

Beyond the Surface - Social Media Toolkit

City of Greater Dandenong, Young Leaders 2021

Background

The 2021 Young Leaders are a group of young people (aged 16-25 years) who are passionate about tackling local youth issues. Through extensive research, the Young Leaders discovered that concerns relating to body image are prevalent amongst young people in our community, and moreover, there is a lack of culturally relevant educational materials to raise awareness of this issue amongst our diverse youth population. After conducting an analysis of available resources to combat negative body image, the Young Leaders found that materials are predominantly targeted to one gender (females) and one cultural group (Westernised or Eurocentric beauty standards). There are very limited resources that encapsulate a wide variety of people, and so the Young Leaders sought to develop an awareness campaign that provides a well-rounded, inclusive outlook on body image. The resulting campaign features a breadth of young people – of different genders, ethnicities and faith-backgrounds, reflecting the rich diversity of the Greater Dandenong community.

Recognising that this contemporary resource can add value to the work of stakeholders across the youth sector, the Young Leaders have developed a social media toolkit to assist local organisations in sharing campaign materials, to convey key messages to a wide audience of young people. We encourage your organisation use this guide to share campaign materials via online platforms, to help promote body positivity amongst Greater Dandenong's youth.

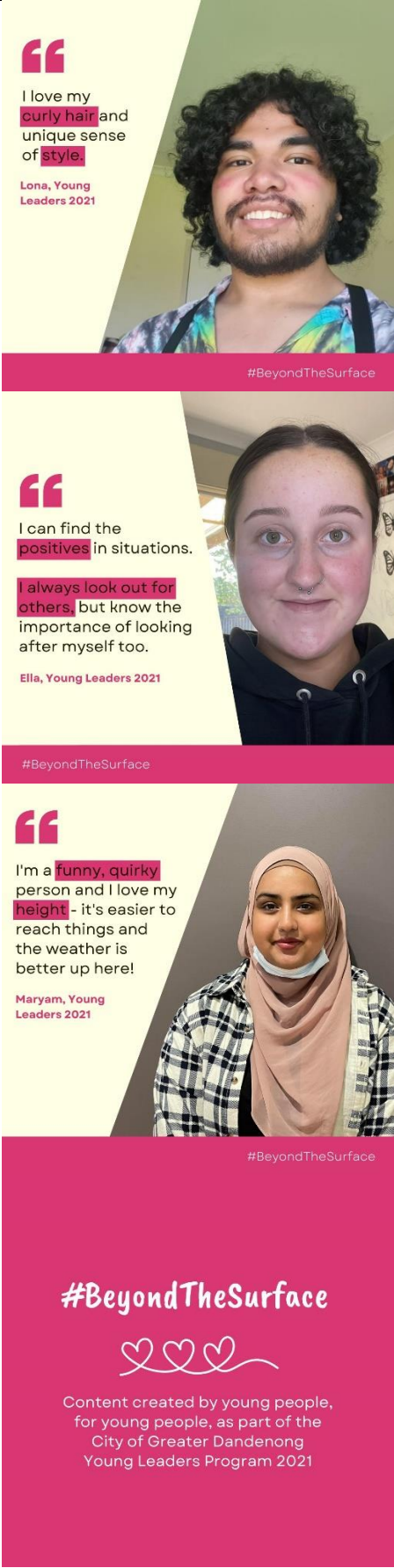
Evidence of need:

Body image ranked as the third biggest issue of concern for young Australians, with 33% of young people identifying it as a personal concern (*Mission Australia Youth Survey, 2020*). Furthermore, key findings from the Butterfly Foundation's *Body Esteem Survey (2017)* indicate that:

- 43% of Australians say that they are dissatisfied with their appearance
- More than half (53%) are 'very' or 'extremely' concerned about their appearance
- Almost three quarters (73%) wished that they could change the way they look
- 54% say that they 'rarely' or 'never' speak positively about their appearance

Social media toolkit

Please see the below links to access images and videos from the campaign, alongside accompanying messages and captions to post on your organisation's social media platforms. Where possible, we encourage you to share the original posts made by Greater Dandenong Youth Services (*refer to the dates and times listed in the schedule below*), so that the Young Leaders can accurately monitor audience engagement and evaluate the impact of their campaign.

