



Youth Innovation Conference

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

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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.**

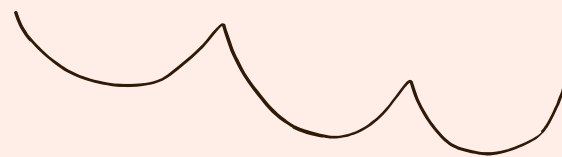
Key questions to answer:

- 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)

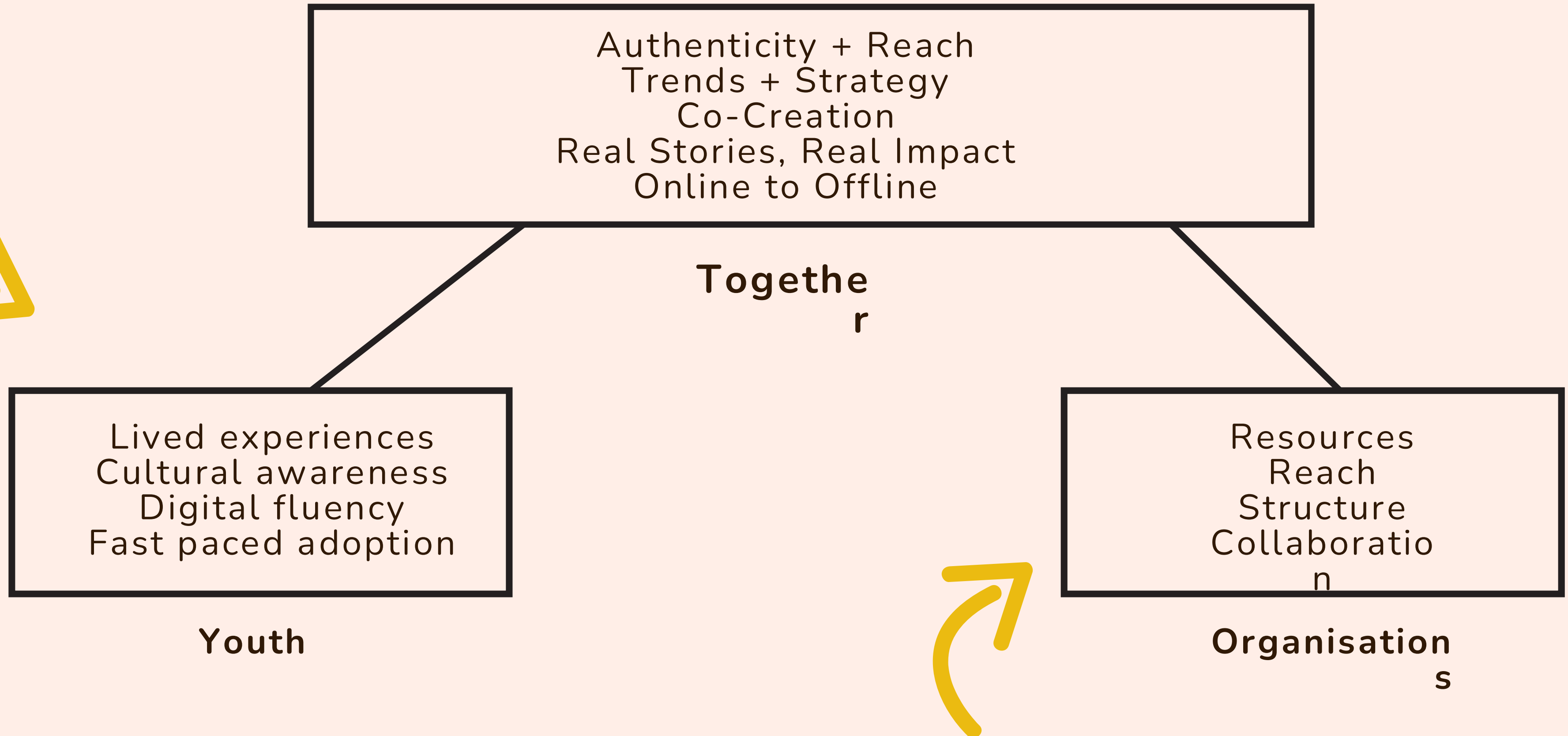
From ideas to action

**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?

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

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

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.

