

Social Media Toolkit



Logo created by Matt Lee

International Adolescent Health Week

21-27 March 2021

Adolescent Resilience in the Face of a Pandemic

How to use this toolkit:

This toolkit has been created to make it easy for a variety of organizations interested in adolescent health to participate in International Adolescent Health Week (IAHW) an annual, international week of dynamic participatory events to inspire adolescents and their communities to advocate for a successful transition into adulthood. You are free to use and adapt any of the materials herein for your International Adolescent Health Week activities; however, use of these materials is not required in order to promote adolescent health during International Adolescent Health Week. Participating organizations are at liberty to celebrate International Adolescent Health Week in any manner they wish, and are encouraged to be creative in adapting these ideas to meet the needs of the adolescents you wish to reach. Approval for activities or educational materials is not required.

These are the official International Adolescent Health Week Social Media handles:

- Twitter: @IAHW2021
- Instagram: @adolescent_health_week
- Facebook: @internationaladolescenthealthweek
- #IAHW2021

In this toolkit, sample social media posts are provided which can be copied and pasted during IAHW. These are organized by social media platform:

- Facebook (page 4)
- Twitter (page 6)
- General Social Media ideas (page 8)

Covid-19 has created new adolescent health concerns, yet all of the old ones remain and must not be forgotten. For this reason, the ideas suggested in these toolkits address a wide variety of adolescent health topics including substance use and abuse, nutrition, physical fitness, mental health and well-being, healthy communities, sexual and reproductive health, and preventive medicine.

Over the past year since the Covid-19 pandemic has reached into every corner of the globe, where available much educational and recreational activities have moved online. With increasing hours spent on the internet, strong digital and health literacy skills are more important than ever before. In addition, there is a significant increase in false medical information circulating about Covid-19 prevention, treatment and vaccination. Nearly 100% of adolescents in countries with easily accessible internet search for answers to health questions online. In addition, a third of adolescents change their health behaviors based on what they

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find online. Numerous organizations (e.g. United Nations, American Academy of Pediatrics, National Library of Medicine, etc.) recognize the importance of health literacy and digital literacy, and are developing initiatives to improve these skills in all patient populations, including amongst adolescents. Digital health literacy is perhaps even more important in countries or populations with fewer health resources, as patients cannot afford to spend money on ineffective health treatments or advice. However, there is still a significant gender and geographic gap in terms of internet access worldwide – with 346 million youth not connected to the internet.

How to get official IAHW logos to use on your social media posts:

Logos are available in a variety of file types, in color and in greyscale on the Resources page on our website at: <https://internationaladolescenthealthweek.org/resources.html> . We encourage you to use these logos on promotional material, prizes and social media posts.

Additional Resources:

Also on our Resources page at: <https://internationaladolescenthealthweek.org/resources.html> , you can find an Early Planning toolkit and an Activity Toolkit full of ideas (in person and online) for different types of organizations.

Social Media Platforms

FACEBOOK
<ul style="list-style-type: none">• Are you a teacher in India looking for ways understand important adolescent health issues? These web-based educational modules can help: https://aha.iapindia.org/aha-module-for-teachers/• Getting bullied online? Try the STOP-BLOCK-TALK method: Stop communication right away; block the user; talk to a trusted adult. #IAHW2021• Did you know that the majority of kids injured or killed by a gun are hurt at home? Gun violence is a adolescent health issue. Ways to promote gun safety: http://realtalkwithdroffutt.org/general-health/gun-violence-is-a-teen-health-issue #IAHW2021• Not sure how to help a friend who is being bullied? Don't just stand by. Here are some tips: https://www.stopbullying.gov/respond/on-the-spot/index.html #IAHW2021• Have you heard of OK2TALK? It's an online community for adolescents struggling with mental health problems. You can talk about what you're experiencing by sharing poetry, inspirational quotes, photos, videos, song lyrics and messages of support in a safe, moderated space. http://ok2talk.org/ #IAHW2021• Experience a day at school with "Joe" and make decisions about how to help him as he experiences cyberbullying. https://www.digizen.org/resources/digizen-game.aspx #learnbydoing #IAHW2021• Did you know that 60% of firearm deaths are because of suicide? And that the risk of death by suicide is 4-10 times higher in a home with a gun? If you have a teen struggling with depression, getting the gun out of your home helps keep them safe. #IAHW2021• What's exercise good for? Well:<ul style="list-style-type: none">○ Problem: Stress - What helps: Exercise○ Problem: Anxiety - What helps: Exercise○ Problem: Fatigue - What helps: Exercise○ Problem: Back pain - What helps: Exercise• A picture is worth a thousand words! Look at this to compare how much sugar is in your favorite beverages! https://www.hsph.harvard.edu/nutritionsource/how-sweet-is-it/ #IAHW2021• It's #IAHW2021! Get a pedometer app and track those steps! Goals: More than 10,000 a day! Compete with your friends! 2 free apps for iPhone and Android: www.mypacer.com

