PUBLIC RELATIONS AND REPUTATION
MANAGEMENT

by

(Your Name)

(Class)

(Name of Professor)

(University)

Every Mind Matters Campaign

Introduction

Campaigns are one of the most common yet difficult frameworks to work on because it is purely strategic and PR plays a central role in directing and aligning the actions and expectations of the people with that of campaign's objectives. Different PR strategies and techniques are used by organizers so that they can attract a large population of the audience. Different strategies are used and employed in the campaigns such as knowing the audience, getting organised, researched content, making teams, enhancing online presence, and creating compelling content. In addition, there are a number of tools that are used by the marketers and content creators that can help them attract a large number of audience and let the people benefit from the product agenda or ideology. Every Mind Matters is one of the campaigns that is launched by the Public Health England and, the aim of this paper is to evaluate how this campaign uses different PR strategies and techniques to help people overcome the issues and spend the time of COVID-19 living a physically and emotionally better life.

Discussion

Public Health England started a campaign that was meant for responding to the data showing that majority of people in the UK are worried about the effects of coronavirus on their lives. The campaign was featured in the form a film narrated by the Duke and Duchess of Cambridge who was the centrepiece (Neupane et al., 2020). The aim of the campaign was to include new advices that can help people manage their children as well as themselves from the impact of coronavirus (Calkins, 2020). The campaign intents to help people cope with the impacts of lockdown and the effects of COVID-19 on their mental health. The campaign is diverse enough to address different yet related features such as COVID-19 mind plan, coronavirus specific content for the individual as well as their loved ones, addressing sleep problem, anxiety and loneliness (Al-Dmour et al., 2020). The campaign also helps to

support the mental wellbeing by helping with issues such as low mood, stress, anxiety and sleep problem ("Every Mind Matters | Campaign Resource Centre," n.d.).

The campaign is centred on "My mind Plan" in which people are asked some questions about their mental health and their priorities. The answers to questions helps to know that an individual is having some health concerns or if there is some specific need of the one who has signed it. Based on the identified needs, the campaign helps to provide people with the action plan that can help them empower their lives by spending time in positive activities ("Every Mind Matters | Campaign Resource Centre," n.d.). . The website of the campaign signposts people to the activities that can help to live a better life in the form of mindful-breathing exercises, muscle relaxation therapies and strategies that can help to reframe thought that are unhelpful or negative in nature (Bonell et al., 2020). The content of the campaign that is published on the websites was developed in a partnership with the academics, social enterprises, clinicians, and the leading mental health charities such as Mind Mental Health Foundation, Rethink and Mental Health First Aid England as well as Samaritans. Also, on the website there is a separate page that is meant for the people who are experiencing thoughts of suicide, or self-harm, acting as a support agent to help people guard off negative vibes (Altuwayjiri, 2020).

According to the PDHE, the campaigns budded out of the data that shows that the pandemic had taken a significant toll on the wellbeing of people who are living in the United Kingdom. The data shows that about 85.2% of the Brits are actually worried about the effect that coronavirus can have on their life, as well as with more than half about 51% of the people are saying that coronavirus have affected their wellbeing and about half of the population of the UK has posted that they have a high level of anxiety (Guerreiro and Loureiro, 2020). Thus, the content of the campaign focuses on the challenges that are faced by the people in the lockdown period. The campaign also offers different services to the people but before availing the services, an individual need to sign up or log in the service. After sign in and registration, the signed up individual can have access to the article and news that have a content based

on mental health and physical wellbeing, the newsletter of the campaign and other content that is designed by the media department of the campaign (Lozano et al., n.d.).

Then after subscription, a person can have access to the PR Weeks's content such as unlimited access to the content, breakfast briefing on a daily basis, alerts on breaking news, agency business, all editions of the previous week and weekender edition. Also, the people can have PR Week magazine that has a detailed description of multiple topics and the archive access that acts as a full day natural activity guideline. There is an option to have a mind plan that can be achieved by answering five questions and it can also help to deal with anxiety and stress (Bonell et al., 2020). There is a catalogue in which there is a detailed description of what to do when you feel alone, how to sleep faster and better, the simple ways to tackle work from home, ensuring mental wellbeing while staying at home and other tips that can help if someone is worried about coronavirus (Lozano et al., n.d.). As the campaign is started in collaboration with NHS the two platforms are working in coordination with each other so that a lot of people can be taught about mental health and the crisis of mental and physical health can be catered to and addressed. The analysis of the company shows that it is one of the significant examples of PR. The campaign reflects the inclusion of different PR techniques such as media relationships, advertorials, social media, speaking engagements, sponsorship and partnership (Bonell et al., 2020).

