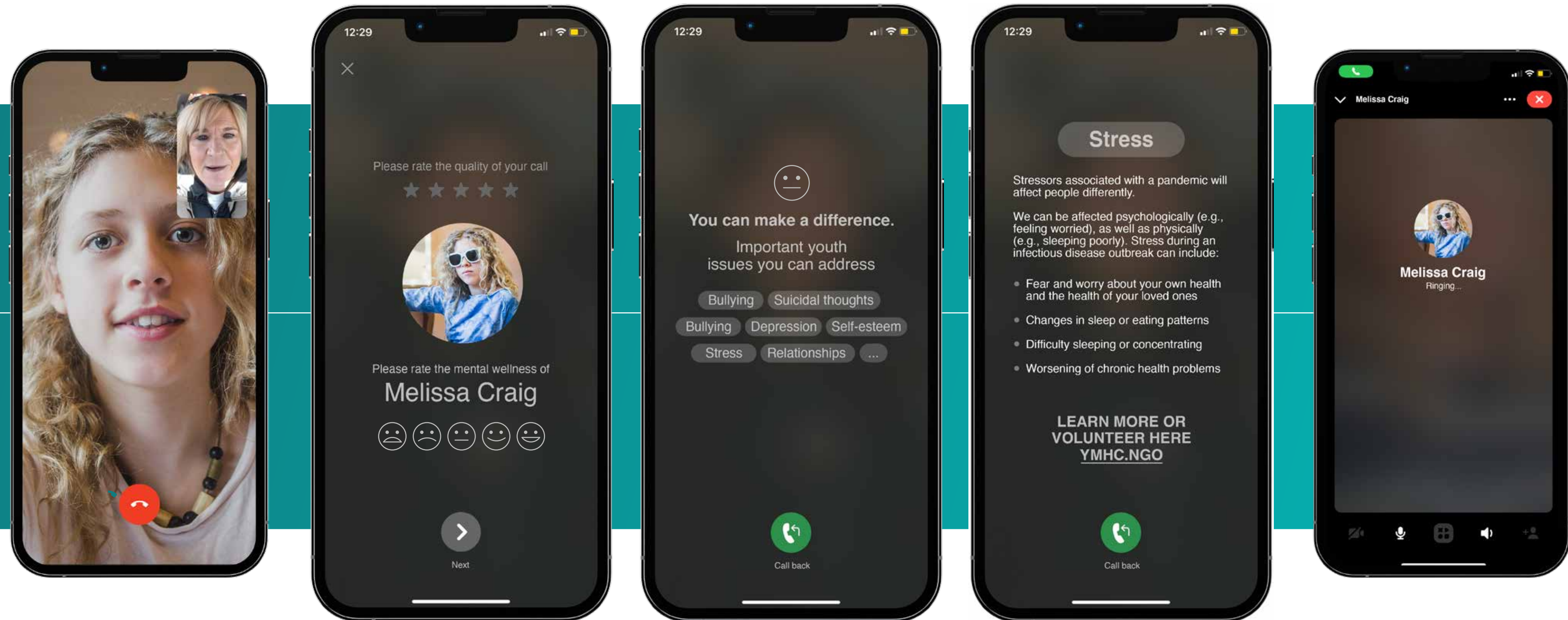


Rate this CALL

YMHC
Youth Mental Health Canada



Summary & creative insight

Video calls now number over 150 million per day on Facebook Messenger¹, the most popular platform to date in Canada². After a call, Facebook always asks us for feedback on the quality of the call. We are going to take advantage of this moment to ask for feedback on the emotion felt during the call. Because we all need to take better care of each other.

Solution & how it works

We take advantage of the moment when Facebook asks for feedback on the quality of the call to ask for one on the state of the person called. Depending on the response received, we will share appropriate tools, services and resources to the caller. We will offer the option to call back the young person in need to keep the conversation active. Along with the feedback options, information is provided on becoming a YMHC volunteer or donor. In order to break down barriers, together.




¹ <https://about.fb.com/news/2020/09/introducing-watch-together-on-messenger/> ² theglobalstatistics.com/canada-social-media-statistics/

Rate this ALL



Youth Mental Health Canada
8h · 🌐

Become a volunteer at ymhc.ngo and support youth mental health and youth suicide prevention.

