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**#mentalhealthmatters**

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Health promotional campaigns for many years have been using tools such as leaflets, billboards, TV and radio advertisements, which biggest drawbacks till today are high costs and uni-directional flow of information from the organization to the audience. Only recently a shift to the social networking sites could have been observed as they offer large coverage, low costs and multi-directional, interactive communication with the participants. Starting from the small, community-based non-governmental events, today Twitter, Facebook, Instagram and Pineterest form the basis of many huge, international campaigns.

This study assess reach and impact of the campaign #MentalHealthMatters designed to celebrate this year's UN International Youth Day (12 August 2014).