



## #Filtered – Social Media Toolkit and Resources

### City of Greater Dandenong, 2024

#### BACKGROUND

The #Filtered Body Image Project was developed by 'young women' for 'young women' to educate them about body image and appearance ideals, and the often-negative influence social media can play in a young person's life. The aim of this campaign is to challenge the pervasive nature of social media and the negative influence it can play on defining a young person's identity and self-image.

Council's Youth and Family Services worked with a group of 30, Year 8 students from Killester College. The project engaged subject matter experts the Butterfly Foundation to support student learning about the topic and the adverse impacts social media can have on self-image. Working together, students with the support of Council's Youth Services staff, workshopped and developed the messages that form this social media campaign / toolkit. The slogans, campaign messages were then brought to visual life through the artistic efforts and work of Year 11 and 12 VCE, Vocational Major (VM) design students of Chisholm Institute.

This #Filtered Body Image campaign and accompanying social media toolkit are being launched in October 2024 to coincide with Mental Health Week and will be circulated to all secondary schools in Greater Dandenong and via council's social media channels.

#### EVIDENCE OF NEED

In the 2022 Mission Australia Youth Survey, 1 in 3 (34%) young people reported feeling extremely worried or very worried about body image (Mission Australian 2022).

In 2023, Butterfly Foundation's Body Kind Youth Survey (BKYS) found that 90% of young people aged 12 - 18 have some level of body image concern, with more than one in three (38%) very or extremely concerned. The research also showed that there was a relationship between social media and young peoples' feelings of dissatisfaction with their bodies, including a desire to be thinner, as well as poorer body appreciation and greater life disengagement (Butterfly Foundation 2023).

Young people spend on average 14.4 hours each week online, just over 2 hours a day (eSafety Commissioner 2023). Watching just seven minutes of "beauty content" in one session on TikTok and Instagram is enough for young people to experience significant shame and anxiety about their appearance (Seekis, 2022, Griffith University).

## #FILTERED BODY IMAGE SOCIAL MEDIA TOOLKIT

### What is included in this toolkit?

The campaign includes five key messages, included below. Also included on the last two pages of this kit are many more social media tiles which carry the same five key messages throughout – you are welcome to interchange with the extra tile provided including using the corresponding message.



Also included in this kit are links to access images and videos from the campaign, alongside accompanying messages, and captions to post on your organisation’s social media platforms.

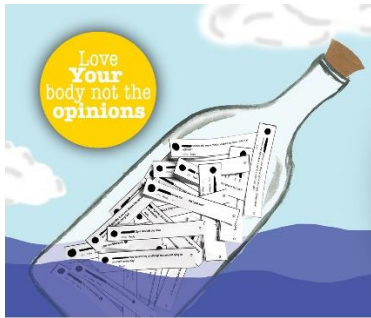
This campaign starts on the **30 October 2024**. Feel free to share Greater Dandenong City Council’s Youth Services posts on your respective platforms from this date. Or curate your own campaign from 30 October and throughout November 2024. We ask for your support to post during this set period so we can monitor audience engagement and get strong traction with the campaign and evaluate its impact.

### Branding for local secondary schools’ media toolkit

The #Filtered project includes a consistent logo throughout. Please feel welcome to include this when using the #Filtered content, as well as the City of Greater Dandenong logo (both below).



Content/ Source	Caption
 	<p>#Filtered, The Body Image Project, led by Greater Dandenong Youth and Family Services, launched in October 2024 following Mental Health Awareness Month. ✨</p> <p>This project represents a co-design approach between Youth Services and Year 8 students from Killester College, with input from subject matter experts the Butterfly Foundation. 🦋</p> <p>The slogans, campaign messages were then brought to life through the artistic efforts and work of Year 11 and 12 VCE, Vocational Major (VM) design students from Chisholm Institute. The following comprises the final material in this social media awareness campaign. 🎨</p> <p>The objective of this project is to promote positive body image and self-esteem among local young women across Greater Dandenong, and we think it does just that!</p> <p>             🌟 @greaterdandenongyouthservices              👤 @Killesterspringvale              😊 @chisholm_institute              👉 @thebutterflyfoundation.         </p> <p>#Filtered, #FilteredTheBodyImageProject</p>



**#Filtered** THE BODY IMAGE PROJECT 







#Filtered, The Body Image Project, is comprised by five key messages developed by local Year 8 students in Greater Dandenong.