FACEBOOK

- Do you know a teen who could benefit from professional help? Here are some ways to help guide them towards help: <https://parentandteen.com/seek-professional-help/> #IAHW2021
- What's YOUR favorite fruit or vegetable? Share a photo of your favorite fruit or vegetable for #IAHW2021!
- Not sure where to start with healthy food choices? Start here: <http://www.eatright.org/resources/for-teen> #IAHW2021
- Family dinners quiet? Hard to get a juicy conversation going? Here are some free conversation starters to get the talk going! <https://page.search-institute.org/Family-Conversation-Starters-Free> #IAHW2021
- You don't have to pay for meditation apps to try them out. For a few free ways to learn how to meditate (and to learn what meditation can do for you): <https://realtalkwithdroffutt.org/mental-health-and-wellness/meditation-and-mindfulness-yes-it-works> #IAHW2021
- Looking for a Buddy to help you fight through self-harm urges or who understands what it is like to feel the way you do? The Buddy Project will pair you with a buddy so that you have support every day from someone that you can really relate to. <http://www.buddy-project.org/signup/> #IAHW2021
- The Trevor Project provides crisis intervention and suicide prevention services to lesbian, gay, bisexual, transgender and questioning (LGBTQ) young people. They provide help 24/7. <http://www.thetrevorproject.org/> #IAHW2021
- NAMI Air is an app for people and families struggling with mental illness. It's an anonymous way for people to find support. And it's free - <https://www.nami.org/Find-Support/Air-App> #IAHW2021
- Are you talking with someone online who seems suicidal? Facebook wants to help. Facebook has hotlines right here that you can share with your Facebook Friends: <https://www.facebook.com/help/594991777257121/> #IAHW2021
- Tu as entre 11 et 25 ans, tu es un ami, un parent, une personne de l'entourage ou un professionnel qui cherche un lieu d'écoute gratuit et anonyme pour les ados et les jeunes adultes en France? <https://www.cartosantejeunes.org/?CartoSante> #IAHW2021

