



# Youth Social Media Toolkit



# Campaign Background

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Where is the door? is an initiative of the Imagined Futures partnership, aimed at connecting people living in the local government areas of Cockburn, Fremantle, and Melville with the right support at the right time. This includes support for mental health, family and domestic violence, financial support and more. To convey this information Imagined Futures has developed a suite of resources, including a website, to assist people to navigate local support services.

After consulting with young people across the South West Metropolitan region, the partnership identified the need for tailored resources and messaging specifically for young people.

With the support of local government and existing youth services, Imagined Futures has mapped support available for young people across key themes mental health, housing and money, wellbeing support and urgent help. The “Where is the door?” messaging has been adapted to guide young people on what's available and help them to navigate to local supports or assist a friend.

# About this Toolkit

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**This toolkit provides campaign information and resources for stakeholder use.**

Where is the door? for young people is a new resource that connects young people from Cockburn, Fremantle and Melville to local, free and low-cost support. This project aims to assist young people to better navigate community services including mental health, money and housing support, wellbeing and urgent help.

Sometimes life can be challenging and its hard to know where to look for help, especially when you have a lot on your mind or are feeling overwhelmed. A good place to start is Where is the door? a simple to use resource to help young people to find the help they need, at the right time, in the right place, our local community!

## Target audience

The Where is the Door? website and resources connect young community members (12-25) to a first point of contact for a range of local supports.

## Objectives

- Promote a first point of contact to services and programs operating in the South West metro region focusing on mental health, money or housing support, urgent care, and boosting wellbeing.
- Promote an early intervention approach, by encouraging people to reach out for help early to address issues before they escalate.
- Create an understanding that many in the community are eligible for more than they realise.

## Key Messages

The core key messages for the project are:

- FREE and low cost supports available in Cockburn, Fremantle and Melville
- The earlier you reach out, the more options are available
- A range of options to suit you: face-to-face, phone support, online support and resources
- You may be eligible for more than you think
- There's support available to help you navigate complex problems

# Marketing Material

## How you can share where is the door?



Website



Newsletter



Downloads

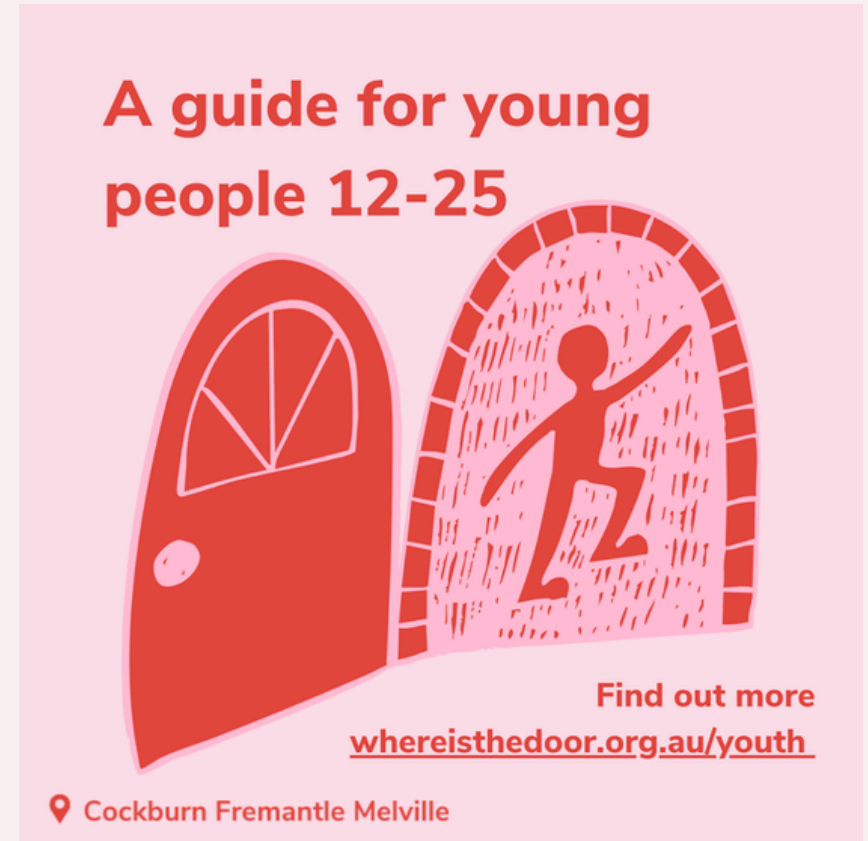
1. Access the tile or video through the download link
2. Upload this tile to your website, newsletter, or socials
3. Insert the text:

Life can be hard sometimes.