In 2023 Butterfly Foundation's Body Kind Youth Survey (BKYS) found that 90% of young people aged 12 -18 have some level of body image concern, with more than one in three (38%) very or extremely concerned.

We encourage anyone interested to check out the Butterfly Foundation's website for resources and guides on self-care and body positivity.

<https://butterfly.org.au/body-image/boosting-body-image/>

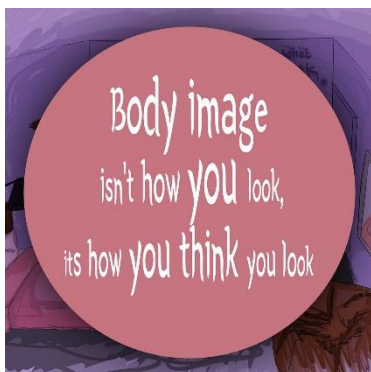
-  @greaterdandenongyouthservices
-  @Killesterspringvale
-  @chisholm\_institute
-  @thebutterflyfoundation.

#Filtered, #FilteredTheBodyImageProject

#Filtered, The Body Image Project is a collaboration between CGD Youth and Family Services, Killester College and Chisholm Institute VCE, VM Design students.



**#Filtered** THE BODY IMAGE PROJECT 







A key message of the #Filtered, The Body Image Project is 'Body image isn't how you look, it's how you think you look'.

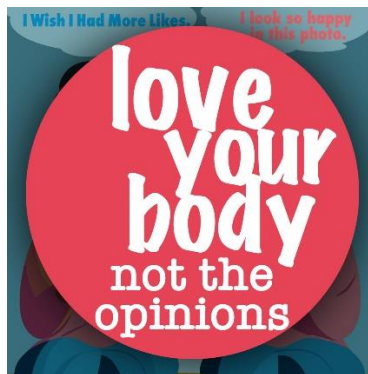
Captured brilliantly here, it serves as an important reminder encouraging us all to dispel unrealistic appearance ideals and celebrate diversity.

Griffith University (Seekis, 2022) found that watching just seven minutes of "beauty content" in one session on TikTok and Instagram is enough for young people to experience significant shame and anxiety about their appearance.

Learn what the other four key campaign messages are at [CGD website #Filtered page]!

-  @greaterdandenongyouthservices
-  @Killesterspringvale
-  @chisholm\_institute
-  @thebutterflyfoundation.

#Filtered, #FilteredTheBodyImageProject



Do you ever feel like you're focusing on the likes you receive on an Instagram post more than you'd like? 😊 Pardon the pun, but we know the connection between body image and social media pressure is high, which is where #Filtered comes in!

The key message here, 'Love your body, not the opinions', encourages us all to stop comparing ourselves to what people say and do, and remember that people's opinions about you shouldn't change how you see yourself. ❤️

#Filtered, The Body Image Project is a digital awareness campaign focused on building young women's literacy skills to challenge appearance-based online content and create a counter narrative of body positivity and appreciation.

Check out [CGD website #Filtered page] for resources and more information today!

- ☀️ @greaterdandenongyouthservices
- 👤 @Killesterspringvale
- 😊 @chisholm\_institute
- 👉 @thebutterflyfoundation.

#Filtered, #FilteredTheBodyImageProject



Not everything on social media is... REAL.

The 2022 Mission Australia Youth Survey found that 1 in 3 (34%) young people reported feeling extremely worried or very worried about body image (Mission Australian 2022).