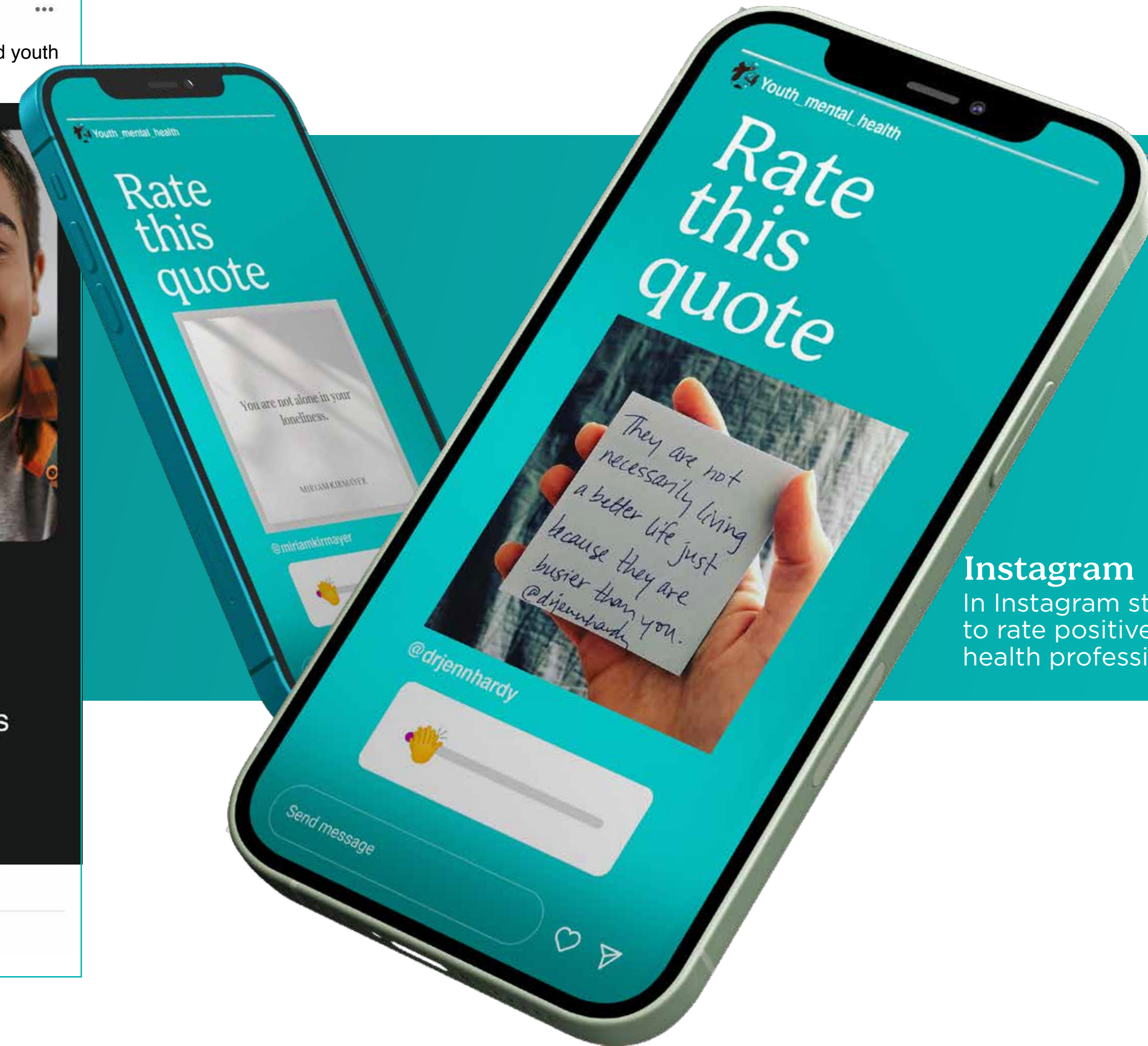


Poor Connection
It happens. Show that there are good ones

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Like Comment Share

Facebook
We want to put our volunteers first and inspire others to join YMHC.



Instagram
In Instagram stories, people are invited to rate positive quotes given by mental health professionals.