



#YOUTHGOTTHIS 2021 - YOUTH MENTAL HEALTH FORUM EVENT PROMOTION KIT

Distribution date Monday 6 September 2021

Thank you for your interest in sharing the #youthgotthis 2021 Youth Mental Health Forum.

On Monday 11 October 2021, the Matilda Centre will be hosting #youthgotthis 2021 to bring together young people, school communities, health workers and government to facilitate discussion around Youth Mental Health.

This FREE online event is open to everyone. Our event [promotion kit](#) has been crafted to assist you in sharing the event with ready-to-go information, and materials to help create your own campaign content.

The kit contains:

- [short email to your networks](#)
- [short newsletter article](#)
- [copy for Instagram, Facebook, LinkedIn and Twitter posts](#)
- [event images to accompany, email, newsletter or social media posts](#)

Please remember to link back to our event registration page and hashtag #youthgotthis whenever you are sharing information about the event.

Quick links

- Matilda Centre article about the event <https://www.sydney.edu.au/matilda-centre/news-and-events/2021/09/06/youth-got-this-2021.html>
- Event registration page <https://bit.ly/youthgotthis>
- Access the promotion kit online <https://bit.ly/youthgotthispromo>
- The Matilda Centre [sydney.edu.au/matilda-centre](https://www.sydney.edu.au/matilda-centre)
- Matilda Centre Facebook [@TheMatildaUSyd](#)
- Matilda Centre Twitter [@TheMatilda_USyd](#)

If you have any questions about the event or this promotion kit please contact Caitlin Ward via email caitlin.ward@sydney.edu.au or on 0450 906 474.

EMAIL

[Download a banner image [here](#)]

Hi,

I thought you might be interested in this upcoming event...



This October, the University of Sydney's [Matilda Centre](#) is hosting a FREE online [Youth Mental Health Forum](#) to bring together mental health experts and youth voices.

This free event is the brainchild of Emily Cook, Dr Rebecca Overton and Professor Maree Teesson and will provide a platform to share knowledge, research and lived experiences to improve the mental health of young people through education and empowerment. The forum will feature a live Q&A chat moderated by accomplished journalist, television presenter and Mental Health Advocate Jessica Rowe.

Joining the 2021 panel is #youthgotthis ambassador, Xavier Eales, GP Dr Rebecca Overton, Kristen Douglas (headspace), Dr Ally Nicolopoulos (Black Dog Institute) and Dr Emma Barrett (the Matilda Centre). The panel will discuss the current state of youth mental health and how to provide hope to the young people of Australia.

Register today at <https://bit.ly/youthgotthis>.

NEWSLETTER ARTICLE

OPTION 1

[Select an image to download [here](#)]



#youthgotthis2021 – Youth Mental Health Forum for young Australians

After the success of the inaugural #youthgotthis Mental Health Forum last year, event founders Emily Cook, Dr Rebecca Overton and Professor Maree Teesson join the University of Sydney's [Matilda Centre](#) in inviting young people and their support networks to [register and attend this FREE online event](#) on Monday 11 October 2021.

Youth mental health is an issue many of us are passionate about. Parent, Emily Cook, has seen firsthand the challenges that mental ill health has on young people in her community. “I want to give a voice to young people and provide an opportunity for experts to share their knowledge and tips,” says Emily.

The forum will be chaired by accomplished journalist, television presenter and Mental Health Advocate, Jessica Rowe and will feature a live Q&A chat with experts in youth mental health.

Attendees have the opportunity to submit topics that they would like discussed and specific questions that they would like panellists to speak to either in advance or during the online event. For more information and to register visit <https://bit.ly/youthgotthis>.

OPTION 2

[Select an image to download [here](#)]



This October, the University of Sydney's [Matilda Centre](#) is hosting a FREE online [Youth Mental Health Forum](#) to bring together mental health experts and youth voices.

This free event is for young people and their support networks and will provide a platform to share knowledge, research and lived experiences to improve the mental health of young people through education and empowerment.

The forum will feature a live Q&A chat moderated by accomplished journalist, television presenter and Mental Health Advocate Jessica Rowe.

Joining the 2021 panel is #youthgotthis ambassador, Xavier Eales, GP Dr Rebecca Overton, Kristen Douglas (headspace), Dr Ally Nicolopoulos (Black Dog Institute) and Dr Emma Barrett (the Matilda Centre). The panel will discuss the current state of youth mental health, share personal stories, listen to the concerns and questions of young people through the Q&A chat and explore how we can provide hope to the young people of Australia.

Register today at <https://bit.ly/youthgotthis>.

SOCIAL MEDIA CONTENT

Some platforms will upload a preview image from the registration page. These include: Facebook, LinkedIn and Twitter.

Instagram and features like Stories (Instagram and Facebook) will require you to upload an image. Choose accompanying image from the selection available at <https://bit.ly/youthgotthispromo>

Please remember to use the hashtags #youthgotthis and link to our registration page <https://bit.ly/youthgotthis> to help others find and register for the event.

