

Proud 2 Be Me - Social Media Toolkit

City of Greater Dandenong, Young Leaders 2022

BACKGROUND

The 2022 Young Leaders are a group of young people (aged 16-25 years) who are passionate about tackling local youth issues. Every year, participants research local youth issues and develop community projects to address identified priorities. This year, the Young Leaders chose to develop an LGBTIQ+ awareness campaign to promote understanding, inclusion and allyship within our community. Recognising that there was a lack of culturally appropriate and strengths-based messaging on this topic, the Young Leaders wanted their campaign to be a celebration of LGBTIQ+ community members of all backgrounds and identities.

Proud 2 Be Me platforms the many strengths and unique qualities of LGBTIQ+ people – educating viewers about diverse sexual and gender identities, while shining a light on the many similarities that we share. The campaign serves as a critical reminder that there is so much more to a person than their sexuality and gender identity, and that being part of the LGBTIQ+ community is something that should be respected and celebrated.

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 expand their message to a wider audience. We encourage organisations to use this guide to share campaign materials via online platforms, to help promote LGBTIQ+ inclusion and allyship.

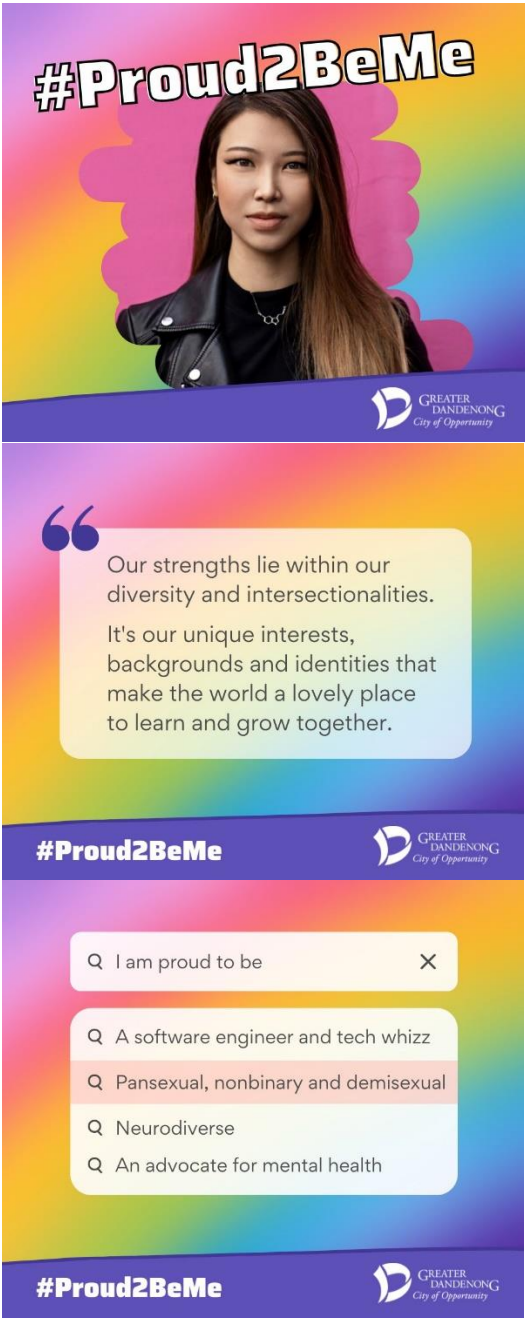
EVIDENCE OF NEED

La Trobe University's national report *Writing Themselves in 4* (2021) highlights the stark reality for many LGBTIQ+ young people in Australia. Findings demonstrate the impacts of discrimination and harassment on young people's mental and social wellbeing, and reveal the unique challenges faced by LGBTIQ+ youth from multicultural backgrounds. With Greater Dandenong being such a diverse municipality, this adds a further layer of complexity when designing messaging to build understanding and inclusion in our community.

- Two fifths of respondents had experienced verbal harassment based on their sexuality or gender identity in the past year.
- Young people from a multicultural background were less likely to feel supported by family members about their sexuality or gender identity.
- Those from a multicultural background also experienced higher rates of harassment and discrimination.
- Levels of psychological distress were more than three times higher than the general population.