TWITTER

- Got a question about a relationship? Healthy or unhealthy? Go to loveisrespect.org or text "loveis" to 22522. #IAHW2021
- Hate working out? Love music? Know you should exercise? Turn up the tunes and dance! C'mon, no one's looking! #IAHW2021
- Talking about suicide doesn't cause someone to become suicidal. 1-800-273-TALK #IAHW2021
- Love and friendship can come in many flavors, but abuse is not one of them. #IAHW2021
- I may not be a mental health professional, but that doesn't mean I can't ask "How're ya doing?" #IAHW2021
- Did you know that 1/3 US adolescents is a victim of physical, sexual, emotional or verbal abuse from a partner? You are not alone. ##IAHW2021
- One of the best ways to stop bullying is when teens stand up for teens that are bullied. Don't just standby! #IAHW2021
- Did you know that the majority of kids injured or killed by a gun are hurt at home? Gun violence is an adolescent health issue. #IAHW2021
- How to help a friend? This game helps you learn how to help friends who are cyberbullied. <https://www.digizen.org/resources/digizen-game.aspx> #learnbydoing #IAHW2021
- The risk of dying by suicide is 4-10x higher in homes with guns. If you have a teen with depression, getting the gun out of your house helps keep them safe. #IAHW2021
- Shocker: 2 - 20oz sugar sweetened drinks a day seriously increases your risk of diabetes. Diabetes can mean shots. And who like shots?! #IAHW2021
- Problems: Stress, anxiety, feeling tired. What helps: Exercise, exercise, exercise. #GetUpAndMove #IAHW2021
- Ever heard of "Eating the Rainbow"? Orange carrots, red tomatoes, blueberries, green lettuce. Colors=nutrients. #IAHW2021
- A can of soda has 10 + teaspoons of sugar?!? So do juice drinks! Pick water first to quench your thirst. #IAHW2021
- More adolescents are affected by anxiety than by any other mental health disorder. If you are one of them, you are not alone. Treatment helps! #IAHW2021
- Treatment of depression works ~70% of the time, but fewer than 25% of people w/ depression are treated. #IAHW2021
- Don't be afraid to ask for help! #IAHW2021
- Mental health struggles may make you feel isolated or alone, but 1 in 5 people are dealing with something. You are not alone! #IAHW2021
- You don't need to deal with things alone. www.ok2talk.org #IAHW2021
- You are important and valuable! You matter! #IAHW2021

TWITTER
<ul style="list-style-type: none">• Seeing suicidal posts on your timeline? Twitter can help provide resources for them. More info here: https://support.twitter.com/articles/20170313 #IAHW2021

GENERAL SOCIAL MEDIA IDEAS

- Post an anti-bullying message on your story.
- Share local hotlines and resources for youth experiencing abuse or violence in their homes on social media. Examples can be found here:
https://en.wikipedia.org/wiki/List_of_domestic_violence_hotlines
- Have a contest to create fact-based educational posts to share on Instagram. Appoint judges in advance so that “likes” alone are not a factor.
- Take time to block or mute accounts / friends who cyberbully. Block people who bully you. Block people who you see bully others. Don’t be a cyber bystander!
- Post pictures of IAHW activities or social media campaigns on school or university social media or to dedicated Adolescent Health Week social media pages using #IAHW2021.
- Post pictures of healthy snack creations or Tasty Videos on school social media platforms.
- Help youth identify accurate social media accounts that promote mental health (examples: @crisistextline, @mentalhealth)
- Create a Snapchat or Instagram story showing healthy food choices or activities over the course of a day, or a story about cooking a healthy recipe with funny cooking messes, etc.
- Create a lime green “I Support You” filter for your Snapchat.
- Download these infographics and share these suicide facts on social media:
<http://www.suicidology.org/resources/infographics>
- Use a mental health specific hashtag to share social media messages to promote mental health. Examples:
 - #mentalhealth, #youmatter, #imatter, #icare, #someonecares, #youarenotalone, #noonechoosesforyou
- Post on social media healthy ways to cope with stress. Create a hashtag specific to your school, or use #IAHW2021 StressBusters – share and try to get the posts to go viral!
- Have youth brainstorm for ways they can interact with social media in a healthy way. For instance, have young people identify 4 high achieving people in areas which interest them (scientists, artists, athletes etc) and follow them in addition to their friends.

Special Thanks to:

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The 2021 International Adolescent Week Youth Ambassadors:

Aseel El-Jabali (Saudi Arabia)	Manuela Uribe Palacio (Costa Rica)
Avni Jain (India)	Maram Salem (Saudi Arabia)
Axel Shimwa (Rwanda)	Meg Robinson (Australia)
Chibuzor Okoroafor (Nigeria)	Meghan Conklin (United States)
Chloé Vérité (France)	Millicent Agyeibea Anane (Ghana)
D. Anisa Sunija (Indonesia)	Nada Usama Abu Saada (Egypt)
Erinna Pilbeam (England)	Olaniyan Halimat Omowumi (Nigeria)
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Freya Feeney (Ireland)	Roqibul Hassan (Bangladesh)
Hannah Jones (Australia)	Sangolo Ibrahim (Kenya)
Jessica Forbes (Trinidad and Tobago)	Shoshana Phillip (Trinidad and Tobago)
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