



empowering your club
to support mental health
and wellbeing



Social Media Campaign

The 'Kick off the Conversation' program is an important initiative aimed at promoting mental health and wellbeing while supporting our clubs in fostering a supportive culture.

To achieve this, we have developed a mental health and wellbeing campaign that your club can share on your social media platforms. By amplifying the message, we hope to encourage positive mental health practices and eliminate the stigma surrounding the topic.

The campaign consists of six key messages, each presented in a social tile with a suggested caption that you can use across your social channels. We recommend that you post at least one message per month throughout the season.

To personalise the campaign, we have provided space for your club's logo on each of the graphics. If you need assistance inserting your logo, please contact the Partnerships Team at partnerships@footballwest.com.au.

To access the social media tiles, campaign posters, and Healthway resources, please click on the links provided. Additionally, you can use Canva to insert your club's logo.

[CLICK HERE](#) to download the social media tiles

[CLICK HERE](#) to download the campaign posters.

[CLICK HERE](#) to use Canva to insert your club's logo

The following pages include suggested copy for each social media tile.

a. Take care of your Football Family. Support each other's mental health



**Take care of your Football Family.
Support each other's
mental health.**

 **KICKOFF**
the conversation

 **FOOTBALL
WEST**

 **healthway**

 **think**
MENTAL HEALTH

Caption: You are a part of a tight-knit football community that extends beyond your teammates. From players to referees, supporters to volunteers, we are all part of the Football Family. Let's prioritise mental health and stand together. Reach out, show empathy, respect, and uplift one another. Together, we can create a safe and supportive environment.

@footballwest #ThinkMentalHealth #ThinkMentalHealthRound

b. Connect with your teammates and build meaningful relationships

Connect with your teammates and build meaningful relationships.

KICKOFF
the conversation

FOOTBALL WEST

healthway

think
MENTAL HEALTH

Caption: One of the most important aspects of team sport is the connections we make with our teammates. Take the time to foster meaningful relationships while cultivating a bond that goes beyond football. By building strong connections, we not only strengthen our team but also enhance our mental wellbeing.

@footballwest #ThinkMentalHealth #ThinkMentalHealthRound

c. Take care of yourself on and off the pitch



**Take care of yourself
on and off the pitch.**



KICKOFF
the conversation

FOOTBALL
WEST

healthway

think
MENTAL HEALTH

Caption: We all pour our hearts into the game. But remember, taking care of yourself goes beyond the pitch. Prioritise self-care, rest, and balance in all aspects of your life. When you're at your best, both mentally and physically, you can shine on and off the field.

@footballwest #ThinkMentalHealth #ThinkMentalHealthRound

d. Mental wellbeing comes first. Don't let competition pressure affect your mental health



Caption: Your greatest opponent is not out on the field, but rather the pressure you put on yourself. Winning isn't everything. Sometimes it's about taking care of yourself first. Don't let the pressure of competition overshadow your feelings. Take the time to prioritise self-care, find balance, and maintain a positive mindset. Your wellbeing is your greatest strength.

@footballwest #ThinkMentalHealth #ThinkMentalHealthRound

e. Your thoughts on yourself are not always truthful. Be kind and give yourself a break.



**Your thoughts on yourself
are not always truthful.
Be kind and give yourself a break.**



KICKOFF
the conversation

FOOTBALL
WEST

healthway

think
MENTAL HEALTH

Caption: We are often our own toughest critics. Remember, your thoughts on yourself are not always a fair reflection. Be kind to yourself, practice self-compassion, and embrace your worthiness. Give yourself a break, and let positivity and self-love fuel your journey.

@footballwest #ThinkMentalHealth #ThinkMentalHealthRound

f. It's okay to talk about mental health struggles. Seek professional help, like you would for physical health.



It's **okay to talk**
about mental health struggles.
Seek **professional help**, like you
would for physical health.

KICKOFF
the conversation

FOOTBALL
WEST

healthway

think
MENTAL HEALTH

Caption: Mental health matters, and it's okay to talk about it. Just as we seek medical help for physical injuries, seeking professional support for mental health struggles is crucial. Remember, you're not alone. Reach out, share your experiences, and let's break the stigma together.

@footballwest #ThinkMentalHealth #ThinkMentalHealthRound