

# NEW MILESTONES FOUNDATION

## SOCIAL MEDIA

The New Milestones Foundation's mission is to raise awareness and resources for the mental health services and programs provided by Austin Travis County Integral Care.

### 2016 SOCIAL MEDIA GOALS INCLUDE



INCREASE  
ORGANIZATION  
AWARENESS



BOOST  
SOCIAL MEDIA  
INTERACTION



REACH NEW  
AUDIENCES

#### SINCE APRIL 2015

1<sup>IN</sup> 5

People will be  
diagnosed  
with some  
kind of  
mental illness  
in their  
lifetime

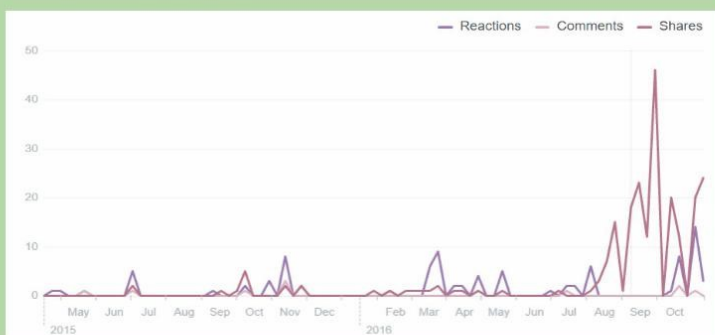


Social Media Content became  
focused on:

- The conversation around mental health
- What New Milestones does and the relationship with Integral Care
- Mental health affects all of us



Facebook engagement spiked  
with Reactions, Comments and  
Shares



Facebook  
Page Likes  
Increased  
by 24%

Dedicated  
organization and  
event hashtags were  
created and promoted  
#mentalhealthmatters  
#nmfbtg  
#familieswithvoices  
#speakup



NEW



The Target Audience  
between 18-34  
became 33% of the  
total audience reached  
on Facebook

Researched and compiled by:

FIG  
marketing + events