

Targeted Outreach, Timely Support: Using Social Media to Respond to Local Mental Health Needs

With suicide rates higher than average on the Northern Beaches, geo-targeted social media campaigns have emerged as a vital tool in promoting mental health awareness, encouraging help-seeking behaviour, and providing timely access to support services. These campaigns deliver tailored, location-specific messaging that fosters hope, educates communities, and connects individuals to appropriate care — particularly during periods of heightened distress or following critical incidents.

By leveraging the reach and precision of geo-targeted social media, Lifeline Northern Beaches, Mosman to Kirribilli can meet people where they are—both geographically and emotionally — offering timely, relevant, and potentially life-saving support.

In the year to June 2025, our ads generated over 270,000 impressions and reached 87,687 people with 1,193 people clicking through to access help via our website.

270K

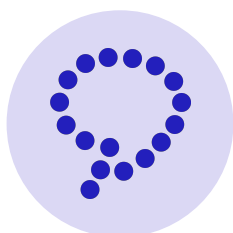
Impressions generated
by geotargetted ads
following a critical
incident

87,687

Individual accounts
reached by
geotargetted ads

1,193

Individuals accessing
help via our website



Lifeline
NORTHERN BEACHES,
MOSMAN TO KIRRIBILLI