



## **#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.

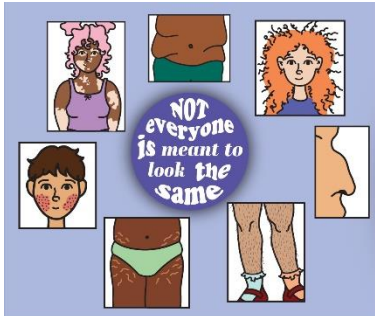

Also included in this kit are links to access images and videos from the campaign, alongside accompanying messages, and captions to post on your organisation’s social media platforms.

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 data-bbox="178 1115 520 1144"><a href="#">Posted 30.10.24 - View Here</a></p>  	<p data-bbox="596 1079 1334 1182">#Filtered, The Body Image Project, led by Greater Dandenong Youth and Family Services, officially launches today following Mental Health Awareness Week. ✨</p> <p data-bbox="596 1227 1366 1330">This project is the culmination of a co-designed project between Youth Services and Year 8 students from Killester College, with input from the Butterfly Foundation. 🦋</p> <p data-bbox="596 1375 1385 1514">Year 11 and 12 VCE, Vocational Major (VM) design students from Chisholm Institute, developed the visual designs and representations of the work of Killester students. Here is the final social media awareness campaign. 🎨</p> <p data-bbox="596 1559 1398 1693">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. Stay tuned for more incredible and informative content to come.</p> <ul data-bbox="603 1738 1059 1928" style="list-style-type: none"> <li>🌞 @greaterdandenongyouthservices</li> <li>👧 @Killesterspringvale</li> <li>😊 @chisholm_institute</li> <li>👉 @thebutterflyfoundation.</li> <li>🎨 Artwork by Lily</li> </ul> <p data-bbox="596 1973 970 2029">#FilteredTheBodyImageProject #TheButterflyFoundation</p>

[Posted 01.11.24 - View Here](#)



#Filtered, The Body Image Project, comprises five key messages envisioned 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.

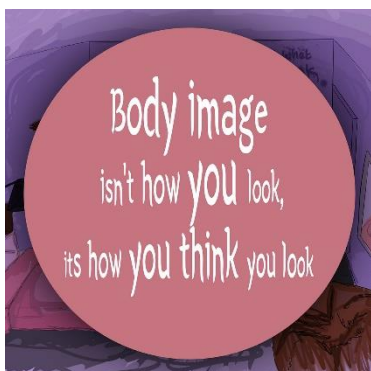
<https://butterfly.org.au/body-image/boosting-body-image/>

- ☀️ @greaterdandenongyouthservices
- 👩 @Killesterspringvale
- 😊 @chisholm\_institute
- 👉 @thebutterflyfoundation.
- 🎨 Artwork by Lauren

#FilteredTheBodyImageProject  
#TheButterflyFoundation

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

[Posted 04.11.24 - View Here](#)



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

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

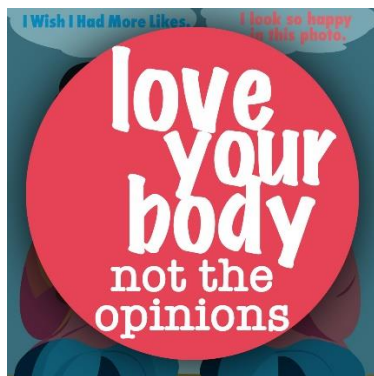
Griffith University (Seekis, 2022) found that watching just seven minutes of "beauty content" in one session on TikTok and Instagram is enough for young people to experience significant shame and anxiety about their appearance.

Learn what the other 4 key messages are at [CGD website #Filtered page]!

- ☀️ @greaterdandenongyouthservices
- 👩 @Killesterspringvale
- 😊 @chisholm\_institute
- 👉 @thebutterflyfoundation.
- 🎨 Artwork by Tianah

#FilteredTheBodyImageProject  
#TheButterflyFoundation

[Posted 06.11.24 - View Here](#)



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-and embrace body positivity and appreciation.

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

- 🌞 @greaterdandenongyouthservices
- 👯 @Killesterspringvale
- 😊 @chisholm\_institute
- 👉 @thebutterflyfoundation.
- 🎨 Artwork by Jack

#FilteredTheBodyImageProject  
#TheButterflyFoundation

[Posted 08.11.24 - View Here](#)



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 spend on average 14.4 hours each week online, which equates to just over 2 hours a day (eSafety Commissioner 2023). It is important we remember that what we see on our screens does often not reflect real life.

#Filtered, The Body Image Project, comprises 5 key messages developed by local Year 8 students in Greater Dandenong. They are important messages many of us can relate to and to consider when we are online.