Where is the door? is a website to help young people aged 12-25 find the right support at the right time in Cockburn, Fremantle, and Melville.

Connect to local, free and low-cost services, that can help with challenges including urgent help, mental health, money & housing, and wellbeing support.

To find support for yourself or a friend visit [Where is the door?](https://whereisthedoor.org.au/youth)



Download Where is the door? tiles for sharing, click on the link below

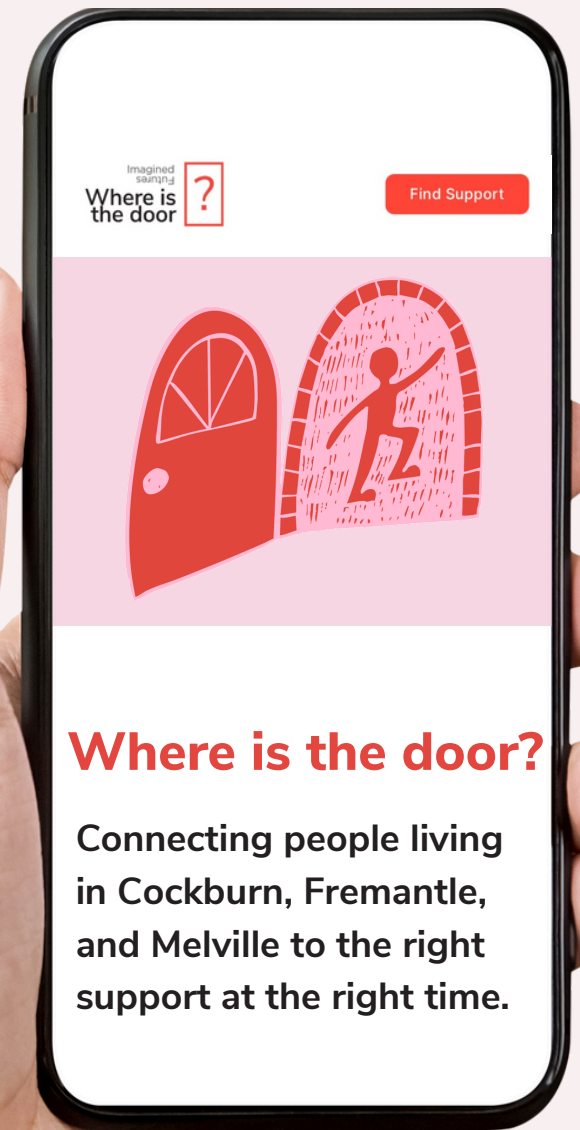


[Download general support video](#)



# Social Media Posts

Follow our easy step by step guide on how to share Where is the door? Key messages with your community.



# Social Media Posts

## How to guide to post on social media

1. Upload the tile or video to social media
2. Insert the text



Help is available 24/7 - talk online, however you prefer.

Where is the door? is a website to connect young people to free and low-cost local support in Cockburn, Fremantle, Melville.

You're not alone - reach out for confidential, non-judgmental support and advice.

Visit the Where is the door?

3. Include the below hashtags, tag & website link



**Facebook**

Option 1:

@imagined futures

Option 2:

#whereisthedoor



**Instagram**

@imaginedfutures

#whereisthedoor

#imaginedfutures

Link to website [whereisthedoor.org.au/youth](https://whereisthedoor.org.au/youth)

## Need urgent help?



- Speak to someone
- Phone or chat 24/7
- Talk anonymously

Find out more [whereisthedoor.org.au/youth](https://whereisthedoor.org.au/youth)

Cockburn Fremantle Melville

To access tiles, click on the link below



[Download urgent help videos](#)



# Social Media Posts

## How to guide to post on social media

1. Upload the tile to social media
2. Insert the text



Have you overspent or found yourself with very little money left to get by? Support may be available to get you back on track.

Financial counselling is free for everyone and can provide guidance on managing your money, paying off debt, and connect you with further support.

