

## Active in Mind website and social media analysis

We made the Active in Mind workshops, mentor cards and delivery matrix freely available for download in addition to the poster we made available in 2020. We shared a selection of the mentor cards on our Twitter feed every day of the week. We also posted the news story about these free resources which included Amy Truelove's case study on Facebook and Instagram.

We used #ActiveInMind in all posts alongside #ChildrensMentalHealthWeek to capitalise on this awareness week. We tracked the #ActiveInMind hashtag during Children's Mental Health Week. The stats are below.

**Number of times #ActiveInMind used:** 252 times by 180 contributors (this includes RTs of YST's posts)

**Reach of #ActiveInMind:** 305,361

	<b>1-7 February 2021</b>
<b>Total social media impressions</b>	<b>97,578</b>
<b>Total social media engagements</b>	<b>1919</b>
<b>Total news story views</b>	<b>344</b>
<b>Active in Mind page views</b>	<b>585</b> (total views 1-31 Jan 2021 was 346, meaning 69% increase in just one week compared the previous month)
<b>Active in Mind poster downloads</b>	<b>168</b> (total downloads 1-31 Jan 2021 was 112, meaning 21% increase in just one week compared the previous month)
<b>Active in Mind cards downloads</b>	<b>158</b>
<b>Active in Mind poster for nurture group downloads</b>	<b>59</b>
<b>Active in Mind teacher matrix downloads</b>	<b>97</b>
<b>Active in Mind presentation for nurture group downloads</b>	<b>61</b>
<b>Rachael overview video views</b>	<b>63</b> (total views 1-31 Jan 2021 was 136)
<b>Rachael Young Mental Health Champions video views</b>	<b>21</b> (total views 1-31 Jan 2021 was 33)
<b>Rachael Parents video views</b>	<b>15</b> (total views 1-31 Jan 2021 was 29)
<b>Athlete Mentor Active in Mind top tips playlist views</b>	<b>146</b> (total views 1-31 Jan 2021 was 197)