



Youth Innovation Conference

Sustainable Impact: Bridging Youth, Sport, and Mental Health Through Social Media

Kirsty Wright





Sustainable Impact: Bridging Youth, Sport, and Mental Health Through Social Media

**Collaborating for Impact - Connecting
Organisations and Youth**

Your Workshop

1

Hello and what to expect

4

From ideas to action

2

What's your passion?

5

Why going viral isn't the goal

3

Youth vs. Organisation – who knows best?

6

Different strengths, same goal

3

Make it real (and lunch)

Hello, nice to meet you.

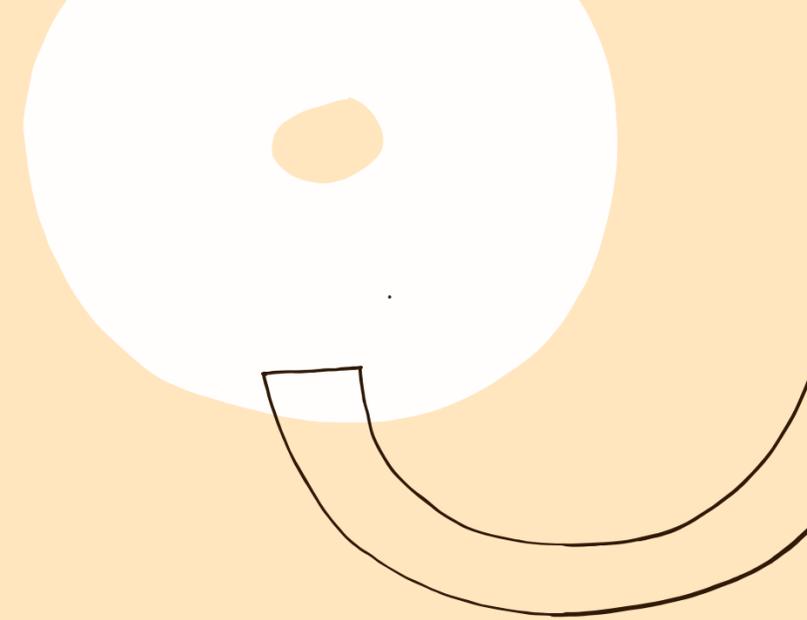
- Today's mission - Elevate youth voices through social media.
- What to expect - Interactive discussions, creative brainstorming, and zero dull moments.
- Reminder - If you came for a lecture, you might be in the wrong room



Kirsty



Elliott



What's your passion?

Mental health & sport – What's your take?

No pressure. Just share something real - if you're not keen on speaking out loud, you can just listen.

1

Share your top tip about mental health or/and sport. It could be a personal experience, a moment that stood out, or something you've seen online.

2

Popcorn Style Sharing – You can't speak if someone at your table or row has already spoken.

3

The Link: Sport is about more than performance—mental health matters just as much. Social media can help start these conversations.

Youth vs. Organisation Who knows best?

Split Into Groups

Youth - What works on social media?

(Think viral trends, authenticity, humour, engagement.)

Organisations - What do you prioritise? (Think storytelling, brand voice, campaigns.)

After 5 minutes, we're going to mix up our groups and swap ideas.

Goal - Let's begin to bridge the gap between what youth want to see and what organisations need to communicate.

Youth - It's your time to teach organisations how to be noticed online.

Organisations - It's your time to teach youth how to make impact, not just impressions.

Key questions to answer:

1 Who's your audience?

2 Are you using paid or organic social media growth?

3 What content will work?
e.g. format?

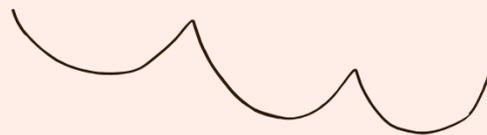
4 How do you measure success?