Young people on average spend 14.4 hours each week online, which equates to just over 2 hours a day (eSafety Commissioner 2023), it's important we all remember that what we are seeing on our screens often does not reflect real life.

#Filtered, The Body Image Project, comprises five key messages developed by local Year 8 students in Greater Dandenong. They are messages many of us can relate to and capture important reminders for us all when online so often.

- ☀️ @greaterdandenongyouthservices
- 👤 @Killesterspringvale
- 😊 @chisholm\_institute
- 👉 @thebutterflyfoundation.

#Filtered, #FilteredTheBodyImageProject

## FURTHER BODY IMAGE RESOURCES

### For Schools

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Body Kind Schools: <https://butterfly.org.au/get-involved/campaigns/bodykindschools/>  
Staff Professional Development: <https://butterfly.org.au/school-youth-professionals/for-schools/staff-professional-development/>



Supporting Student's Body Confidence: <https://schools.au.reachout.com/wellbeing-days-for-schools/how-you-can-support-students-body-confidence>



Embrace in Schools: <https://bodyimagemovement.com/embrace/schools/>



School Workshops: <https://www.dove.com/au/dove-self-esteem-project/school-workshops-on-body-image-confident-me.html>



The Body Project: <https://www.eatingdisorders.org.au/early-intervention-identification-for-professionals/body-project-australia/>

### For Parents

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Body Image: <https://butterfly.org.au/body-image/body-image-explained/>  
Parent Seminars: <https://butterfly.org.au/school-youth-professionals/for-schools/parent-seminars/>



Media Literacy: <https://nedc.com.au/eating-disorders/for-professionals/media-literacy>



Feed Your Instinct – <https://feedyourinstinct.com.au/>



### For Students

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Body Image Tips for Young People: <https://butterfly.org.au/wp-content/uploads/2022/02/BodyImageTips-YoungPeople.pdf>  
6 Ways to be Body Positive: <https://butterfly.org.au/wp-content/uploads/2020/05/6-Ways-to-be-BodyPositive.pdf>



The Imperfects Podcast: <https://theresilienceproject.com.au/at-home/podcasts/season-5-episode-38-taryn-brumfitt/>



Pressures from Social Media: <https://www.esafety.gov.au/young-people/pressures-from-social-media>

**MORE #FILTERED SOCIAL MEDIA TILES**

Uniquely designed, each social media tile...

First Image	Second Image
 <p><b>#Filtered</b> THE BODY IMAGE PROJECT GREATER DIVERSITY City of Opportunity</p>	
 <p><b>#Filtered</b> THE BODY IMAGE PROJECT GREATER DIVERSITY City of Opportunity</p>	
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<p><b>#Filtered</b> THE BODY IMAGE PROJECT GREATER DUNDENONG City of Opportunity</p>	
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LOVE YOUR BODY NOT THE OPINIONS

#Filtered THE BODY IMAGE PROJECT GREATER DUNDENING City of Opportunity

LOVE YOUR BODY NOT THE OPINIONS

I don't know what I'm supposed to look like anymore.

Body image isn't how YOU look, it's how you think you look.

#Filtered THE BODY IMAGE PROJECT GREATER DUNDENING City of Opportunity

Body image isn't how YOU look, it's how you think you look

Not everything on social media is real

#Filtered THE BODY IMAGE PROJECT GREATER DUNDENING City of Opportunity

Not everything on social media is real

Love Your body not the opinions

#Filtered THE BODY IMAGE PROJECT GREATER DUNDENING City of Opportunity

Love Your body not the opinions

NOT everyone is meant to look the same

#Filtered THE BODY IMAGE PROJECT GREATER DUNDENING City of Opportunity

NOT everyone is meant to look the same





**FURTHER INFORMATION**

If you have any questions or require further information about the ‘#Filtered’ project, please contact the project officers listed below:

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