

Snapchat and Headspace to tackle young users' mental health

The in-app meditation feature will provide Snapchatters with expert resources related to emotional and physical wellbeing while offering daily meditations and tools to help young users check-in with their friends and stay healthy.

During times of stress, connecting with friends and having moments of relaxation and mindfulness have never been more important. By putting resources front and centre where friends already meet and share, Snap's Headspace feature will provide a safe space for friends to practice meditation and mindfulness exercises, and use these new tools to send encouraging messages to positively boost friends in need.

As technology plays an important role in reaching people struggling with mental health, stress and anxiety, the social media giant decided to help its users find valuable resources and support in their respective communities. Deeply committed to the wellbeing of their community, the goal behind this initiative is to give Snapchatters a place where they feel comfortable able to express themselves with their close friends and find support.

Informed by studies that connecting with friends, either in person or online is often is the best defence against feelings of loneliness and anxiety, Snapchat fast-tracked the launch of Here For You in March in light of the additional stress and anxiety experienced due to COVID-19.

Launched in 2010, Headspace develops the best-in-class platform with guided meditations, animations, articles and videos aimed at improving the health, happiness and mindfulness of the world. Leaders in advancing the field of mindfulness and meditation through research, the meditation expert has been shown to have favourable outcomes of interventions including reduced stress, improved focus, increased compassion, and decreased aggression.

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