Visit the [Where is the door? website](https://whereisthedoor.org.au/youth)

3. Include the below hashtags, tag & website link



**Facebook**

Option 1:

@imagined futures

Option 2:

#whereisthedoor



**Instagram**

@imaginedfutures

#whereisthedoor

#imaginedfutures

Link to website [whereisthedoor.org.au/youth](https://whereisthedoor.org.au/youth)



To access tiles, click on the link below



# Social Media Posts

## How to guide to post on social media

1. Upload the tile to social media
2. Insert the text



Life Happens, whether you have unexpected costs, struggling to put food on the table, or need advice about money, there may be support available.

Financial guidance is free for everyone, and you may be eligible for further help.

Where is the door? website is a resource that guides you to the right support at the right time.

Visit the [Where is the door?](#) to get back on track.

3. Include the below hashtags, tag & website link



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**Instagram**

@imaginedfutures

#whereisthedoor

#imaginedfutures

Link to website [whereisthedoor.org.au/youth](https://whereisthedoor.org.au/youth)



Unexpected costs?

**Financial guidance can help**

**You could be eligible for more than you think.**

**Find out more [whereisthedoor.org.au/youth](https://whereisthedoor.org.au/youth)**

**📍 Cockburn Fremantle Melville**

To access tiles, click on the link below





# Social Media Posts

## How to guide to post on social media

1. Upload the tile or video to social media
2. Insert the text



Find support if you are concerned about your mental health or worried about a friend.

Act early! Don't let things get worse.

- Options - call, chat, text
- Youth friendly support 12-25

Visit the [Where is the door? website](#) to find help.

3. Include the below hashtags, tag and website link



Facebook

Option 1:  
[@imagined futures](#)  
Option 2:  
[#whereisthedoor](#)



Instagram

[@imaginedfutures](#)  
[#whereisthedoor](#)  
[#imaginedfutures](#)

Link to website [whereisthedoor.org.au/youth](#)

**Free and low-cost mental health support available without a referral**



**Need support with:**

- School or study stress
- Family or friends
- Relationships

Find out more [whereisthedoor.org.au/youth](#)

 Cockburn Fremantle Melville

To access tiles, click on the link below



[Download mental health videos](#)

# Social Media Posts

## How to guide to post on social media

1. Upload the tile or video to social media
2. Insert the text



Reaching out for help can feel scary, but there are lots of ways to connect and get the support you need.

Where is the door? can link you to free or low-cost mental health services that are available, no matter what you're going through.

Feel safe with support that is

- Confidential
- Judgement free
- Can be anonymous

Visit Where is the door? website

3. Include the below hashtags, tag & website link



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Option 2:  
#whereisthedoor



**Instagram**

@imaginedfutures  
#whereisthedoor  
#imaginedfutures

Link to website [whereisthedoor.org.au/youth](https://whereisthedoor.org.au/youth)



To access tiles, click on the link below



[Download mental health videos](#)



# Social Media Posts

## How to guide to post on social media

1. Upload the tile or video to social media
2. Insert the text



Taking care of your body and mind is important for your wellbeing.  
Where is the door? can link you to activities in your local community.

- Try something new
- Connect with others
- Boost your wellbeing

Visit the [Where is the door? website](#)

3. Include the below hashtags, tag & website link



**Facebook**

Option 1:

@imagined futures

Option 2:

#whereisthedoor



**Instagram**

@imaginedfutures

#whereisthedoor

#imaginedfutures

Link to website [whereisthedoor.org.au/youth](https://whereisthedoor.org.au/youth)



To access tiles, click on the link below



[Download wellbeing videos](#)

# Social Media Posts

## How to guide to post on social media

1. Upload the tile or video to social media
2. Insert the text



Want to meet new people and make meaningful connections? Joining local community activities is a great way to start.

- Try something different
- Meet new people
- Feel like you belong

Visit the [Where is the door? website](https://whereisthedoor.org.au) to see what's available

3. Include the below hashtags and tag



**Facebook**

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@imagined futures

Option 2:

#whereisthedoor



**Instagram**

@imaginedfutures

#whereisthedoor

#imaginedfutures

Link to website [whereisthedoor.org.au/youth](https://whereisthedoor.org.au/youth)



## Want to meet people?

Find out more [whereisthedoor.org.au/youth](https://whereisthedoor.org.au/youth)

📍 Cockburn Fremantle Melville

To access tiles, click on the link below



[Download wellbeing videos](#)