- 🌞 @greaterdandenongyouthservices
- 👯 @Killesterspringvale
- 😊 @chisholm\_institute
- 👉 @thebutterflyfoundation
- 🎨 Artwork by Dominic

#FilteredTheBodyImageProject  
#TheButterflyFoundation

[Posted 12.11.24 - View Here](#)



**#Filtered** THE BODY IMAGE PROJECT GREATER DANDENONG City of Opportunity



“Don’t compare yourself to influencers. Social media often portrays unrealistic beauty standards and perfect lives that aren’t true. Remember, people only post their best moments, not their everyday reality.”

Caption written by Year 8 Student from Greater Dandenong. This post forms part of the #Filtered - The Body Image Project. This campaign was developed by ‘young women’ for ‘young women’ 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.

- 🌞 @greaterdandenongyouthservices
- 👉 @Killesterspringvale
- 😊 @chisholm\_institute
- 👉 @thebutterflyfoundation.
- 🎨 Artwork by Luke, Jennifer and Jai

#FilteredTheBodyImageProject  
#TheButterflyFoundation

[Posted 15.11.24 - View Here](#)



**#Filtered** THE BODY IMAGE PROJECT GREATER DANDENONG City of Opportunity



“It doesn’t matter what other people say. Don’t compare yourself to others, cause in the end we are humans and have to learn to accept each other, regardless of size, shape or colour.”

Caption written by Year 8 Student from Greater Dandenong. This post forms part of the #Filtered - The Body Image Project. This campaign was developed by ‘young women’ for ‘young women’ 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.

- 🌞 @greaterdandenongyouthservices
- 👉 @Killesterspringvale
- 😊 @chisholm\_institute
- 👉 @thebutterflyfoundation.
- 🎨 Artwork by Jade and Jai

#FilteredTheBodyImageProject  
#TheButterflyFoundation

[Posted 18.11.24 - View Here](#)



“Be kind to yourself. I love myself. You are beautiful. You are never not enough.”

Caption written by Year 8 Student from Greater Dandenong. This post forms part of the #Filtered - The Body Image Project. This campaign was developed by ‘young women’ for ‘young women’ 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.

- 🌞 @greaterdandenongyouthservices
- 👉 @Killesterspringvale
- 😊 @chisholm\_institute
- 👉 @thebutterflyfoundation.
- 🎨 Artwork by Matthew and Jamie

#FilteredTheBodyImageProject  
#TheButterflyFoundation

[Posted 22.11.24 - View Here](#)



“Be confident about how you look and be proud of it. Love yourself no matter what and don’t think about what other day.”

Caption written by Year 8 Student from Greater Dandenong. This post forms part of the #Filtered - The Body Image Project. This campaign was developed by ‘young women’ for ‘young women’ 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.

- 🌞 @greaterdandenongyouthservices
- 👉 @Killesterspringvale
- 😊 @chisholm\_institute
- 👉 @thebutterflyfoundation.
- 🎨 Artwork by Asher and Jamie

#FilteredTheBodyImageProject  
#TheButterflyFoundation

[Posted 26.11.24 - View Here](#)



"I can always tell myself that I am beautiful and loved, and no one else can say otherwise."

Caption written by Year 8 Student from Greater Dandenong. This post forms part of the #Filtered - The Body Image Project. This campaign was developed by 'young women' for 'young women' 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.

🌞 @greaterdandenongyouthservices

👉 @Killesterspringvale

😊 @chisholm\_institute

👉 @thebutterflyfoundation.

🎨 Artwork by Arielle, Rihanna and Joshua

#FilteredTheBodyImageProject

#TheButterflyFoundation

[Posted 30.11.24 - View Here](#)



"My body has been there for me. My body has taught me the power of healing. Thanks for trying new things."

Caption written by Year 8 Student from Greater Dandenong. This post forms part of the #Filtered - The Body Image Project. This campaign was developed by 'young women' for 'young women' 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.

🌞 @greaterdandenongyouthservices

👉 @Killesterspringvale

😊 @chisholm\_institute

👉 @thebutterflyfoundation.

🎨 Artwork by Lachlan

#FilteredTheBodyImageProject

#TheButterflyFoundation

## FURTHER BODY IMAGE RESOURCES

### For Schools

---



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

---



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

---



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>



## FURTHER INFORMATION

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

Bethany Roche (she/her)  
Youth Planner and Engagement Officer  
[Bethany.Roche@cgd.vic.gov.au](mailto:Bethany.Roche@cgd.vic.gov.au)  
(03) 9793 2155

Jim Moynihan (she/her)  
Youth Planner and Engagement Officer  
[Jim.Moynihan@cgd.vic.gov.au](mailto:Jim.Moynihan@cgd.vic.gov.au)  
(03) 9793 2155