



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. Advertise the Club commitment to the program.

Once your club joins the program, it is important to communicate the initiative to your members.



KICKOFF
the conversation

Our club is committed to creating a
healthy environment and becoming
better equipped to foster members'
mental health and wellbeing



FOOTBALL
WEST



healthway



think
MENTAL HEALTH

We're excited to announce that our club has joined the Kick off the Conversation program!

At [Club Name], we are committed to creating a healthy, inclusive and supportive environment. By joining this program, we are taking proactive steps to become better equipped in supporting our members' mental health and wellbeing journey.

Together, let's kick off the conversation, break down stigmas, and foster a community that prioritises mental wellbeing. Stay tuned for upcoming initiatives and resources that will empower and uplift our club members.

@footballwest #ThinkMentalHealth #KickofftheConversation

b. 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**

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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 #KickofftheConversation

c. **Connect with your teammates and build meaningful relationships**



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 #KickofftheConversation

d. **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 #KickofftheConversation

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

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 #KickofftheConversation

f. **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 #KickofftheConversation

- g. 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 #KickofftheConversation