

All Key
Stages



**LET'S
TALK ABOUT...**

YAPA

What is YAPA?

YAPA, which stands for 'You Are Perfect Always,' is a new social media app that has been designed to help users with their mental health.

By sending out 'Yaps,' users can communicate their feelings and emotions to one another and start the process of opening up about their issues, while also helping others who may be going through a difficult time.



How does YAPA work?



YAPA allows users to post messages, known as ‘Yaps,’ lasting for 72 hours.

You can also set the background colour to reflect your mood.

Anyone who posts a sequence of five “negative” messages will receive a message detailing where they can get local help.



The app is free to download on iOS and Android devices.



How is it different from other social media apps?

YAPA is different from other social media apps because it does not:

- Allow people to post photos
- Use “likes” or “comments”
- Count followers on user profiles
- Have adverts



Express Yourself

I'm not feeling
so good



-  Chris Kirkland  @kirkly 34m
-  Michael @michaelbatch 56m
-  Dave  @DaveUK 1h
-  Chris @chris 2h
-  Alex @alex 3d

Be Connected

No photos, likes or
number of followers

I'm feeling
pretty good
today!



-  johnny 34m
Hey there... are you free today...
-  kate 56m
How are you doing?
-  Dave  1h
You! See you!
-  jane 2h
That's right
-  joey 3d
Gotta go, speak later.

Chat

Talk Task 1



With mental health at the heart of YAPA's focus, why do you think YAPA does not allow photos, likes, comments, follower counts or adverts, like most of the other social media apps?

Do you think that this is a good thing?

Talk Task 2



Do you think YAPA is a good idea?

Would you use it?

Why/why not?



Jack Knowles

Entrepreneur Jack Knowles set up the app because he has “had many friends struggle with mental health issues” and he himself has “had problems with stress and anxiety in the past.”

He has said that “there is already a really nice community on YAPA where a lot of people just want to communicate with other (like-minded) users to help uplift them.”





jk
@jackknowles

Award winning CEO and Founder of
@YapaApp

yapaapp.com

Joined July 2009

2,143 Photos and videos



jk
@jackknowles

Follow

My favourite review of Yapa so far. "an app that can be part of the solution rather than the problem"

Great app



Thu

NJB8917

An app with all the advantages of social networking but without the pitfalls. Mental health is in the news every day at the moment so it's great to have an app that can be part of the solution rather than part of the problem.

6:01 AM - 10 Dec 2018

7 Likes



Yapa and Chris Kirkland



Follow

Want to take advantage of all the new Twitter features?

It's simple – just log in.

Log in

Sign up

“The stigma of talking about mental health is slowly going away.”

**Jack Knowles,
Founder of YAPA**

Talk Task 3

What does the word “stigma” mean?

Do you agree with Jack Knowles?



What can you do with YAPA?

- ✓ Send Yap's dependant on your mood
- ✓ Connect with friends or well-known personalities
- ✓ No photos, likes or follower counts
- ✓ Not feeling good? Find local help
- ✓ Increased mental clarity