Scheduled date	Image / video	Caption
<p>Monday 11 October</p>		<p>We asked young people in Greater Dandenong to share: “What do you love about yourself?” 🥰 Here’s what they had to say!</p> <p>We ALL possess qualities that make us beautiful and unique – not just related to our physical appearance, but also our skills and abilities, passions and personality traits. We are so much more than just the way we look!</p> <p>It’s about time we start to accept ourselves and celebrate our individual strengths. So this week, we challenge you to look within and reflect: what do you LOVE about yourself? 🥰</p> <p>This content was created by the 2021 Young Leaders as part of their ‘Beyond The Surface’ body image campaign. Stay tuned for more posts throughout the week! ❤️</p>

Wednesday 13 October



I'm **extroverted** and can speak more than two languages.

My **uniqueness** makes me special.

Kayenat, Young Leaders 2021



#BeyondTheSurface



I love my **smile**. I'm a **warm** person and am good at **building trust** with others.

Laith



#BeyondTheSurface



I love my **eyes**.

I am a **dependable** and **honest** person.

Rafal



#BeyondTheSurface



I love that I'm **physically fit**, my body shape and height.

My **kindness** makes me special. I try to help others as much as I can.

Seema, Young Leaders 2021



#BeyondTheSurface

DID YOU KNOW that 1 in 3 young people are concerned about body image? According to the Mission Australia Youth Survey, this makes it the third biggest issue impacting young Australians last year. 🤔

Let's try to change this trend and promote positive body image for young people! ❤️ Start challenging those negative thoughts by focusing on your strengths and positive qualities – what is it that makes YOU special?

It may take time, but practicing gratitude and reflecting on the things that we love about ourselves can go a long way to improving our body image and boosting self-esteem. Remember that our worth is made up of so much more than just our appearance – it is what's on the inside that counts most!



This content was created by the 2021 Young Leaders as part of their 'Beyond The Surface' body image campaign. Stay tuned for more posts throughout the week!

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Content created by young people,
for young people, as part of the
City of Greater Dandenong
Young Leaders Program 2021

Friday 15 October



I love my **hair**, there's
not many times when
you'll find me without a
comb on hand!

I'm special because I
can **brighten the vibe**
and **make others happy**.

Duoth, Young Leaders 2021



#BeyondTheSurface



I'm good at **problem
solving** and work
well in a team.

My **heart** makes
me special.

Rabiha, Young
Leaders 2021



#BeyondTheSurface



I love my **smile**.
I am a **quick learner**
and an **honest** person.

My **personality**
makes me special.

Eftekhair Hussain



#BeyondTheSurface

DID YOU KNOW that more than half of Australians say that they 'rarely' or 'never' speak positively about their appearance* 🤔

It's time to start being body kind, by actively trying to be positive in our thoughts and words when thinking about our own appearance, as well as others.

While loving our bodies is important, it's also helpful to remember that our appearance doesn't define us. We are so much more than what you see on the surface – look within to see the amazing strengths and personal qualities that make us special! 🥰

This content was created by the 2021 Young Leaders as part of their 'Beyond The Surface' body image campaign. Stay tuned for the launch of their video next week!

**This statistic is from the Butterfly Foundation's Body Esteem Survey 2017*



I love how I am so organised and always on top of things.

Emily, Young Leaders 2021



#BeyondTheSurface

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Content created by young people, for young people, as part of the City of Greater Dandenong Young Leaders Program 2021

Monday 18 October



The video can be shared from Greater Dandenong Youth Services' [Facebook](#) and [Instagram](#) pages.

Alternatively, the video will be available via the [Youth Services website](#) and City of Greater Dandenong [YouTube channel](#), following the campaign launch.

We asked young people in Greater Dandenong to answer the question: 'What do you LOVE about yourself?' 🥰 Here's what they had to say!

This video was created by young people, for young people, as part of the 2021 Young Leaders program. The Young Leaders have developed this awareness campaign to help combat negative body image and spread the message that 'beauty goes beyond the surface' – it is not just our physical appearance, but also our individual qualities, skills and passions that make us wonderful and unique. 🧐

We challenge you to help promote positive body image, by being kind with your words when talking about yourself and others – in your thoughts, online, and when you speak. Nobody is perfect, but everybody deserves kindness! So think positively, without judgement, and ask yourself: what is it that YOU love? 🍎

Further information

If you have any questions or require further information about 'Beyond the Surface' project, please contact the project officer listed below:

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