



MeeTwo. A Safe Social Media Solution To Improve Teenage Wellbeing

What is it?

MeeTwo is an award winning free fully moderated app for teenagers, which provides peer support, expert help, inbuilt educational and creative resources as well as in app links to UK charities and helplines. MeeTwo is a neutral space which allows young people to experiment with what it feels like to open up without drawing attention to themselves while positive feedback and social support builds confidence, increases wellbeing and promotes emotional resilience

Why is it different?

100% Moderation: Every post and reply is checked before it reaches the app to eliminate all bullying, judgment or humiliation. Positive feedback and support is curated into the app.

Peer Support: MeeTwo builds on the empirical success (1) of the peer support model - where young people help each other - by creating a free, standardized, and scalable solution that is accessible to the 84% (2) of UK teenagers who have a smartphone.

Expert Help: MeeTwo is curated by experts, who guide advice chains to ensure every question gets a fully rounded solution.

Inbuilt educational resources: Resources are developed in response to users needs so if there is discussion around a specific topic, relevant advice and information is integrated into the app.

Creative Input: MeeTwo is a creative hub where young people are encouraged to express themselves artistically. Getting their work published gives users a sense of achievement and their creative input stops the app looking and feeling like a worthy “mental health” resource.

Access to real world support: Users can access a directory of specialist support groups and charities such as Childline, Young Minds or Brook through a closed loop system. Being able to do this privately allows them to explore support without feeling stigmatised.

Sophisticated back end safeguarding: The alert system picks up vulnerable children or risky posts before they hit the app and redirects those users to more appropriate support if necessary.

Guided rejection: When posts are rejected young people are given a clear explanation as to why their post failed so that they can learn from their mistakes.

What does it achieve?

Improved confidence and resilience: MeeTwo improves emotional articulacy by encouraging young people to identify and express their feelings. Positive feedback, advice and social support builds confidence, increases wellbeing and promotes emotional resilience (3).

Decreased stigma: MeeTwo allows young people to access advice support without labelling themselves as having a problem. It is a neutral space which allows young people to experiment with what it feels like to open up without drawing attention to themselves.

Active support: Support groups like Childline tend to restrict their counseling activities to empathic listening which provides passive support. MeeTwo offers active support, practical advice and tools for change.

Better educational outcomes: A one standard deviation reduction in 'true' latent child mental health leads to a 2-5 month loss in educational progress (4), so improved emotional wellbeing benefits all teenagers psychologically, socially and educationally.

(1) Cowie and Smith, 2010, (2), YouGov, 2014, (3) Prince-Embury, 2013 (4) Johnston, Propper, Pudney & Shields, 2014

Awards

2017 Teach First Innovation Award - Winner

2016 Santander University's Entrepreneur Awards - Runner up

2016 Angel Academe Entrepreneur Cohort

2015 School of Social Entrepreneurs Startup Programme - Winner

About Us

Co-Founders: Suzi Godson is a psychologist, Childline counsellor and leading expert in sex and relationships. Kerstyn Comley is an education technologist and founder of Wapping High School.

Development: Coral is an experienced software developer who's biggest client is UEFA.

Experts: MeeTwo Education is supported by an expert advisory group, with a broad range of experience in adolescent mental health, safeguarding and education.

Web: <http://www.meetwo.co.uk> **Twitter/Instagram:** [@meetwohelps](#)

Watch our two minute film: www.youtube.com/watch?v=XWuixYBkiWs