

Isentia Case Study

# RUOK?

A yellow speech bubble containing the 'RUOK?' logo. The 'O' is replaced by a smiley face. Below the logo is the tagline 'A conversation could change a life.'

**RUOK?**<sup>™</sup>  
A conversation could change a life.

“R U OK?’s partnership with Isentia has greatly strengthened our ability to evaluate the reach and impact of our media footprint across traditional, digital and social channels. Qualitative monitoring has provided valuable insights to drive our content strategy and Isentia’s quantitative report provides us with an overview of where we need to try harder and a great reporting tool for our funding and strategic partners. The comprehensive analysis of R U OK?’s Facebook activity has really helped us think about how to provide meaningful content to better engage men, who currently account for less than 1 in 4 interactions.”

---

**Brendan Maher,**  
CEO, R U OK?

# THE CHALLENGE

**R U OK? uses the insights Isentia provides to plan and evaluate its campaigns. We reveal the messages that are getting attention and how different audiences engage each year.**

**R U OK?'s vision is a world where we're all connected and are protected from suicide. Their mission is to inspire and empower everyone to meaningfully connect with people around them and support anyone struggling with life.**

R U OK? seeks to improve the support that personal networks can offer to individuals who may be at risk of suicide, with the aim of reducing suicide rates in Australia. Improving the quality and visibility of conversations about suicide and mental health in public discourse is one of the

key ways the organisation attempts to achieve this.

To this end, it runs an annual R U OK? Day campaign, encouraging people to have meaningful conversations with and to support people struggling with life.

To measure its impact, R U OK? needed to understand the effectiveness of its ambassadors; the reach of, and community engagement with, its campaign; and quality of reporting about the campaign and suicide more generally.

# OUR APPROACH

We integrated a number of different datasets to provide R U OK? with comprehensive insight into its campaign, as well as into how the topic of suicide is discussed in the media more broadly

We analysed media reporting on suicide-related issues in the months before and after the organisation's annual R U OK? Day event for 2016, and identified common themes, trends and messages associated with the organisation and its events.

This analysis evaluated the impact of ambassadors and sponsors, demonstrating the campaign's effectiveness in building awareness and support among those at risk. Isentia also measured the quality and tone of reporting by evaluating whether coverage followed industry-recommended practice for reporting on suicide.

Community engagement was measured through analysis of a combination of publicly available social media about R U OK? and aggregated demographic data from Facebook.

This provided R U OK? with a greater understanding of the age and gender demographics of Australian users who

engaged with the R U OK? Day event, and the type of content and topics which were most engaged with by demographics the organisation has identified as being at more risk.

## Campaign effectiveness

**1.4m**

Facebook interactions

**13,562**

Public social media posts.

**5,914**

Media reports

—



## Outcome

Isentia's measurement of the effectiveness of R U OK's strategy enabled the organisation to better allocate campaign resources in 2017, strategically craft content to increase target audience engagement, and demonstrate campaign impact to sponsorship partners. Our analysis quantified the organisation's success in reducing undesirable portrayals of suicide in the media and community engagement on social media, helping establish performance benchmarks for future campaigns.



This project won two AMEC awards in 2017 for **Best Use of Measurement of a Not-for-Profit Campaign**, and **Best Use of Integrated Communication Measurement**

# Thank you

## About ISENTIA

Isentia (ASX:ISD) is APAC's leading Media Intelligence Insights business, empowering clients to make great decisions. Powered by cutting-edge technology and a team of world-class experts, our mission is to help businesses leap forward where only genuine insight can take them.

**To learn more about how we can partner with you visit [isentia.com](https://www.isentia.com)**