

Reaching Young People on Social Media

During Mental Health Awareness Month



Hello!

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Agenda

- Agenda & Introductions
- Reaching Young People on Social Media: How & Why It Matters
- Mental Health Awareness Month – Steal Our Campaigns!
 - Social Media Challenge: #GotYourBackChallenge
 - Parent PSA Video
- Resources & Toolkit
- Q&A

Social Media & Young People 101

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Why Social Media?

- Attention spans are short
- Meet them where they are
- Social media can be a place of enjoyment and escape, and can also be used for positive education opportunities

Why TikTok?

- In 2021 alone, **47% of TikTok users were between the ages of 10-29**, and it is the largest social media platform in the world with **more than 1 billion active users**
- The average activation number is 43.4 times a day



Elevate young voices.

Tap into trends.

Educate, Entertain, or Inspire

- KISS - keep it seriously simple!



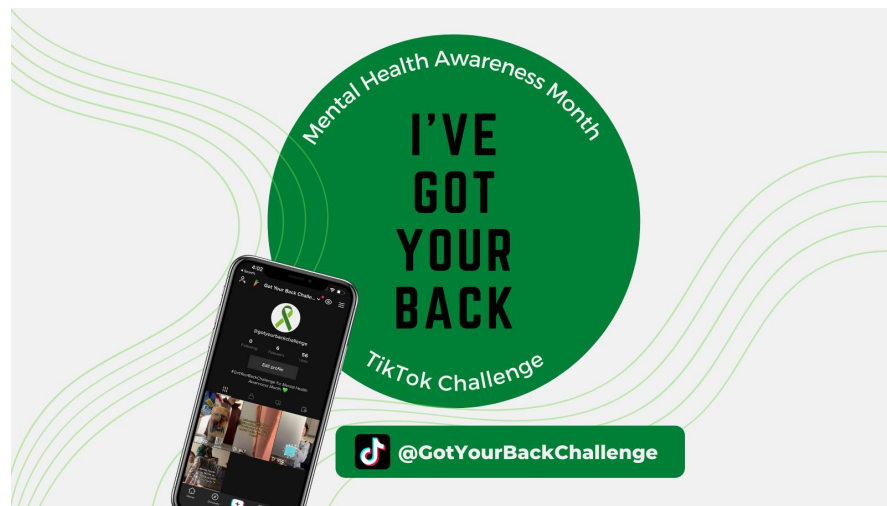
Building A Social Media Challenge for Mental Health Awareness

What we did: We wanted to build a social media challenge that would truly reflect the voices and needs of young people today. To do that, we spoke to focus groups of students grades 7th-12th across York County.

What we learned:

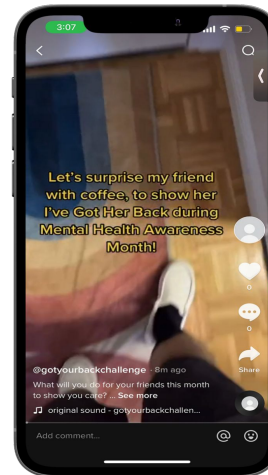
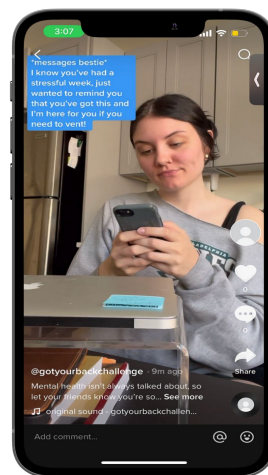
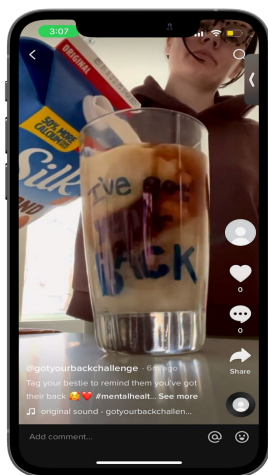
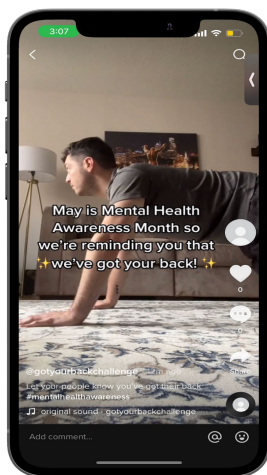
- "I feel like I am the only one struggling."
- "Mental health issues are isolating and lonely."
- "It's hard to ask for help."
- "How do I bring it up without seeming weird?"
- "I don't know how to say it, but I want my peers to know I'm here."

What we created: Overwhelmingly, the young adults of our focus groups wanted to create a fun, easy way to let others know "I've got your back!" — **that they are never alone.** Hence, the challenge was born.



Steal Our Challenge! #GotYourBackChallenge

Call to action: Let others know that you're here to support them during Mental Health Awareness Month and beyond by participating in the #GotYourBackChallenge.



How To Participate: #GotYourBackChallenge

#GOTYOURBACKCHALLENGE

Mental Health Awareness Month

How to join the challenge:

- 1 **FILM:** Find a fun way to **say or show** "I've got your back" Get creative! Need ideas? Check out @gotyourbackchallenge on TikTok!
- 2 **POST:** Post your creation to your personal TikTok channel (or any social media page) and use the hashtag #GotYourBackChallenge
- 3 **SPREAD THE WORD:** Encourage others to participate by tagging them in your post or sending your video to them to inspire their own #GotYourBackChallenge TikTok!



@GotYourBackChallenge

+
I'VE GOT
YOUR
BACK.

Suggestions for joining the challenge:

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- Find a clever way to display the words “I’ve Got Your Back”
- Get personal - share your story and let others know why you’ll be there for them, too
- Get crafty - make a fun shirt, poster board, scrapbook page, art project or collage. Film the process!
- Tell a story of a time someone else was there for you
- Write a song, share a poem or do a dance around the Got Your Back theme
- Show how you have other’s backs in real life - deliver a coffee to a friend, text a loved one, etc.
- On a team or in a club? Film a video all together!



What I Wish Our Parents Knew... PSA Video

During our focus groups, we also asked each set of young people about discussing their mental health with their parents.

When it comes to talking to parents about these topics, many kids feel misunderstood or misheard.

There is so much that young adults "wish their parents knew" about their experiences - and challenges - with mental health.



#GotYourBackChallenge & Parent PSA Toolkit

If you are an:

- ✓ Education partner
- ✓ Community organization
- ✓ Coach
- ✓ Youth group facilitator
- ✓ Non-profit
- ✓ Corporate partner

and would like to issue the #GotYourBackChallenge to your own communities, check out our Challenge Toolkit for social media posts, e-blast templates and more!

[Toolkit live preview](#)



Questions? Thank You!

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Learn more:

<https://www.yorkcountyhumanservices.org/mentalhealthmonth>

SCAN FOR TOOLKIT:

