest in suicide awareness, positivity as inspiration, and open self-expression.

Then, after the initial contact, Love Out Loud can measure the effectiveness of these efforts by seeing if followers from those blogs it created partnerships with start to "reblog" Love Out Loud content. Tumblr makes it easy to see from which source users saw certain content, so by checking to see how the Love Out Loud Campaign gains new followers against the Google Analytics data, it will also be able to see if building ongoing relationships with similar blogs was useful in achieving its mission of distributing suicide prevention information to as many people as possible in a positive manner.

Chapter X: Discussion and Recommendations

Summary

This study was conducted in an effort to continue the research performed by former Cal Poly students, who saw a need for suicide prevention programs in universities. The Cal Poly campus alone sees at least one suicide per year, so the general feeling is that increasing awareness and encouraging open communication about mental health and suicide will help to reduce the number of students who commit suicide. This particular study, in extension of last year's research, saw a need for ongoing suicide awareness programs, as opposed to a one-time event.

Through the analysis of the data collected from Chapter 4, the researcher was able to see how effectively the research questions posed at the beginning of the study were addressed. The Love Out Loud blog was guided with these questions in mind, but the data gathered over the course of the study is unadulterated in that the growth of the blog's following and evolution of its relationship to other similar blogs happened naturally online.

The data collected from Google Analytics (Table 1) shows a steady increase in the number of followers, the number of page views, and the number of unique visitors to the site. That is the goal, ultimately, so the Love Out Loud Campaign was successful in attracting people to the blog and dispersing information about mental health and suicide to those people. The percentage of new visitors to the site, however, peaked at 56.5 percent approximately halfway through the study and slowly tapered off from there. This is a figure that the researcher should take into careful consideration because drawing in new visitors is the best way to draw in more new visitors. Each of those new visitors to

the Love Out Loud blog has a unique set of followers, so if the percentage of new visitors is decreasing it could be a sign that the content on the blog is not continually expanding to new groups of Tumblr users.

The other statistic that is crucial for optimal effectiveness of the blog as a mental health and suicide awareness resource is the average time each visitor is spending on the site. Just as the researcher expected, the average time each visitor spent on the Love Out Loud blog decreased steadily over the course of the study. As there is more content for the visitors to interact with—namely, many pages of material to scroll through—visitors tended to glance over the posts rather than reading each individual post carefully. For the first week, the average time spent on the site was more than five minutes. The blog had few followers at that time, though, and there was not as much content for visitors to sift through. As the blog developed, it would take much too long to look at every single post and since visitors know they are unlikely to look through the entirety of the Love Out Loud Campaign’s archive, it becomes more likely that those visitors will leave the site after looking through a few recent pages. Thus, the decline in average time is not necessarily negative since it comes as the result of having more content available on the site and from gaining more followers.

By week six, though—as the average time dipped below three minutes—the moderator of the blog had to take note of the fact that if visitors only spend a little more than two minutes glancing at the posts on the Love Out Loud blog, they could be missing valuable information. To combat this, HTML coding was added to the blog to feature “endless scrolling.” Tumblr accommodates endless scrolling by automatically loading the next page’s posts beneath the current page, so the user never has to click “next page” to

see more content. Visitors are less likely to keep track of how long they have been spending on the site if scrolling through the material is mindless. After making this switch, the average time on the site plateaued around two minutes and 40 seconds, showing that installing the endless scrolling code helped reverse the trend of each visitor spending less and less time on the Love Out Loud Campaign's blog.

With endless scrolling though, it is important to evenly disperse relevant information about suicide prevention between the inspirational images. The utmost priority of the Love Out Loud blog is to distribute information to raise awareness about mental health, self-injury, and suicide. So, to hold visitors' interest, it is vital that captivating images are mixed in evenly with the posts featuring news stories, related hotline numbers, scientific studies, and other, denser information. On whole, Tumblr users would not be likely to come back to a blog that only offers "heavy," technical posts about suicide prevention, so the "lighter" posts with inspirational quotes and positive thoughts are equally as important since they keep visitors scrolling longer and keep them coming back to the blog.

Recommendations for Practice

At the conclusion of the study, the groundwork for a more definitive answer to the question of whether or not an interactive, online experience can help propel a suicide prevention campaign toward success has been laid. In response to the problem of only 30 percent of at-risk individuals seeking out professional help (Bathje), the Love Out Loud blog proved to be an effective way to distribute health-related information to the masses. By drawing upon information from reputable mental health organization such as the

American Psychological Association, sensitive information—for instance, advice for people who may need to confront a suicidal friend or loved one, or statistics about how suicide impacts U.S. veterans, specifically—can be presented in a professional manner. While the Love Out Loud Campaign maintains a positive, hopeful outlook in many of its posts (namely, the inspirational photos and quotes that encourage positivity and optimism), it was also crucial that the blog offered its followers trustworthy information. The hope is that, if someone at risk for suicide or self-injury sees medical information online in a non-intimidating manner, that person will then feel comfortable seeking attention from a mental health professional in person. Maintaining this balance between professionalism and relatable content is key to the success of a suicide prevention and awareness blog like that of the Love Out Loud Campaign. Similarly, it is important for the Love Out Loud blog to include bits of relevant and timely information, like was done with the post about a suicide during the much-talked-about Occupy Wall Street protests of late 2011. By featuring current information that pertains to the overall topic of the blog, Love Out Loud can establish itself as a source of newsworthy, pertinent information having to do with mental illness and suicide as it impacts all walks of life.

Public relations practices proved to be an effective way to meet the Love Out Loud Campaign's goals. One of the most fundamental building blocks of PR is the two-way communication model. Public relations is perfectly suited for digital media because of the ease in which two-way communication can be established and maintained. Compared to traditional media, which by default can only offer one-way communication, new media such as Websites, blogs, and social networks is a breeding ground of success when it comes to opening up communication to the two-way model. If communication is flowing

from producer to consumer and back again, the organization producing the content is able to see what is effective and what is not. This is a result of receiving direct feedback from its targeted public, which is a complicated process with traditional media. Newspapers and magazines can evaluate letters to the editor to gauge their target audiences' opinions, but those only represent a small proportion of the general population's viewpoint. Online, two-way communication can occur between each member of that audience and the organization (Meza, 2002). This is the best way to inspire trust, satisfaction, and commitment among the selected publics, which is the ultimate goal of public relations practitioners. The two-way communication model is the first step in telling the target audience that an organization is not only interested in, but is committed to maintaining long-term relationships with its public (O'Neil, 2008).

Since two-way communication and behavioral relationships are the cornerstones of the public relations field, the Love Out Loud Campaign ought to consider these practices to be of utmost importance to the success of the blog. By moving the campaign online, Love Out Loud was able to incorporate two-way communication into its strategic plan in a much more inclusive way than could have been achieved through the Love Out Loud event held earlier in the year. Additionally, it has been found that participants' impressions of a given organization are originally based on the absence or existence of an online presence. If the organization has not made itself available to its target audience online, that has an immediate and detrimental effect on the way people view the organization. If the online presence has been established, the selected publics are then able to decide for themselves—based in part on the availability and quality of two-way communication opportunities—what they think of the establishment's identity online

(Meza, 2002). By creating a communication outlet on the Internet, the Love Out Loud Campaign set itself up to be viewed in a positive manner by allowing its target audience to judge the presence and quality of its position online.

Study Conclusion

Suicide is a prevalent public health issue that directly affects tens of thousands of young adults every year—and the side effects ripple outward to their loved ones, peers, and communities. Its prevalence can be reduced, however, by implementing prevention programs that encourage the elimination of stigmas associated with mental illness and suicidal thoughts, as well as open communication about these touchy topics. In conclusion, an interactive online presence based around widely used public relations practices can serve as an effective preventative measure that addresses the high rates of depression, self-harm, and suicide that impact college students in the United States. “Technology provides a method to readily communicate with students in a platform with which they are familiar, and information is accessible at the convenience of the user at any location and at any time, especially for users outside of the university community. The Web site and social network sites have been most effective in disseminating suicide prevention information to a broader audience” (Manning, 2011).

The Love Out Loud Campaign drew upon this research to create the optimal technological suicide prevention program. Tumblr is a social network and a blogging platform all in one, making it the perfect online setting for public relations practices with a focus on information pertaining to suicide and mental health issues. The Love Out Loud blog allowed the campaign to expand its influence from a select group of Cal Poly

students who attended an event at the beginning of 2011, to hundreds (perhaps thousands) of eyes from nearly 30 countries. That is a testament to the power of the World Wide Web as a method of distributing suicide prevention information. In conclusion, nonprofit organizations and movements, especially those centered around mental health or suicide awareness, should start by building an interactive relationship with their target audiences online. This is the best way to build commitment and trust between the organization and its public and, ultimately, to reduce the suicide rate among college-aged people.