SOCIAL MEDIA TOOLKIT

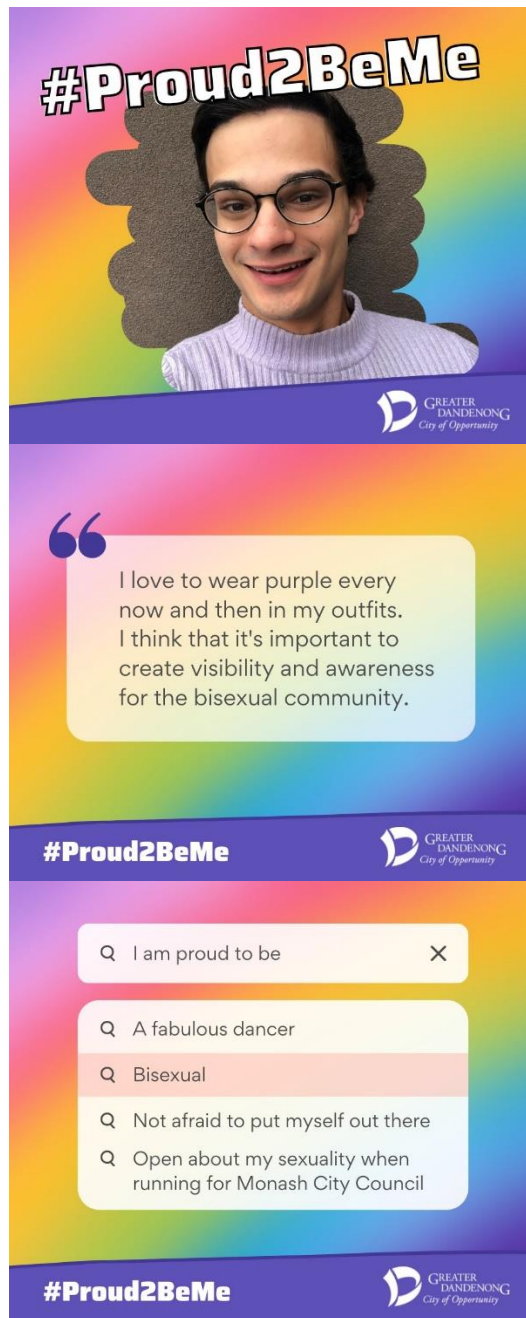
Please see the below links to access images and videos from the campaign, alongside accompanying messages and captions to post on your organisation’s social media platforms. Where possible, we encourage you to share the original posts made by Greater Dandenong Youth Services (*refer to the dates and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

CONTENT / SOURCE	CAPTION
<p>PROFILE: Emily Published Wednesday 26 October 2022 Click here to view online</p> 	<p>#Proud2BeMe celebrates all the strengths and qualities that make us unique. Hear from our campaign ambassador Emily Unity sharing what makes them proud.</p> <p>There is so much more to a person than their sexuality and gender identity – these labels do not define us. This campaign serves as a reminder to appreciate all the incredible aspects that make up a person.</p> <p>Being part of the LGBTIQ+ community is something that should be respected and celebrated. What makes you proud?</p> <p>❤️🧡💛💚💙💜🤎🖤</p> <p>Content created by young people, for young people, as part of the 2022 Greater Dandenong Young Leaders program.</p>

PROFILE: Pierce

Published Saturday 29 October 2022

[Click here to view online](#)



We asked people in the LGBTIQ+ community: what makes you proud?

The 2022 Young Leaders noticed the lack of LGBTIQ+ awareness campaigns and wanted to make a change.

The **#Proud2BeMe** campaign promotes respect and the importance of supporting each other no matter your sexuality or gender identity. We want to encourage the Greater Dandenong community to remember that labels don't define us!

This is a reminder for people of all backgrounds and identities to celebrate what makes us unique, and to be proud of who we are!



Content created by young people, for young people, as part of the 2022 Greater Dandenong Young Leaders program.

PROFILE: Andy

Published Wednesday 2 November 2022

[Click here to view online](#)



Did you know that 1 in 10 Australians have a diverse sexual orientation or gender identity? Yet people often feel the need to hide that part of themselves.

There are so many parts of who we are that we should be proud of. **#Proud2BeMe** is here to remind us to celebrate of every single one of them.

Hear from our campaign ambassador, Andy, sharing what makes them proud.

“

I am really colourful and always love being as rainbow as possible.

#Proud2BeMe



Q I am proud to be X

Q A passionate artist

Q Queer

Q Interested in science and taxidermy

Q A massive sourdough fanatic

#Proud2BeMe



Content created by young people, for young people, as part of the 2022 Greater Dandenong Young Leaders program.

