Jay Summary

Forum Design Features

Jay is an online community for people with mental health concerns to share their experiences and engage in peer support. It is aimed at anyone over 16 who is suffering from emotional distress, including anxiety, stress, depression, trauma, isolation, alcohol and drug problems, employment issues or financial crises. Jay is free at the point of use for the individual if they are eligible. Jay is available for students, veterans, and service personnel, through partnerships with universities, colleges, employer organisations, the Ministry of Defence and NHS England. It is also available for individuals who live in certain postcodes, where the local NHS Trust or local council has commissioned Jay.

While creating an account, users' date of birth, email, postcode, phone number, are collected. Users can also choose to share their gender identity and ethnicity, employment status, lifestyle and health information (wellbeing, life experiences, stressors, and motivations for joining Jay). Data may be shared with research partners as well as used for internal research purposes. Data may also be shared with certain third-party partners.

On Jay, users can post about their mental health struggles and comment on other users' posts to offer emotional support and tips for coping. Posts can be searched for specific text using a search bar. Users can also filter posts by topic category. The top-level categories are: Anxiety, Depression, General Chat, Recovery, and Relationships. These are then split into more specific tags which can also be filtered for, including: COVID-19, Gender Identity, Body Image, OCD, etc. Users can also use tags to avoid certain posts or filter them out of the thread list. For example, posts can be tagged with PTSD, Self-Harm, and Phobias. Users can create posts, comment on others' posts, and use emojis. To track a discussion, they can "star" posts.

Jay's house rules state that all users should remain anonymous, using anonymous usernames and not sharing personally identifiable information on the site, including other social media accounts they may use. The house rules are linked to at the bottom of the website. All pages also contain links to FAQs about Jay, information about the intention of the community and privacy policies about how data is managed and held.

Moderation

Moderators on Jay are professionally registered/licensed mental health practitioners who are employed by Jay and are active 24 hours a day. Moderators are mental health professionals with backgrounds in counselling, social work or related fields. There are currently 47 clinical staff who operate in a three-tier, 24/7 clinical model of moderators, shift-supervisors, and senior clinicians. Moderators and shift-supervisors are focused on day-to-day forum moderation whereas senior-clinicians are focused on supporting members off platform in the event of crisis or high levels of distress. All clinical staff report up to a clinical leadership team and the Chief Clinical Officer. When new staff start, they begin with shadowing experiences, regular seminars, and gradually increasing independent work with and regular check-ins with line managers.

Jay uses algorithms to automatically identify content that may contain triggering or rule-breaking content, such as identifying information, posts with overly sexual content, or posts that describe methods for self-harm. Alongside the algorithm, users can also report posts. All posts flagged by the algorithm or by users are then checked by moderators. Moderators can edit posts for a variety of purposes including maintaining anonymity of users or adjusting language used to make it appropriate and supportive. Moderators can also privately message users to provide support, remind them of the rules or to review with the user if they are at risk and if escalation is required. Escalation policies and procedures are used by moderators to raise members/content of concern with a shift-supervisors and the senior clinician-on-duty can then provide off-platform support via local support services and authorities if a user needs additional assistance or represents an immediate risk. Moderators encourage members to use Jay in combination with other support services and may recommend locally available resources as necessary based on the access route they used to register for the service.

Language Data

Language data from Jay was not collected.