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Figures

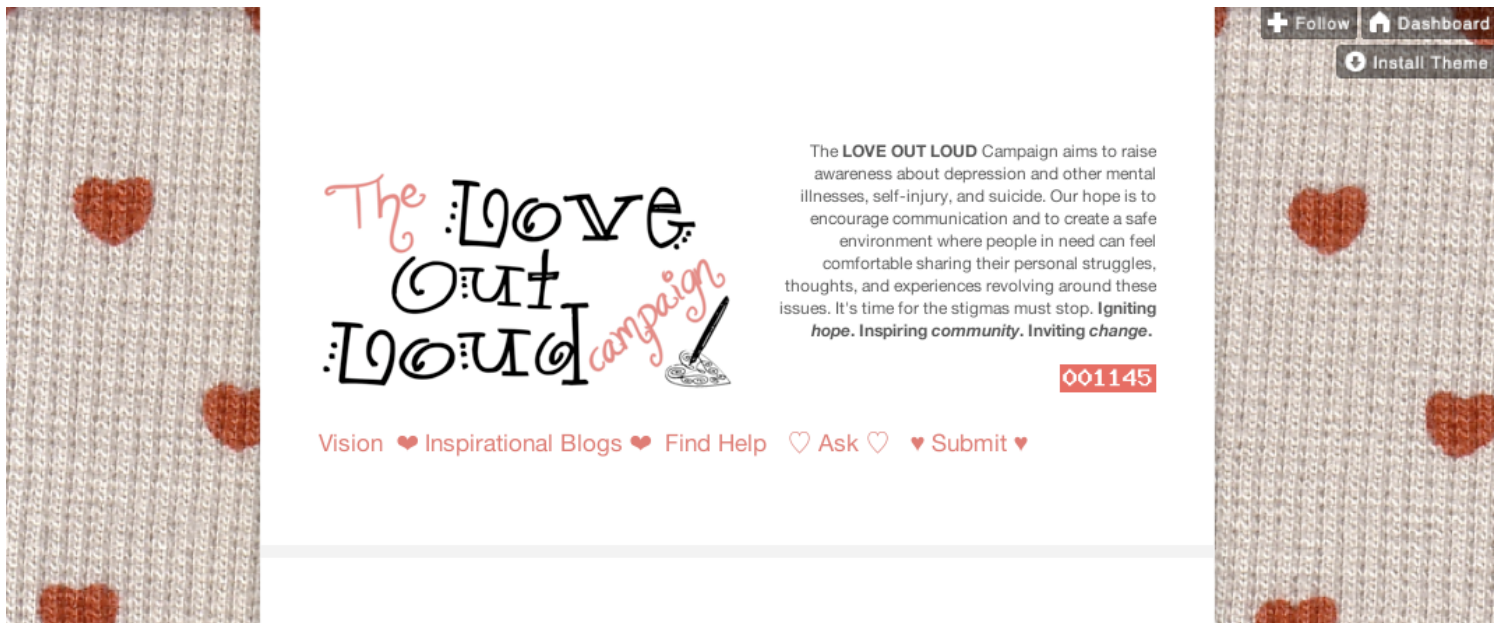


Figure 1: Screenshot of main screen of blog

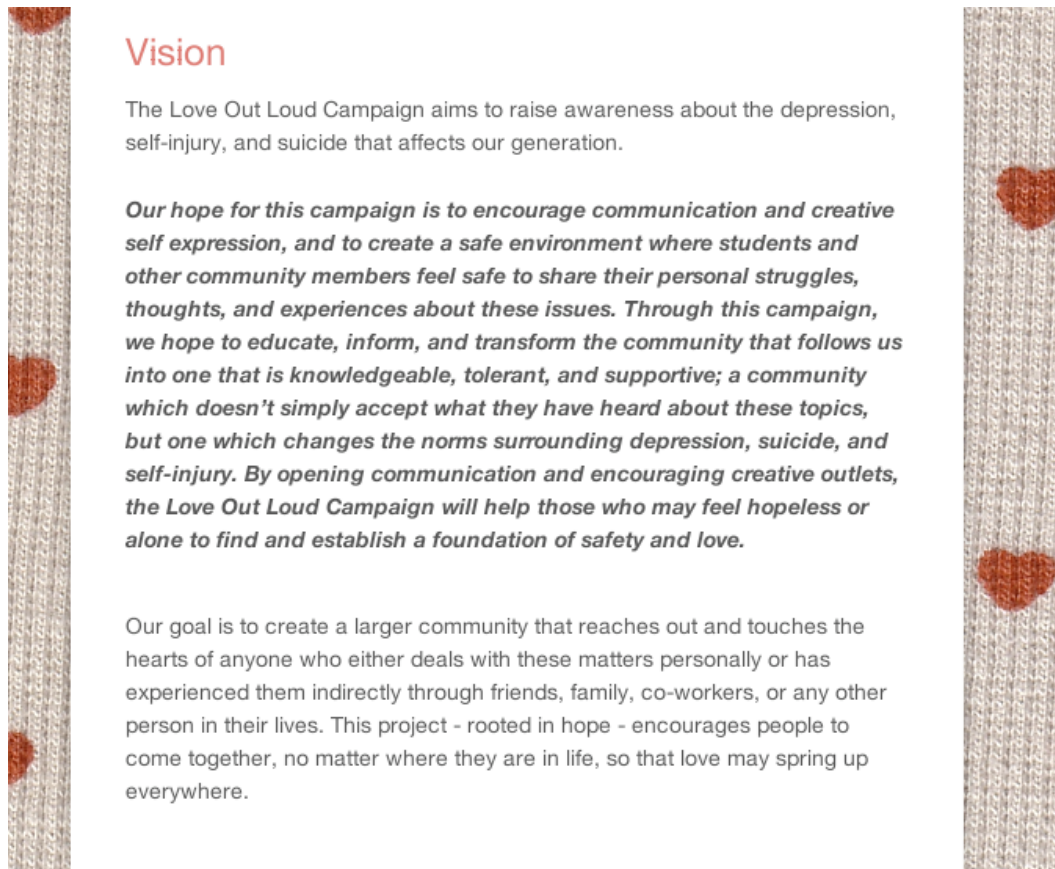


Figure 2: Screenshot of “Vision” tab, contains Love Out Loud mission statement

