

OPEN JOURNAL



*Conversations about mental health focused on illness, wellness, stigma and support
Personal experiences blog and shared open conversations podcast*

BlogCast

The Open Journal BlogCast is so named because it includes both blog and podcast content. In some settings you will see “Open Journal BlogCast” or “OpenJournalBC”. However, often this is shortened to simply “Open Journal”.

The Blog

The blog includes Mike's personal stories and experiences. These will often be focused on mental health, with the added fun of local and occasionally national events, activities and campaigns Mike is involved with, visiting or invited to.

Mike has over 330 published posts since 2015. During that time Mike's blog has appeared in the Vuelio Top 10 Mental Health Blogs list six times, and been recognised by Workplace Wellbeing Specialists Clearfocus.



The Podcast

Open Journal Podcast focuses on the many aspects of mental health; including illness, wellness, stigma and support; and lived experiences.

Mike and his guests discuss a range of topics including: health, relationships, education, campaigns, local events and personal insights.

There are now over 300 episodes of Open Journal with most episodes duration being around 40 - 60 minutes. There have been over over 180 guests on the podcast who have kindly shared their lived experience, insights, knowledge and expertises.



The Audience

Top Countries: UK, USA, Canada, Australia

Unique Weekly Website Views: 200+ (average)

Core Blog Reach: 250 (per post)

Core Podcast Reach: 250 (per episode)

High Performing Posts/ Episodes: 1.5k to 3.5k

Podcast Guests: 180+

Website Domain Authority: 23

Website Page Authority: 16

Traffic source: Direct (35%), Google (32%),
Instagram (4%), Facebook (4%), Twitter (2%)

Previous collaborations

include:

- Boston Tea Party
- Calm Man
- DYSPLA
- Eastleigh Pride
- East Hampshire District Council
- Fareham Shopping Centre
- FunkyPigeon.com
- Gillette
- Go Ape, Southampton
- Instant Counselling
- Las Iguanas
- Middlesbrough and Stockton Mind
- Portsmouth Comic Con
- Portsmouth Guildhall
- Portsmouth Pride
- STOP Suicide, CPSL Mind
- The Body Shop, Chichester
- The Point, Eastleigh
- Vue Cinemas
- Wentworth Puzzles
- Zumos, UK



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