

Do you hear me? Social media and the people's voice

Sarah Stokely
Online Community Management Consultant

Quiip

Introduction – Sarah Stokely



Professional life –

- Online Community Consultant, Quiip

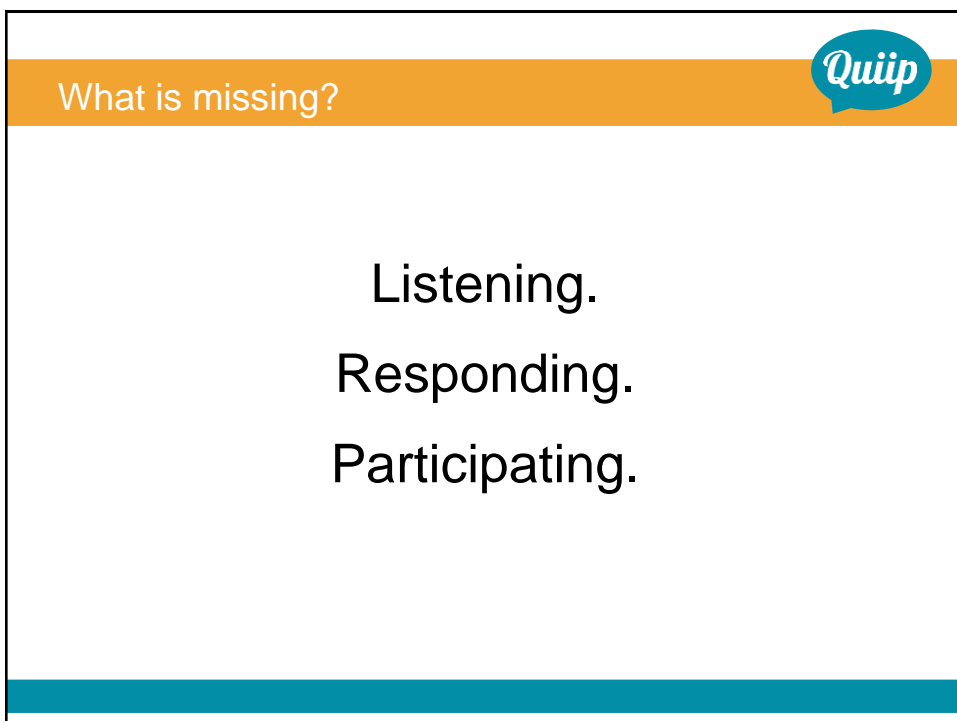
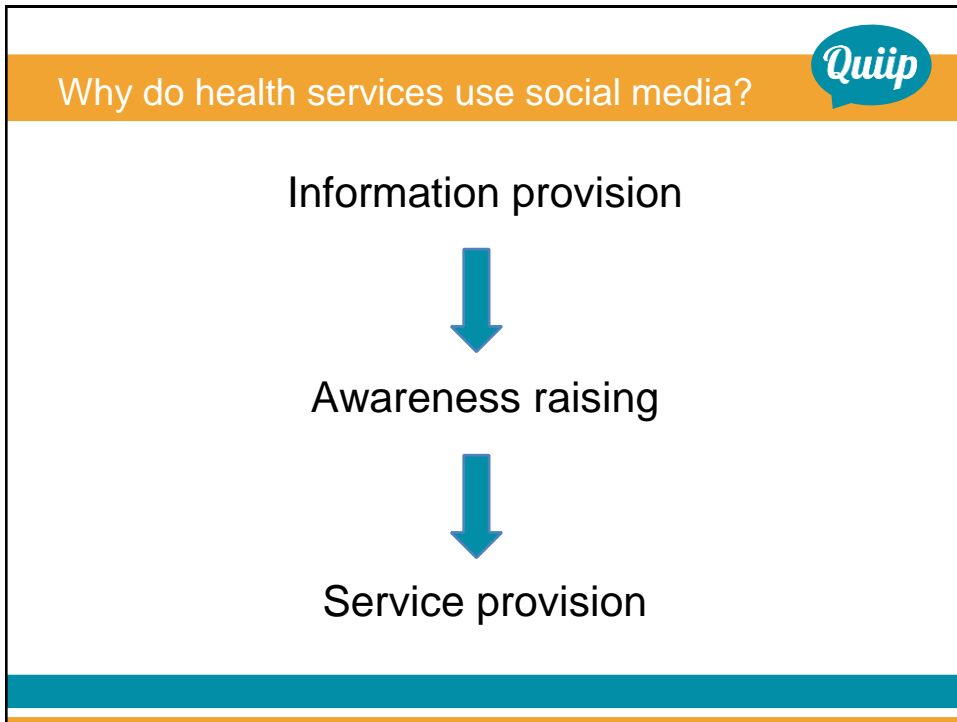
Student life –