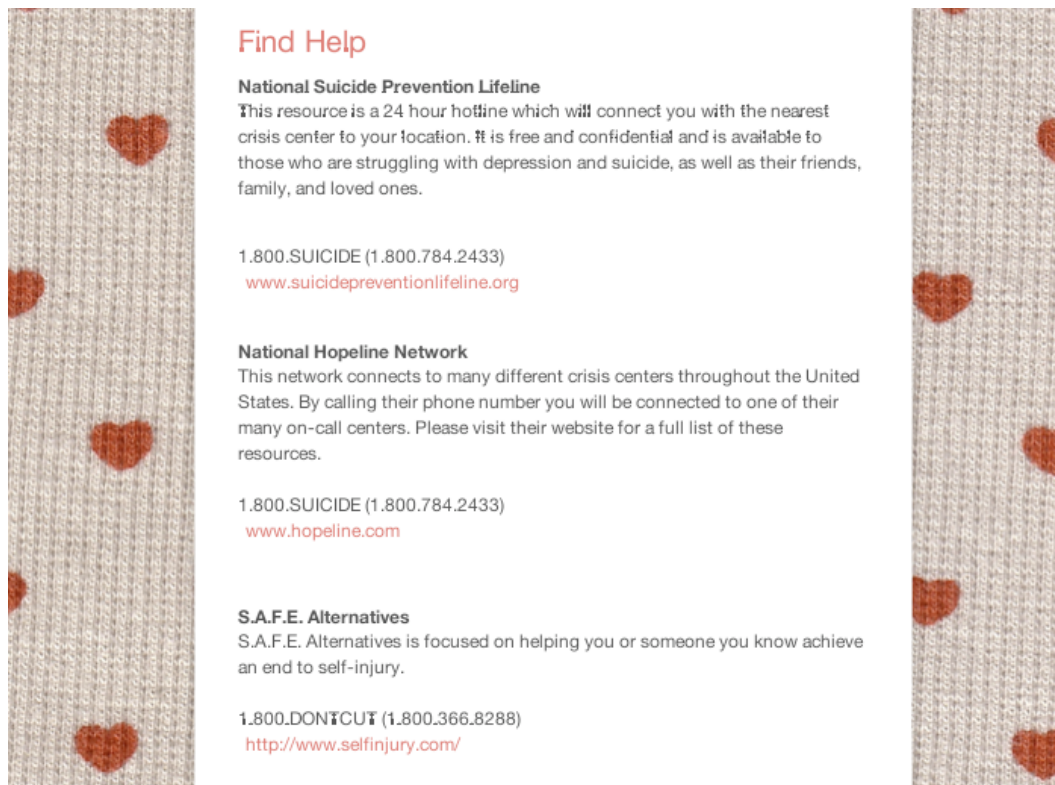


Figure 3: Screenshot of “Find Help” tab, contains contact information for organizations specializing in helping those struggling with suicide, depression, self-harm, etcetera