The general context of the campaign shows that social media is one of the major tools that is used for marketing because every now and then, different ads related to the campaign can be seen. The stakeholders of the campaign have designed a social media page so that they can expand their circle to the people who are using social media (Geldsetzer, 2020). The general content of the website is published on the Facebook pages along with target audience content such as mental health, physical wellbeing and child development in lockdown. It attracted much of the UK's population because in the time of lockdown everyone was looking for an insight that can help them groom both emotionally and physically (Geldsetzer, 2020). Media relationships are one of the central ground on which the basis of the campaign is built,

taking into account that the inclusion of Duke and Duchess is one of the most significant measures that help to gain attention from people who not only belonged to the upper and royal class but also from the middle class. The media relationships are very well incorporated in the form of on-site tours that is required to everyone who wants to sign up for the page (Geldsetzer, 2020).

The campaign devises appropriate promotional and communication tools that inform, entice and persuade customers. It has required media selection, value-added, and appeal that can develop links between organisation and customers. The code of conduct aligns with AIDA i.e. Awareness, Interest, Desire and Action, CRM and community relationships that make this website a strong reflection of PR (Sultana et al., 2020). The campaigns also release its media statement and different fact sheets that can help and encourage journalists to reports some significant positive messages about the business. The campaign also uses different Advertorials in the form of new stories and reviews that can attract people (Sultana et al., 2020). In different magazines such as the New York Times, different journalists have reviewed the significance of campaign and how it is acting as social and emotional support for the people who are undergoing the consequences of lockdown. On the front page of the campaign website, there is a detailed insight in the form of a newsletter that can help viewers and visitors to know the progress of the campaign and how it is bringing awareness in the people. Then, there are different brochures and catalogues that are not only available on the website of the campaign but on the websites of other mental health and social wellbeing platforms helping people connect with the other platform that ware providing same services (Rehman et al., 2020).

The campaign of Every Mind Matters also issues weekly newsletter along with the daily briefing from breakfast to the exercise routine and the daily activities that allow people to connect with the campaign most of the time in their day. The campaign has also incorporated speaking engagement where the inclusion of Duke and Duchess is one of the most common PR strategy that has attracted thousands of people from around the globe (Al-Dmour et al., 2020). the narration of the campaign

by the royal family helps people to know what exactly is the aim of the website and the idea of making mindset that "being sponsored by the royal family so it will be good" is one of the basic tools that has helped the campaign earn a lot of acknowledgement and recognition in a very short time (Al-Dmour et al., 2020).

The campaign is not a solo project, it is working in partnership with the specified and well-known platforms such as NHS and the other platform of mental health that has made it one of the most visited website because the sponsored websites are also depicting advertisements of the campaign (Postol et al., 2020). The sponsorship with the different platforms has not only earned campaign quick fame but it has also helped the website to be visited by a lot of people. The campaign also tends to build community relationships. At the end of the campaign, there is a catalogue in which different leaders are assigned different areas to whom some people can contact and they can get their activities monitored. The campaign serves as a link between the public and different stakeholders in society. The campaign allows people to shape their activities and lifestyle and have it shared with people so that other people can also adopt the same stance in their lives (Postol et al., 2020).

The campaign also works in accordance with different PR strategies that can help to maintain the positive public image and maintain the public image of the project. Firstly, the PR strategy that is identified is, group of the audience. The campaign has identified its audience, i.e. adults, youngsters, and children and all the content published by the campaign clearly addresses the audience (Deeva et al., 2020). It is done by using different platforms that are used by the target audience such as social media, email and networking websites (Deeva et al., 2020). PR is achieved by using a well-planned and sustained set of activities and the campaign also has replanned and organised platform under which the audience are clearly notified by the type of content and the way to reach out to the content (Korolyova, n.d.). The campaign has a well-researched platform because the information shows why people of UK need such a website and how this website can help people, then the sequence of the catalogues and the arrangement of information can help people understand the

need of such platform. The sponsorship with other mental health platforms and the basic support system, i.e. government has helped stakeholders to infer that people need such type of campaigns because it will help to cater to the consequences of the lockdown and people can spend their time in more fruitful activities rather than relying on the self-decided activities that are mood-based (Korolyova, n.d.).