SUGGESTIONS TO MAKE YOUR POST PERSONAL

- Say why you are attending
- Say why you believe youth mental health is important
- Share the question or topic that you submitted when you registered

Example:

This #mentalhealthmonth I will be attending the #youthgotthis Youth Mental Health Forum because it is an issue that is close to my heart. Join me on Monday 11 October for this FREE online forum by registering at <https://bit.ly/youthgotthis>

STANDARD EVENT POSTS

We have created a range of standard posts, tweets, and stories that you can copy and paste into your preferred channel.

Channel	Standard Copy	Image
LinkedIn	<p>This mental health month the University of Sydney's Matilda Centre is once again hosting #youthgotthis.</p> <p>Journalist, television presenter and mental health advocate, Jessica Rowe AM, will be facilitating this interactive Q&A on the current issues surrounding the mental health of young Australians.</p> <p>Learn more and register today! bit.ly/youthgotthis #youthgotthis #mentalhealthmonth</p>	LinkedIn images
	<p>This mental health month the University of Sydney's Matilda Centre is hosting FREE online Youth Mental Health Forum on 11 October at 7pm AEDT.</p> <p>Register today and submit your question to the panel at bit.ly/youthgotthis #youthgotthis #mentalhealthmonth</p>	LinkedIn images
Twitter	<p>Join @JessRowe and @TheMatilda_USyd this #mentalhealthmonth for the #youthgotthis Youth Mental Health Forum on Monday 11 October at 7pm AEDT. For more information and to register head to bit.ly/youthgotthis</p>	Twitter images
	<p>Join @JessRowe and @TheMatilda_USyd this #mentalhealthmonth for the #youthgotthis Youth Mental Health Forum on Monday 11 October at 7pm AEDT. Register today and submit your question to the panel at bit.ly/youthgotthis</p>	Twitter images
Facebook	<p>This mental health month @TheMatildaUSyd is hosting FREE online Youth Mental Health Forum on 11 October at 7pm AEDT.</p> <p>Journalist, television presenter and mental health advocate @JessicaRoweCrapHousewife will be facilitating this interactive Q&A on the current issues surrounding the mental health of young Australians. Learn more and register at bit.ly/youthgotthis</p>	Facebook images
	<p>This mental health month @TheMatildaUSyd is hosting FREE online Youth Mental Health Forum on 11 October at 7pm AEDT.</p> <p>Register today and submit your question to the panel at bit.ly/youthgotthis</p>	Facebook images

Channel	Standard Copy	Image
Instagram	<p>Link in my bio This mental health month the Matilda Centre at @sydney_uni is hosting a FREE online Youth Mental Health Forum on 11 October at 7pm AEDT.</p> <p>@JessJRowe will be facilitating this interactive Q&A on the current issues surrounding the mental health of young Australians. Link in my bio bit.ly/youthgotthis</p> <p>#youthgotthis #mentalhealthmonth</p>	Instagram images
	<p>DM me for link! This mental health month the Matilda Centre at @sydney_uni is hosting a FREE online Youth Mental Health Forum on 11 October at 7pm AEDT.</p> <p>@JessJRowe will be facilitating this interactive Q&A on the current issues surrounding the mental health of young Australians.</p> <p>#youthgotthis #mentalhealthmonth</p>	Instagram images
	<p>REGISTER TODAY This mental health month the Matilda Centre at @sydney_uni is hosting a FREE online Youth Mental Health Forum on 11 October at 7pm AEDT.</p> <p>@JessJRowe will be facilitating this interactive Q&A on the current issues surrounding the mental health of young Australians. Google #youthgotthis2021 for details</p> <p>#youthgotthis #mentalhealthmonth</p>	Instagram images
Stories	<p><i>Add an image or create your own story</i></p> <ul style="list-style-type: none"> - <i>Hashtag:</i> <ul style="list-style-type: none"> - #youthgotthis - <i>On Instagram tag:</i> <ul style="list-style-type: none"> - @sydney_health - @sydney_uni - @JessJRowe - <i>Don't forget to tell people how to register:</i> <ul style="list-style-type: none"> - DM me for the link to register - Link in bio bit.ly/youthgotthis - Google #youthgotthis2021 	Story images and videos

IMAGES

You can download our promotional images [here](#). Please share these assets on your social media.

Facebook – [download images here](#)



Instagram – [download images here](#)



LinkedIn – [download images here](#)



Twitter – [download images here](#)



Stories – [download images and videos here](#)



You might want to write why you are attending or why you think youth mental health is important.

Hashtag: #youthgotthis

Tag Instagram accounts to tag:

- @sydney_health
- @sydney_uni
- @JessJRowe

Don't forget to tell people how to register:

- Google #youthgotthis 2021
- DM me for the link to register
- Link in bio bit.ly/youthgotthis

Further information

Please contact Caitlin Ward via email caitlin.ward@sydney.edu.au.

END.