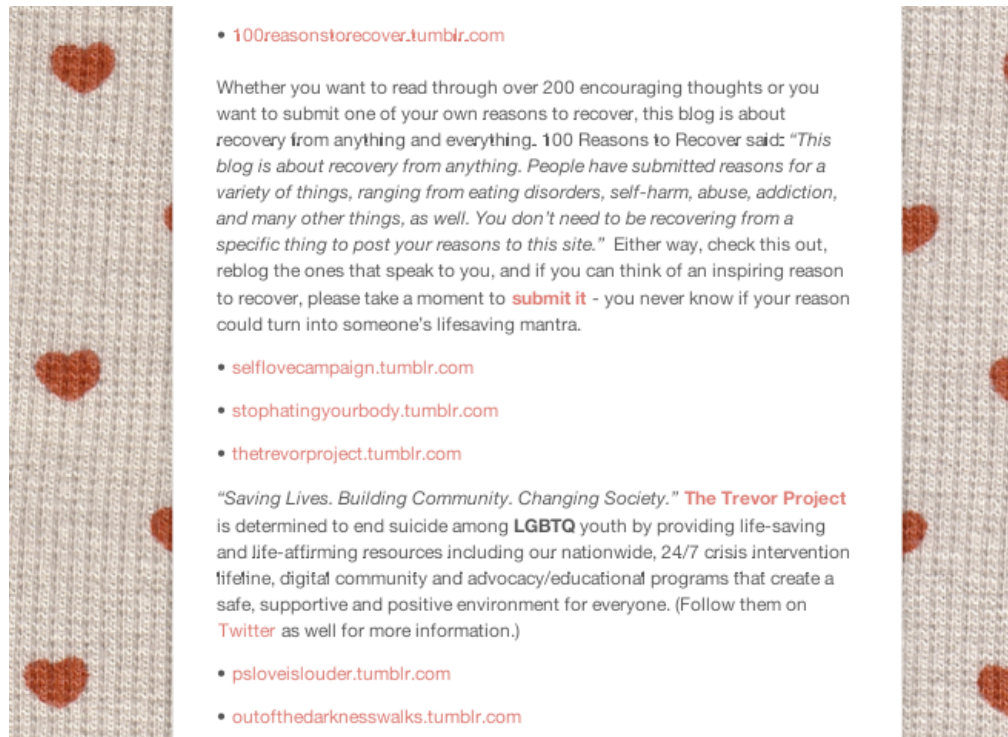


Figure 4: Screenshot of “Inspirational Blogs” tab, contains links to similar blogs the Love Out Loud Campaign connected with on Tumblr

