



Milestone 6

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HHUM 4800 -001



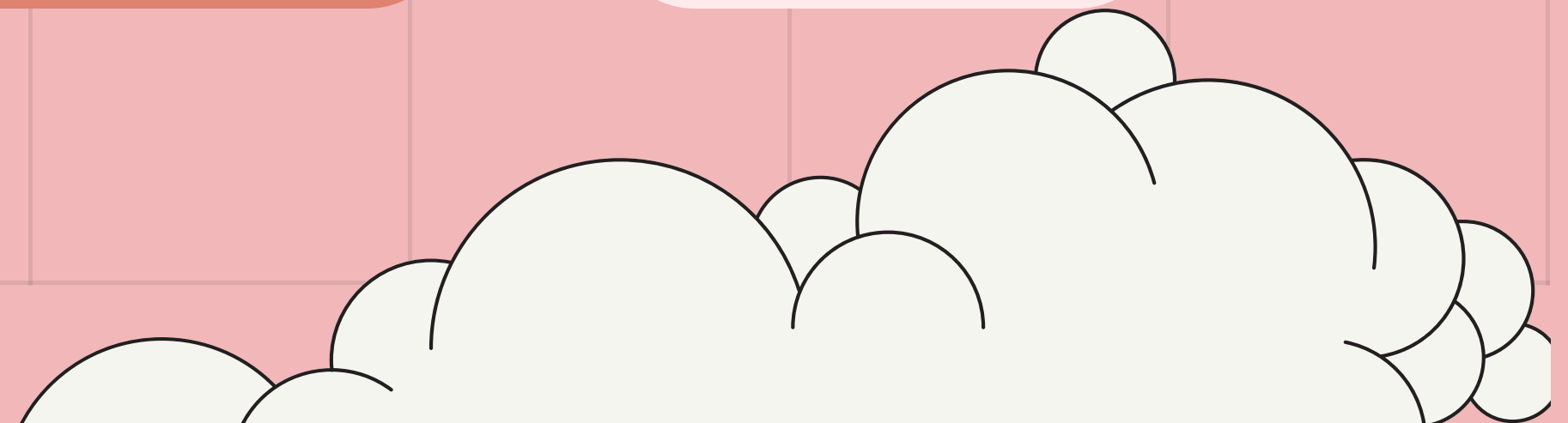
Quick Overview

My Target Audience

Why Instagram

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Conclusion



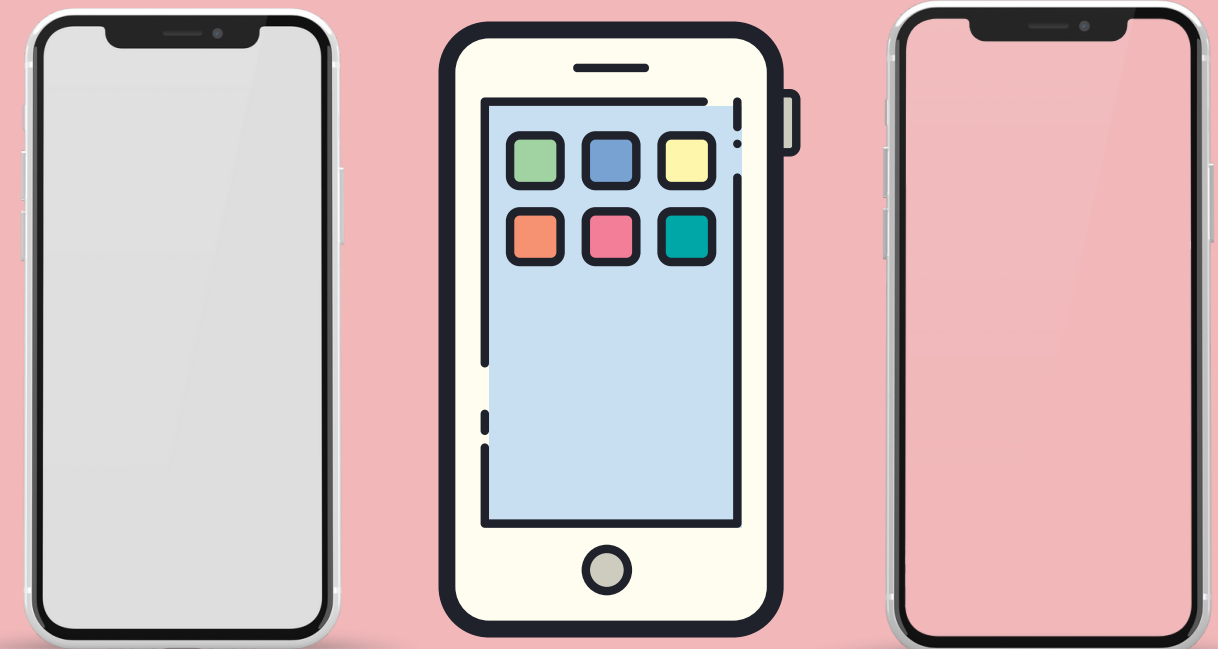
My Target Audience

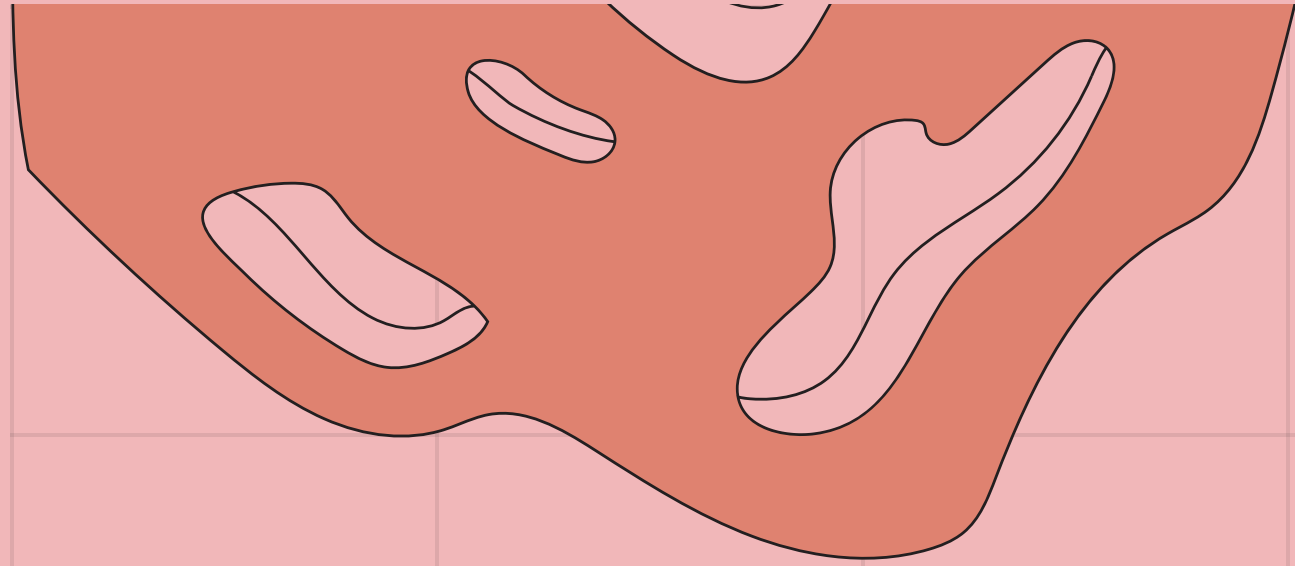
My target audience was Black women in America with PTSD. This group, in particular often faces discrimination based on race and gender, which results in difficulties receiving diagnosis, treatment, and compassion in the medical field as a whole.



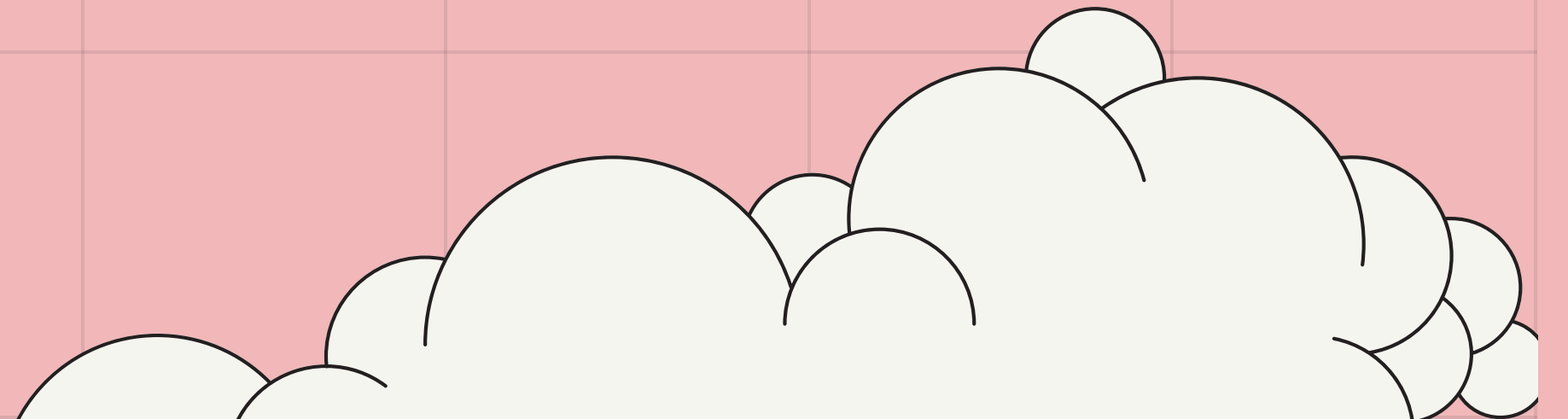
Why Instagram

- PTSD prevalence among both men and women are found between the age of 18 and 24 years (Ditlevsen & Elklit., 2010)
- Instagram was found to have the largest percentage of 18-29 year olds (71%), with around 44% of women utilizing the app (Pew Research Center, 2021).
- I also found that Instagram was the third most popular in the second quarter of 2022, falling behind only Tik Tok and Youtube, respectively (Statista, 2022).





<https://www.instagram.com/ptsd.helpforwomen/>



Conclusion

This was primarily intended to not come off as exclusive or discriminatory to groups outside of Black women with PTSD, which would be counterproductive to everything we have learned. However, I included specific posts and information that would be helpful to Black women suffering from PTSD or individuals who would like to learn more about their particular experiences in addition to the “generalized” information. Utilimatly, I wanted to create a page that offered the opportunity to learn, explore, navigate, and understand what PTSD may look like for women and marginalized people without closing off that information to a broader population.