The campaign has a team that is responsible for reaching out to people and manage different activities that are performed by them. It is one of the most common and important strategies of public relations because the channel of connection cannot be set until proper platforms are used to get in touch with the people (Ali and Iftikhar, n.d.). Adhering to the significance of this strategy, the campaign has a vast channel that is arranged in both, geographical as well as the departmental manner to address the needs and queries of people who belong to different areas seek information and guideline in diverse departments (Affoukou et al., 2020). In the team of the campaign, there are different sponsors and stakeholders who also have their respective teams and it plays a central role in making up the infrastructure and organization of the campaign making it the best source of information and knowledge (Sedak and Novoselac, 2019). PR strategies are incomplete without an online presence and it is one of the most efficient and effective aspects of the campaign. The campaign, "Every Mind Matters" has a diverse and far-reaching plan of online presence, it is one of the reasons that the campaign is equally accessed by the people who are living outside the UK (Sedak and Novoselac, 2019).

Online presence has multiple versions such as Facebook, Instagram and Twitter etc., and all these versions and platforms are operated by the campaign in a very well and organized way. The excellence and effectiveness of the campaign lie in the fact that the campaign operates in the dimensions of Covid-19 and in the time of the pandemic, there are a lot of people who are staying home and they have nothing to do except for using the internet (IONIŢĂ and PĂSTAE, 2019). Thus, the campaign is one of the most effective and knowledgeable sources that are used by the people so that they can have all their queries addressed. In order to manage online presence, the

campaigns have different people and they are allotted different sections such as queries, mind plans, catalogues, question answers and then online addressing or webinars (IONIȚĂ and PĂSTAE, 2019). It is quite obvious that a campaign is nothing without its objectives and content. Every Mind Matters have made the best use of this PR techniques and the content of the campaign, ether it is on the website or on the social media platform both have a compelling effect on the people, it has served and played a central role in attracting an audience from different parts of the world (Green et al., 2019). In the time of other emerging platforms, the campaign has gained attention from different journalist and other mental health workers who were doing volunteer work to help people overcome the impact of lockdown in the form of stress or anxiety. The complete framework of the campaign defines that it is serving as a central tool to attract people. The campaign not only think like the audience but it has provided all the details and information that a person seek who is living in lockdown. There is a great diversity in the information that is shared on the website such as daily routine, webinar, diet plan and mind plan (Green et al., 2019). This shows that people with different interest can find the content of their type on the website.

there are different newsletters and other articles in the archives that can be retrieved by the audience at any hour and it is one of the best ways of spending good and healthy time (Mahmood and Yasin, 2019). The goals and objectives of the campaign are also parallel to the strategical framework of basic PR. All the aspects of content and the gaols are specified in such a way that a visitor doesn't have to ask for anything else, the goal and objectives that are specified on the website actually tend to bring clarity to the overall approach and it helps to determine what audience seek and which messages or tactics can help them achieve their goals (Mahmood and Yasin, 2019).

Conclusion

A general insight into the campaign shows that it is one of the best models that can help to understand how PR can help businesses expand and facilitates people.

From the online presence to the content and from the objective of the campaign to the sponsorship, everything is in line with the PR strategies. It is acting as a fruitful factor that helps the campaign get attention from people from all around the globe and make an impression on people to help them overcome the consequences of lockdown. The audience is actually trained and directed to mitigate the negative impact of lockdown and it helps people to develop their routine and adapt those strategies that can help them overcome all the issues that they might face while living a pandemic life such as depression, anxiety and sleep problems. The success of the campaign is based on the use of strategies and the techniques that can keep the audience in contact and provide what exactly the audience seeks.

Bibliography

Affoukou, C., Hounkpatin, B., Eclou, D., Cyaka, Y., Egwu, E., Agbessi, N., Tokponon, F., Salifou, S., Salami, L., Hounto, A.O., 2020. Digital Insecticide-treated nets (ITNs) mass distribution campaign in the particular context of covid-19 pandemic in Benin: lessons learned and challenges.