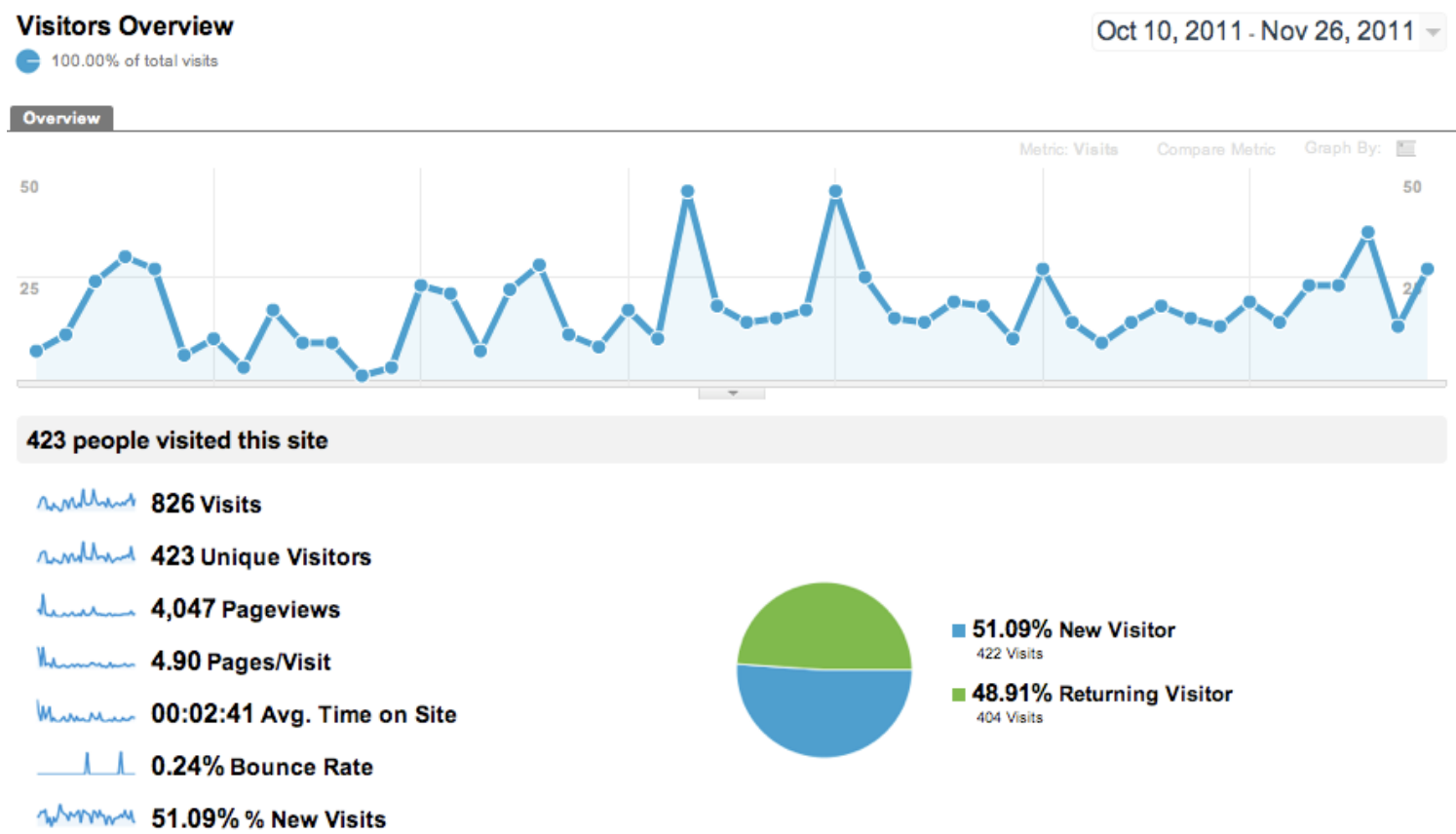


Figure 5: Google Analytics data, overall visitor overview for span of study

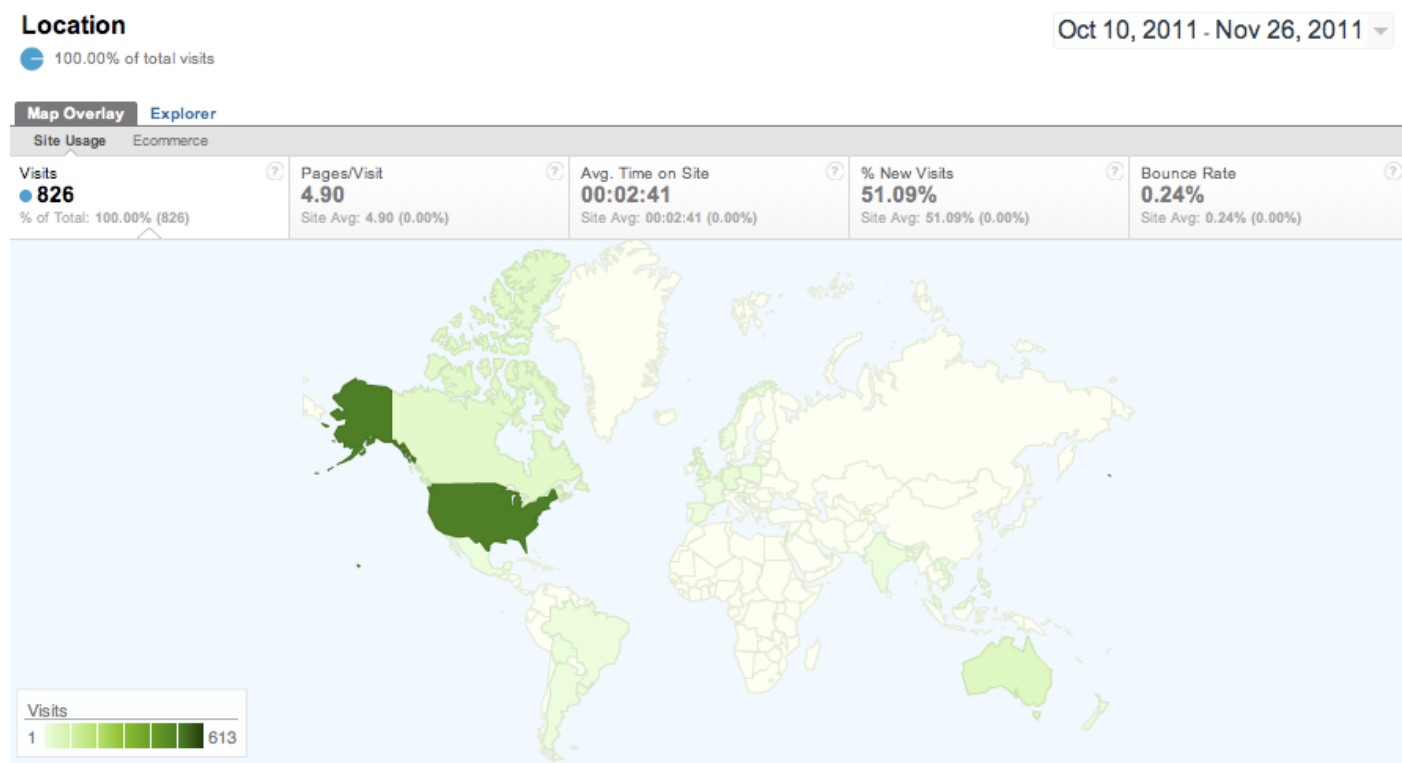


Figure 6: Google Analytics data, worldwide viewer demographics

**73.55% United States**

637 Visits

7.85% Australia

68 Visits

6.46% Canada

56 Visits

4.38% United Kingdom

38 Visits

1.96% Germany

17 Visits

5.80% Other

50 Visits

Figure 7: Google Analytics data, percentage of viewers coming from various countries

Location

ALL » COUNTRY/TERRITORY: United States

73.42% of total visits

