Digital Activism for Maternal Mental Health
Digital activism (also known as web activism or online advocacy) is the use of electronic communication technologies such as social media, email, newsletter, video and podcast to deliver particular information instantly and effectively to a specific audience.

Position the PMHP as a highly accessible resource for maternal mental health (MMH) information and support.

Raise awareness about the prevalence and risk-factors for MMH problems in low-and-middle-income-countries (LMICs).

Raise awareness for the need to develop MMH services in LMICs.
Our journey

PMHP social media crowd in 2014...

464
Combined followers on Twitter and Facebook

We followed similar organisations and their followers

We used and followed existing hashtags when posting our research findings

We added a LinkedIn profile and upgraded our Blog and YouTube channel

We increased our e-Newsletter quality and frequency

We initiated and partnered with existing social media campaigns

"Growing Up Campaign", initiated in cooperation with the KidzPositive

Linked mmh problems into the 16 Days of Activism against Violence against Women and Children campaign

Joined World Maternal Mental Health day task force team

Combined followers on Twitter, Facebook and LinkedIn in 2018

4 235
Combined followers on Twitter and Facebook
Build your crowd

We learned...

...that our followers, fans and audience are spread across the globe

...therefore, by posting at different times, we can target specific audience in various time zones.
We learned...

...that visuals are more engaging than just plain text!

...that by engaging your staff and volunteers you can reach a wider audience.

Create compelling, short, visual and sharable content

The 'Hunger affects the mental health of pregnant mothers' op-ed was shared 86 times and reached 1,647 users on Twitter and FB.

Liesl Hermanus, PMHP counsellor, interview on Beautiful News and on Cape Talk radio.

Her video was viewed 158,000 times and her post reached a combined 2,775 Twitter and FB users.

The MMH day infographic was seen by 1,144 Twitter and FB users and shared 44 times.

A guest blog by one of our volunteers garnered 1,934 views across our platforms.

The research translated into an opinion piece gains lots of traction.

...that cross-platform posting is less effective than tailoring posts to each individual platform.

...that our most effective engagement strategy across all platforms is joining or initiating campaigns.

See graphic on next page that illustrates our findings.
We learned...

...that engagement rates spike when we are taking part or initiating online campaigns.

Measure your social media engagement.

PMHP social media engagement rates 2016

Engagement rate (Twitter) | Engagement rate (Facebook)
Digital Activism Limitations

- Limited ability to measure behaviour change
- Extensive human resources needed to engage successfully on several platforms
- Cross-platform monitoring tools becoming increasingly costly
- Social Media platforms change algorithms frequently, making comparative data collection more difficult