Al-Dmour, H., Masa'deh, P.R., Salman, P.A., Abuhashesh, D.M., Al-Dmour, D.R., 2020. The Influence of Social Media Platforms on Public Health Protection against Coronavirus (COVID-19) Pandemic Disease via the Mediating Effects of Public Health Awareness and Behavioral Change: An Integrated Model. J. Med. Internet Res.

Ali, M.K., Iftikhar, I., n.d. Original Research Article An Empirical Study of the Effectiveness of Public Relation Campaigns of Rescue 1122.

Altuwayjiri, S., 2020. Microcelebrity Endorsement of Public Relations Campaigns for Nonprofit Organizations: A Study of Snapchat in Saudi Arabia.

Bonell, C., Michie, S., Reicher, S., West, R., Bear, L., Yardley, L., Curtis, V., Amlôt, R., Rubin, G.J., 2020. Harnessing behavioural science in public health campaigns to maintain 'social distancing'in response to the COVID-19 pandemic: key principles. J Epidemiol Community Health.

Calkins, W.K., 2020. The Use of Public Relations in Health Promotions Campaigns at the University of Oregon (PhD Thesis). University of Oregon.

Deeva, I.V., Kikhtan, V.V., Klemenova, E.N., 2020. Development of Effective PR-Interaction in Public Institutions, in: International Session of Factors of Regional Extensive Development (FRED-2019). Atlantis Press.

Every Mind Matters | Campaign Resource Centre [WWW Document], n.d. URL https://campaignresources.phe.gov.uk/resources/campaigns/82-every-mind-matters (accessed 10.31.20).

Geldsetzer, P., 2020. Knowledge and perceptions of COVID-19 among the general public in the United States and the United Kingdom: A cross-sectional online survey. Ann. Intern. Med.

Green, K.M., Crawford, B.A., Williamson, K.A., DeWan, A.A., 2019. A meta-analysis of social marketing campaigns to improve global conservation outcomes. Soc. Mark. Q. 25, 69–87.

Guerreiro, J., Loureiro, S., 2020. Cause-Related Marketing in the Digital Era: How Enterprises Can Deal with International Campaigns in Individualist Versus Collectivist Countries. Volunt. Int. J. Volunt. Nonprofit Organ. 1–13.

IONIȚĂ, M., PĂSTAE, V., 2019. The Use of e-Learning Techniques in PR Training. ELearning Softw. Educ. 2.

Korolyova, E.S., n.d. POSITIVE AND NEGATIVE EXAMPLES OF PR-CAMPAIGNS ON THE EXAMPLE OF NESQUIK COMPANY. 2, 96.

Lozano, E.S., Balonas, S., Ruão, T., n.d. Public relations strategies in social media: analysis of campaigns for social change in the education sector in Spain and Portugal.

Mahmood, F., Yasin, Z., 2019. Using Facebook for Government Public Relations Campaigns: Relationship between Information Seeking Attitude and Effectiveness of Public Relations Outcomes for Facebook. J. Media Stud. 34.

Neupane, U., Joshi, D.R., Joshi, P.R., Chaudhary, S., Chaurasia, L., Sha, L., Giri, S.S., 2020. Knowledge, Attitude and Practice towards Novel Corona virus (COVID-19): A Cross-Sectional Study among Social Media Users in Nepal. Janaki Med. Coll. J. Med. Sci. 8, 14–22.

Postol, A., Ihnatenko, M., Antoshkin, V., Lokutova, O., Romaniuk, I., 2020. Ways to develop brands and PR management of tourism enterprises with a focus on national markets. Int. J. Manag. IJM 778–787.

Rehman, A.U., Zakar, R., Zakar, M.Z., Hani, U., Fischer, F., 2020. Role of the Media in Health-Related Awareness Campaigns on Perceptions of COVID-19: A Pre-Post Study in the General Population of Pakistan.

Sedak, K., Novoselac, V., 2019. PUBLIC RELATIONS AND PRO BONO CAMPAIGNS. Univ. Most. 1 No 2 Winter 2019 71.

Sultana, J., Mazzaglia, G., Luxi, N., Cancellieri, A., Capuano, A., Ferrajolo, C., de Waure, C., Ferlazzo, G., Trifirò, G., 2020. Potential effects of vaccinations on the prevention of COVID-19: rationale, clinical evidence, risks and public health considerations. Expert Rev. Vaccines.