Oct 10, 2011 - Nov 28, 2011

Map Overlay Explorer

Site Usage Ecommerce

Visits
● 638

% of Total: 73.42% (869)

Pages/Visit
5.19

Site Avg: 4.82 (7.58%)

Avg. Time on Site
00:03:00

Site Avg: 00:02:37 (14.58%)

% New Visits
45.92%

Site Avg: 49.83% (-7.83%)

Bounce Rate
0.47%

Site Avg: 0.35% (36.21%)

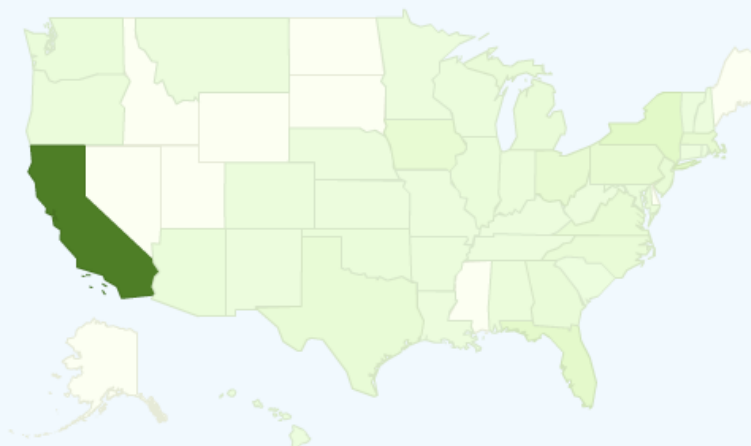


Figure 8: Google Analytics data, visitor demographics focusing on U.S. states

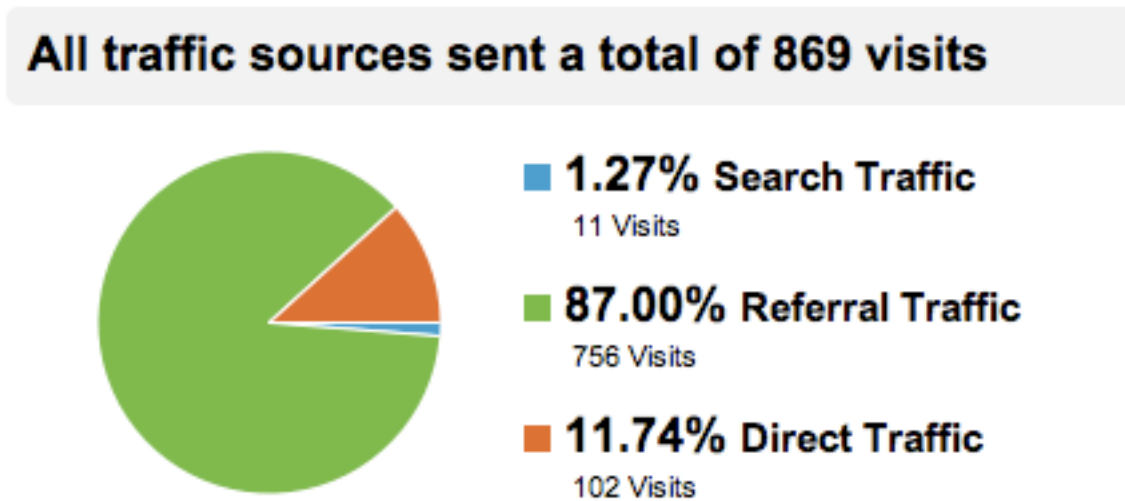


Figure 9: Google Analytics data, percentage of visitors grouped by traffic source