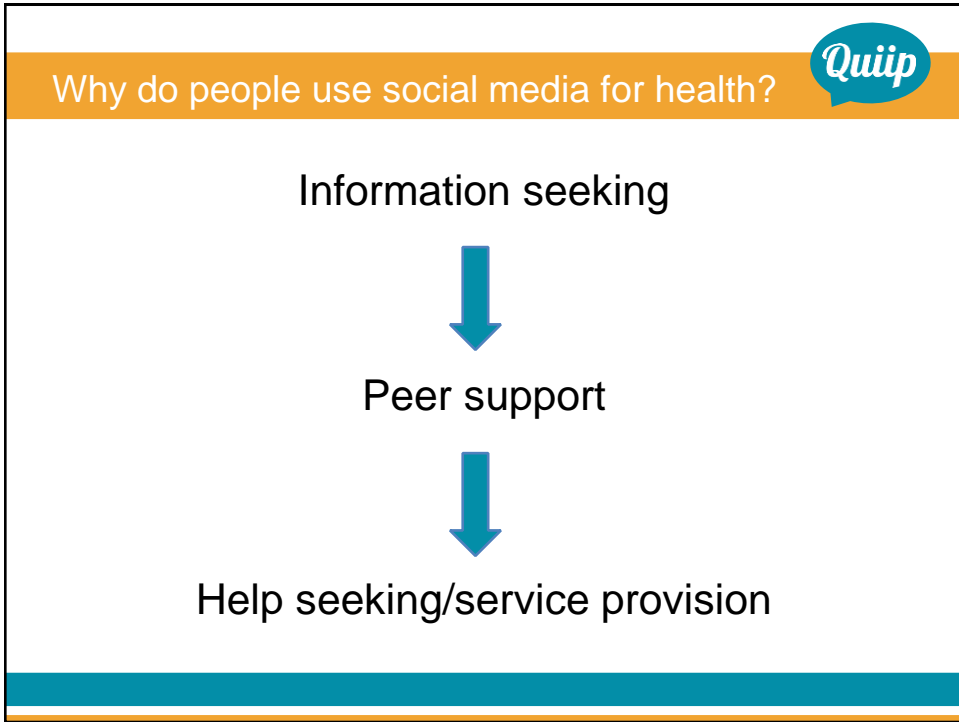
- Psychology Student


Advocacy life –

- Mental Health Advocate
- Fat Stigma Advocate

(Twitter: @stokely. Blogs: Sarah Stokely & Lady with an Attitude.)





