

# The Unseen



# Campaign summary

By turning the spotlight on the unseen messages in social media, we draw attention to the problem of youth social exclusion and how social media fails in relieving it.



# Creative insight

People who suffer from different levels of social exclusion get relief from talking about their feelings. We often think that social media gives everyone a voice, trusting that you cannot be alone in the connected world. But it is a delusion that there would be someone listening to everyone. And when no one listens, talking doesn't do any good.

By illustrating how social media may fails in providing an outlet for these people, we can highlight the need for the work done Helsinki Missio's youth crisis center and Voima group.



# Solution

Together with people who have found help from Helsinki Missio's youth crisis center we gather a collection of their old social media posts that made them feel like no one was listening. We then resurface the messages on Facebook and Instagram through promoted posts from fictional profiles, this time making sure they are seen.

The posts will appear awkward on people's news feeds. They surprise, confuse, and may even cause aggression in the comments. When people explore the profiles, they are directed to a campaign site explaining how social media doesn't necessarily fix youth social exclusion.

Next, the people behind the original posts tell their stories and read the unwelcoming comments on videos posted on Facebook and Instagram. The videos drive discussion to the hashtag #unseen and direct people to the campaign site where they are converted to donors for Helsinki Missio's youth crisis center and the Voima group.



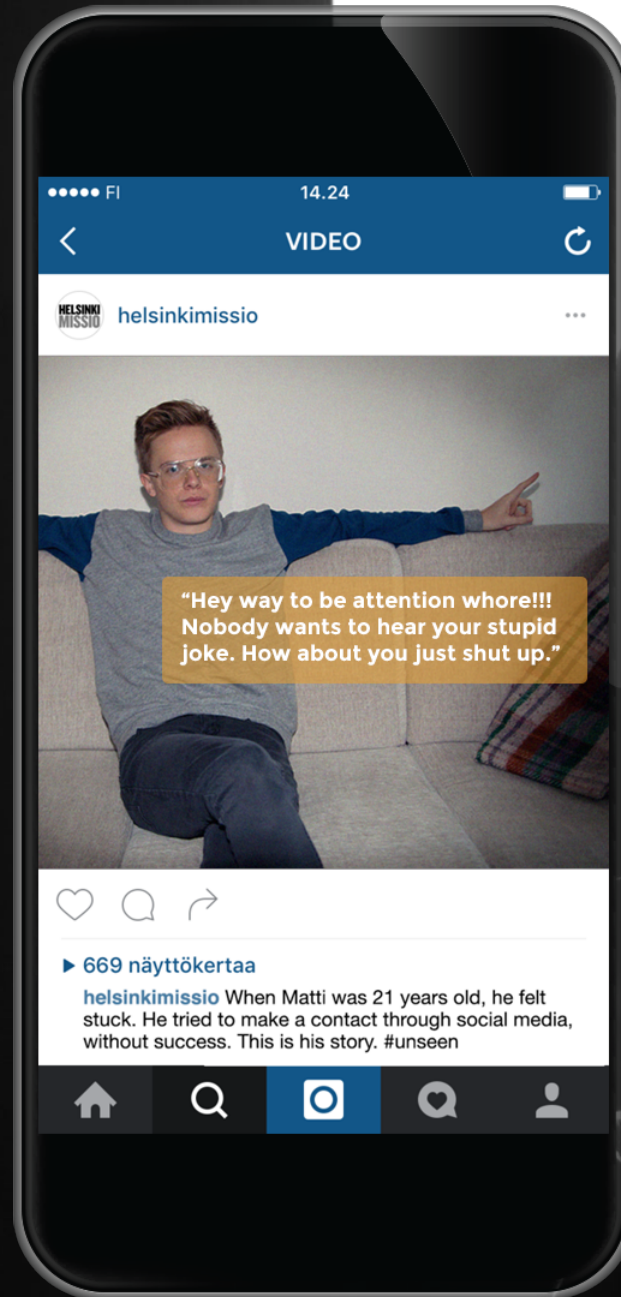
# How it works

The messages showing a desperation for a social connection and the stories behind them draw attention to how many young Finns struggle for a human connection, yet are being left out.

When the previously unseen posts and unheard stories are brought forward, the campaign helps people understand that social media is not always social enough. In fact, it may reinforce the feeling that nobody cares, either through aggression or no reaction at all.

Finally, the campaign illustrates the need for the work done by Helsinki Missio's youth crisis center and the Voima group.





Thank you.