| | | | |
|-----|--|-----|--------|
| 1. | tumblr.com | 506 | 66.93% |
| 2. | facebook.com | 67 | 8.86% |
| 3. | 100reasonstorecover.tumblr.com | 48 | 6.35% |
| 4. | a-recovered-life.tumblr.com | 13 | 1.72% |
| 5. | dailyreasontobehappy.tumblr.com | 11 | 1.46% |
| 6. | assets.tumblr.com | 10 | 1.32% |
| 7. | insight-inspiration.tumblr.com | 10 | 1.32% |
| 8. | pinterest.com | 8 | 1.06% |
| 9. | practice-self-love.tumblr.com | 8 | 1.06% |
| 10. | onlyhappythings.tumblr.com | 6 | 0.79% |
| 11. | suicideisnotanoption4u.tumblr.com | 6 | 0.79% |
| 12. | fightingthinspo.tumblr.com | 5 | 0.66% |
| 13. | gobeautiful.tumblr.com | 5 | 0.66% |
| 14. | we-are-anti-thinspo.tumblr.com | 5 | 0.66% |
| 15. | google.com | 3 | 0.40% |
| 16. | smilewhenthe raindrops fall.tumblr.com | 3 | 0.40% |
| 17. | beauty-is-within-us.tumblr.com | 2 | 0.26% |
| 18. | faithandhopeandlove.tumblr.com | 2 | 0.26% |
| 19. | rrrambleon.tumblr.com | 2 | 0.26% |
| 20. | tommybarrett.com | 2 | 0.26% |

Figure 9a: Google Analytics data, specific traffic sources

| | | | |
|-----|---------------------------------------|---|-------|
| 21. | ■ 431934.tumblr.com | 1 | 0.13% |
| 22. | ■ 78percent.tumblr.com | 1 | 0.13% |
| 23. | ■ airasilver.tumblr.com | 1 | 0.13% |
| 24. | ■ angelsamongus.tumblr.com | 1 | 0.13% |
| 25. | ■ beautifulme217.tumblr.com | 1 | 0.13% |
| 26. | ■ blogger.com | 1 | 0.13% |
| 27. | ■ brokenheartsandlullabies.tumblr.com | 1 | 0.13% |
| 28. | ■ changedby19.tumblr.com | 1 | 0.13% |
| 29. | ■ deeterdogswims.tumblr.com | 1 | 0.13% |
| 30. | ■ eyesofanaddict.tumblr.com | 1 | 0.13% |
| 31. | ■ fatedxt00pretend.tumblr.com | 1 | 0.13% |
| 32. | ■ fighting-for-freedom.tumblr.com | 1 | 0.13% |
| 33. | ■ fte-bullying.tumblr.com | 1 | 0.13% |
| 34. | ■ hannahen.tumblr.com | 1 | 0.13% |
| 35. | ■ happyhealthyhopeful.tumblr.com | 1 | 0.13% |
| 36. | ■ imaginationsinspiration.tumblr.com | 1 | 0.13% |
| 37. | ■ jaklinc.tumblr.com | 1 | 0.13% |
| 38. | ■ love-and-smiles.tumblr.com | 1 | 0.13% |
| 39. | ■ loveyourlifeagain.tumblr.com | 1 | 0.13% |
| 40. | ■ lovinnyoursmile.tumblr.com | 1 | 0.13% |

Figure 9b: Google Analytics data, specific traffic sources

| | | | |
|-----|---------------------------------------|---|-------|
| 41. | ■ madelaineet.tumblr.com | 1 | 0.13% |
| 42. | ■ mellibelli.tumblr.com | 1 | 0.13% |
| 43. | ■ mentally-ill-strong-will.tumblr.com | 1 | 0.13% |
| 44. | ■ pinkcowboyhats.tumblr.com | 1 | 0.13% |
| 45. | ■ poppythechange.tumblr.com | 1 | 0.13% |
| 46. | ■ say-no-to-thinspo.tumblr.com | 1 | 0.13% |
| 47. | ■ self-love-is-real.tumblr.com | 1 | 0.13% |
| 48. | ■ sparklesandsandcastles.tumblr.com | 1 | 0.13% |
| 49. | ■ spreadthepositivity.tumblr.com | 1 | 0.13% |
| 50. | ■ sunshineaddict.tumblr.com | 1 | 0.13% |
| 51. | ■ suspendedlikespirits.tumblr.com | 1 | 0.13% |
| 52. | ■ thdandeliongirl.tumblr.com | 1 | 0.13% |
| 53. | ■ thebrowncoat.com | 1 | 0.13% |
| 54. | ■ us.mc1613.mail.yahoo.com | 1 | 0.13% |

Figure 9c: Google Analytics data, specific traffic sources