5 How can this campaign have long-term impact?
(Think sustainability)

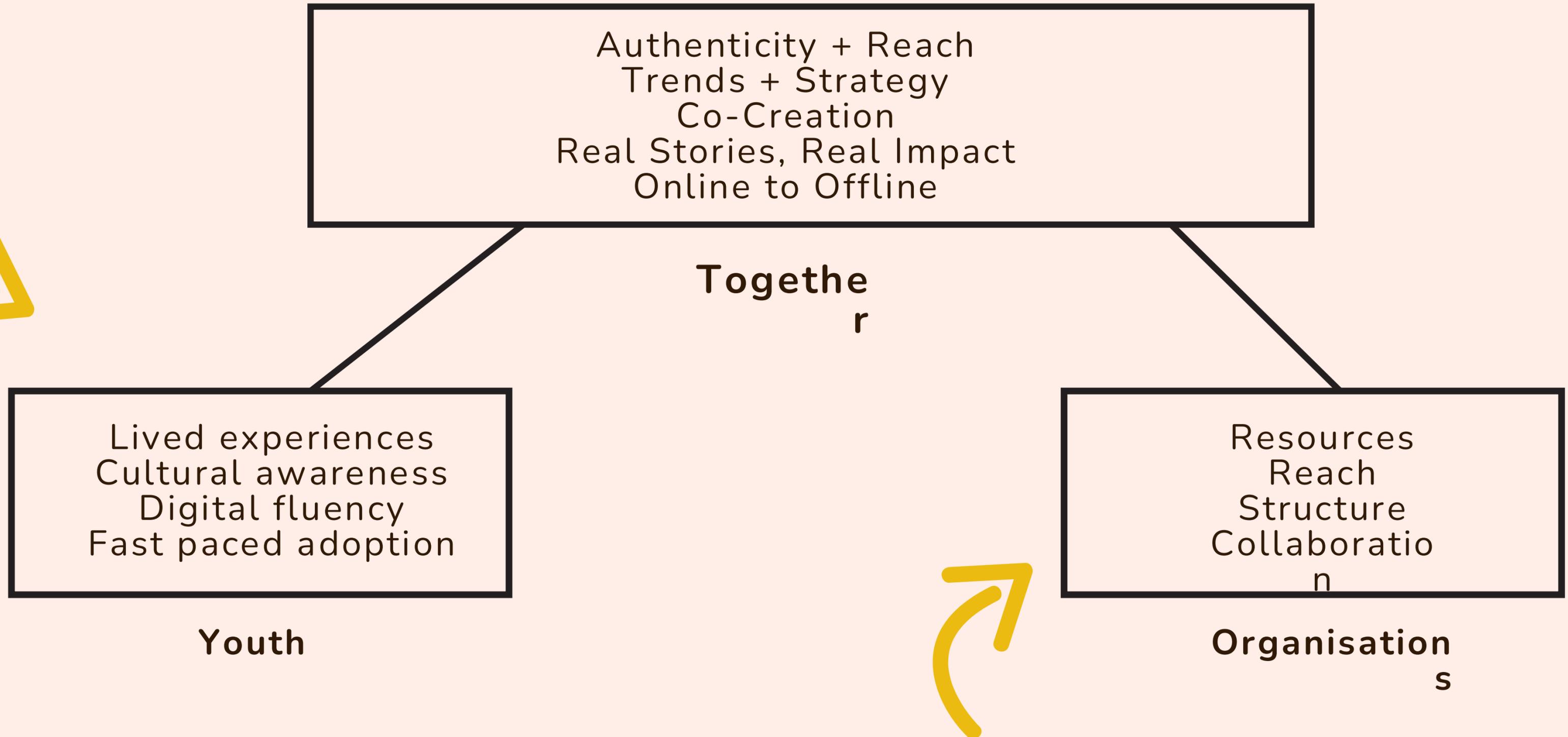
From ideas to action

This is where we go from 'good ideas' to 'great campaigns.'

In mixed teams, we're going to develop a social media campaign for a new sporting brand, focusing on the benefits to mental health.



Different strengths, same goal



Why going viral isn't the goal

“
The Reality is that virality is unpredictable. Impact is intentional.
”

Discuss

What makes a campaign truly memorable vs. just a fleeting trend?

Challenge

What's one way your campaign could create lasting change beyond social media?

Short-term attention → Long-term impact

High effort ↑ Low effort

Random meme goes viral

Quick mental health tip post

Over-produced trend video that flops

Sustained campaign with real engagement

P.s. Going viral is great. But making a difference? Even better.

Make it real

Commit to Action

Drop your commitment in Slido! (One thing you'll do after this workshop to elevate youth voices in sport & mental health.)



Stay Connected

Want a free digital toolkit & follow-up materials? Drop your email or connect on LinkedIn! I'll share them soon.



That's a wrap!

**You've got the
knowledge, now go make
an impact.**

Thank you for taking part.

