University of Missouri
Wellness Resource Center

Mizzou Cares
The Campaign

- Mizzou Cares became a Facebook and Twitter Campaign on September 4th, 2012.
  - Primarily post photos of Mizzou’s students, faculty and staff with inspirational/motivational quotes.
Creating the Photos

Our staff attends a Mizzou event →

We obtain permission from students, faculty and staff who want to be in our pictures →

We take their picture holding a white foam board that details the event name and date →

We add a motivational or inspiring quotes, our logo, Facebook page and Twitter Handle →

We post them to Facebook and Twitter
Completed Photo

Mizzou Cares About Student Veterans!

To find out just how much Mizzou Cares, check out mizzoucares.missouri.edu!
“Memorial Day occurs once a year, but always remember that Mizzou cares about all it's student veterans all year!!”

- Keep statements short, but attention-grabbing
- A picture is worth 1000 words
- Make sure the post is meaningful
- Avoid having too many sad/depressing posts.
Our thoughts are with those affected by the tornadoes and storms in Oklahoma and other states. If you need mental health services or you know someone in crisis, call 1-800-273-TALK!

- This photo reached 252 people
- 16 people shared this photo
- Increase in people “talking about” Mizzou Cares
When people “talk about” Mizzou Cares, the campaign gains followers.

- Talking About is the “unique number of people who created a story about our page.”
The number of “likes” shows the health of the page. A steady number of likes with few unlikes is ideal.

- 180 “likes”
Unlikes

- Mizzou Cares has experienced a very low number of unlikes.
  - 2 unlikes
In the past 90 days, likes have come from

- 20 On Page
- 6 Mobile
- 6 Facebook Recommendations
- 2 On Hover
- 2 Timeline
- 1 Friend Referral

Truman the Tiger – Mizzou’s Mascot
We linked our Facebook page to our Twitter account for posting ease

- 40 Followers
Like Us on Facebook or Twitter

- Facebook: https://www.facebook.com/MizzouCares
- Twitter: https://twitter.com/MizzouCares#
- Or, go to our website: http://wellness.missouri.edu/mizzoucares/

- Contact us: reillyd@missouri.edu or klnqgd@mail.missouri.edu
Mizzou Cares Website

At Mizzou, our students, faculty, and staff care about each other and are committed to helping each other make healthy decisions about our emotional and mental health. If you or someone you know is going through a hard time, there are people and resources at Mizzou who care and are ready and willing to listen. We all go through hard times sometimes. We're here to offer support, promote helpful events, and get you and those you care about to the resources needed.

To learn how to help a friend, visit www.asklistenrefer.org/mu

Click here for the MU Counseling Center’s Online Mental Health Screening

Helpful Resources

We are glad you are finding help.
Some More Examples

HEALTH PROFESSIONS CARE ABOUT YOU!

To find out just how much Mizzou Cares, check out MIZZOUCARES.MISSOURI.EDU!
Some More Examples

You are somebody's reason to smile.

To find out just how much Mizzou Cares, check out mizzoucares.missouri.edu!
Some More Examples

YOU ARE INCREDIBLY SPECIAL.

To find out just how much Mizzou Cares, check out MIZZOUCARES.MISSOURI.EDU!
Some More Examples

YOU ARE NOT ALONE.

To find out just how much Mizzou Cares, check out MIZZOUCARES.MISSOURI.EDU!
Some More Examples

TALK IT OUT.

To find out just how much Mizzou Cares, check out MIZZOUCARES.MISSOURI.EDU!