PROFILE: Rosanna

Published Sunday 6 November 2022

[Click here to view online](#)

#Proud2BeMe



“

I strive really hard to stay true to who I am and be as honest and authentic as possible.

#Proud2BeMe



Are you proud to be someone who wants to learn? Our campaign ambassador, Rosanna, definitely is!

Through our #Proud2BeMe campaign, we are asking you to set yourself a goal: rather than “calling out” discrimination, call it in. Use this as a teachable moment to build understanding and acceptance.

If you experience someone being critical towards the LGBTIQA+ community – take the time to chat with them one-on-one and explain how this can be harmful.

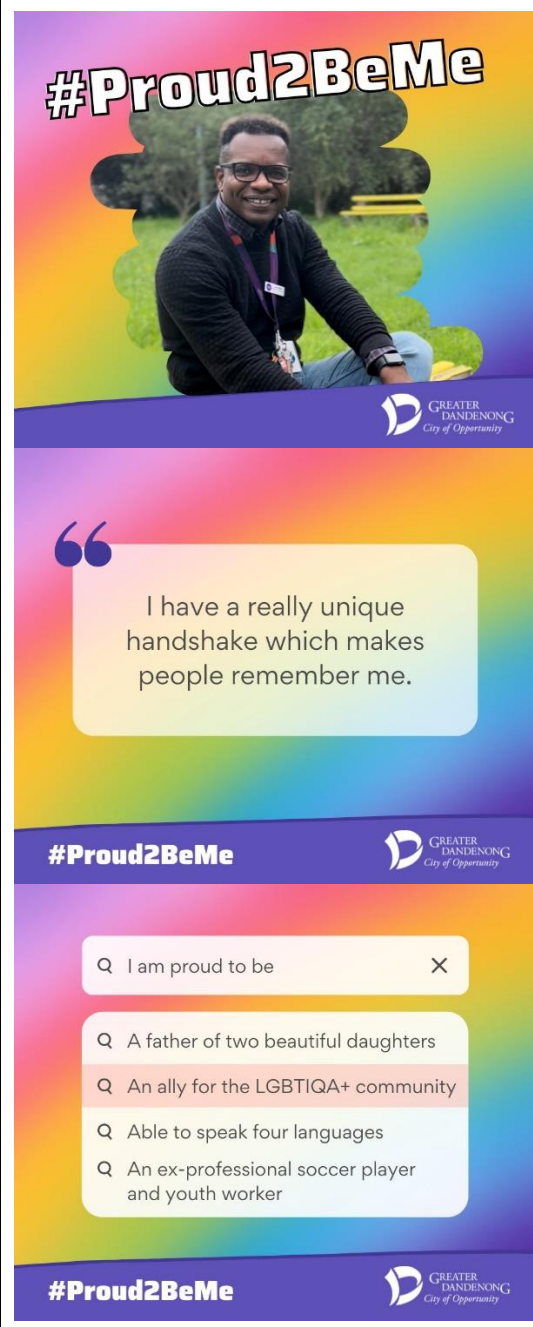
Everyone deserves to be respected.



Content created by young people, for young people, as part of the 2022 Greater Dandenong Young Leaders program.



PROFILE: Junior
 Published Wednesday 9 November 2022
[Click here to view online](#)



Did you know that Australia has one of the highest percentages of people who believe that LGBTQIA+ people should be welcomed and accepted in the world? Over 81% agree that LGBTQIA+ Australians are valued no matter what.

We are proud to be part of a country that supports its LGBTQIA+ community.

Hear from our campaign ambassador, Junior, who is a proud ally for the LGBTQIA+ community. An ally is someone who stands up for and supports LGBTQIA+ people, and advocates for equal rights and fair treatment – helping to make the world a better place!

We challenge you to consider: what can you do to be a better ally?



Content created by young people, for young people, as part of the 2022 Greater Dandenong Young Leaders program.

#Proud2BeMe

VIDEO: Proud 2 Be Me

Published Sunday 13 November 2022

[Click here to view online](#)



Your gender and sexuality does not define you. **#Proud2BeMe** celebrates all the strengths and qualities that make us unique.

Being part of the LGBTIQ+ community is something that should be respected and celebrated.

Young people from the Greater Dandenong Young Leaders Program asked LGBTIQ+ community members and allies: What makes you proud? Here's what they had to say!



FURTHER INFORMATION

If you have any questions or require further information about the Proud 2 Be Me project, please contact the project officers listed below:

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