Innovations in Health Communication 

#Itgetsbetter

@IndigenousX

Stop taxing my period

@WePublicHealth

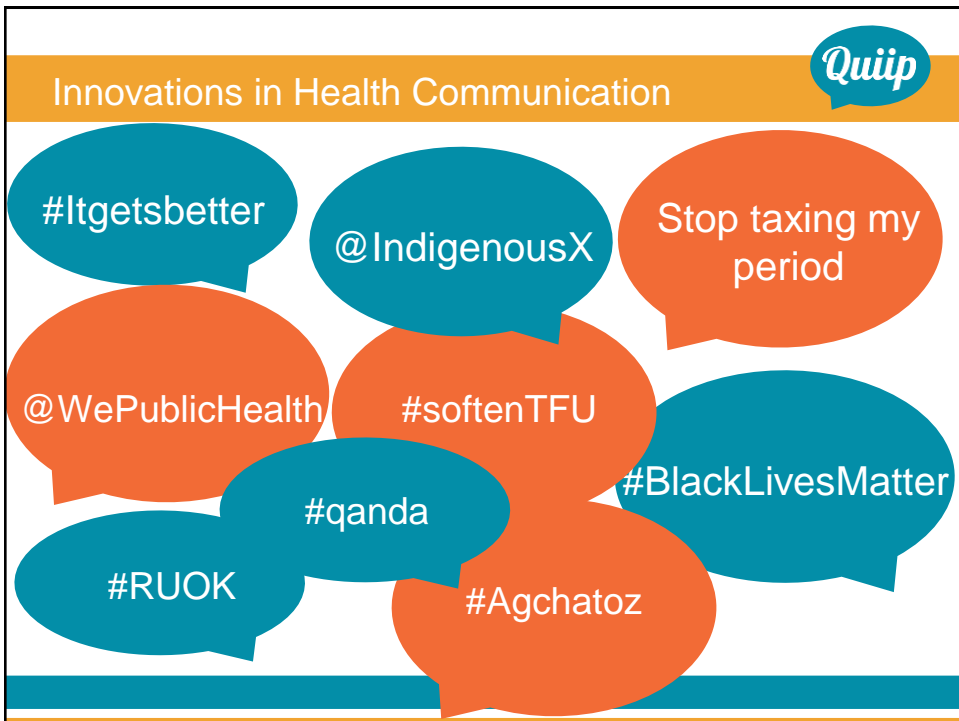
#softenTFU

#qanda

#BlackLivesMatter

#RUOK

#Agchatoz





Social Media versus Online Communities

The Line
June 22 at 7:45pm · 🌐

#WhatsWrongWithThisSong
Tell us your thoughts...




Like · Comment · Share

Drive by versus drop in


Welcome to ReachOut.com

The help you need, where and when you need it.

[Find out more](#)



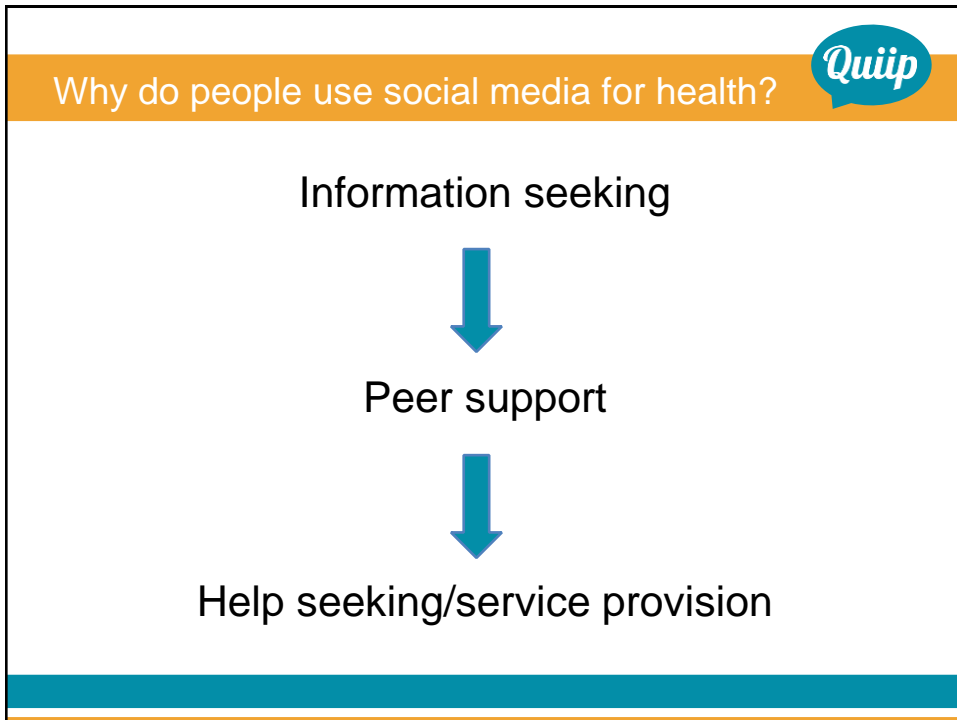
ReachOut Online Community








Hello! This is a place for **14 - 25 year olds** to read about other people's experiences and talk to other young people about what's on your mind. You can read all you want, but if you want to post, you'll have to [register](#) first. Before doing that, check out the [community guidelines](#) here. **IMPORTANT!** This is not counselling or a crisis service - if you/someone you know are at risk or you want to talk to someone now [click here](#).

What happens on ReachOut?

- Information Seeking
- Peer Support
- Referrals to Services



ReachOut Online Community 

Overwhelmed [1 2]	   
feeling stuck, hopeless and distressed	
Sigh.	
What else can i do? [1 2]	
I feel like people are constantly judging me	
I shouldn't be anxious [1 2]	
Mixed results	
Terrified of admitting my dream has changed..	
I don't feel like my true self [1 2]	

Innovations in Health Communication



#Itgetsbetter — @IndigenousX — Stop taxing my period

@WePublicHealth #softenTFU

#qanda #BlackLivesMatter

#RUOK #Agchatoz

QUESTIONS? GET IN TOUCH!

For more information about this presentation, or to learn how Quiip can partner with you to improve your social media performance and meet your organisational objectives, please get in touch with us.

You can also view our Connecting Up webinar, *Planning and creating content for Facebook*, on demand on YouTube: <http://youtu.be/Fbx0ZpTSf30>

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