

Young People's Forum

#sayhello campaign March-Sept 2020



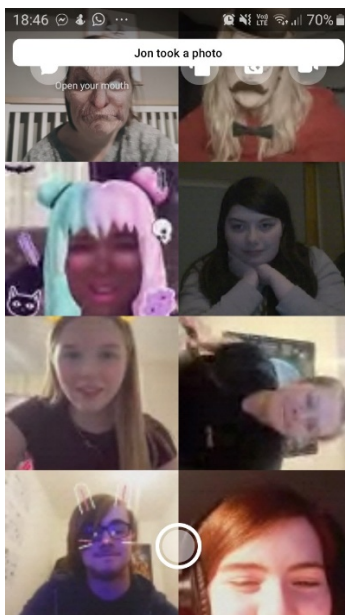
Background

In October 2018, Telford & Wrekin invited partners to attend the Tackling Social Isolation Conference. During the conference it was identified that it is not just older people that can feel isolated- younger people are at risk of feeling it too. From this conference, the Young People's Forum (YPF) decided that they would do some work on tackling social isolation in young people by starting a campaign called #sayhello. The aim being that the campaign would help young people feel less lonely and isolated

The initial plan was to run a week long social media campaign which also invited young people to come together- a quiz night and a walk. The social media part of the campaign would be to signpost people to services and activities that may help them feel less lonely. The young people talked about how they wanted the campaign to look and were insistent that they didn't want to flood social media as they felt people shut off if they see too much of one thing. They wanted to sign post to services, events, recruit new members for YPF, create videos and messages to connect people. It was planned for a week in late June when exams would be over and the wait begins for results. The young people felt that this was a time when people can feel lonely, worried and uncertain about the transition from school to the next stage

When lockdown began due to the Covid 19 pandemic, the YPF quickly identified that it was a good idea to bring the campaign start date forward. They also decided that it would be all on social media and would be over a longer period of time. The idea was that #sayhello would post every day and would also attempt a virtual quiz.

#sayhello planning meeting



#sayhello logo- designed by YPF member



#sayhello posts

Although the YPF have a Facebook page it has previously been identified that younger people tend not to use Facebook. One of the young people offered to start an Instagram page totally for #sayhello. This meant that posts would be shared to both platforms. The group were also made aware of another hashtag that they could use #TelfordTacklesLoneliness so this was also added to the posts. YPF had identified that young carers were a group that were particularly at risk of feeling lonely during this time so contacted the workers about sharing posts to their Facebook page too.

Examples of the posts shared included the following:

- Online exercise classes with Telford & Wrekin Leisure
- Phone support being offered from Beam
- Online youth club sessions for Young Carers and Sutton Hill Youth Club
- Information on youth clubs as they started to reopen with face to face sessions
- Recharge sessions restarting
- Back to Better week
- Volunteering opportunities including new ones with Junior Health Champions
- YPF Members profiles to introduce them to people
- UK Youth Parliament updates

https://l.facebook.com/l.php?u=https%3A%2F%2Finstagram.com%2Fsayhelllocampaign%3Figshid%3Dzgrxdlii53u9%26fbclid%3DIwAR0S0GAgPA66PbypbWSKt_mgPuqtys-4qB9gaibfLfElxFAPneM-GCbGSdg&h=AT0JRpdylODjWEGyVQF1KZ-fSIQBqyVJ9o8Yi-r3d2ubGMjxfPi4-XvOHY09QPTHpZ7e76lVwkksmMqORLQpE39fKcr3yMxHYA_-1m-Ei_y25rrX1qoe0gRrIODKvs3z97-y5A

<https://www.facebook.com/Telford-Wrekin-Young-Peoples-Forum-293291187836362/>

Article in the Telford & Wrekin All Age Carers Newsletter


Telford Young Peoples Forum #sayhello



The Young People's Forum have recently been working on the #sayhello campaign under #TelfordTacklesLoneliness - which aims to help young people feel less lonely or isolated through the Corona outbreak and had included our secondary young carers in an open invitation to take part - attending a virtual Quiz and contributing to the project with poems, stories etc about loneliness and how they felt at this time. We were able to contribute including a lovely poem about loneliness and a video from a carer talking about what it was like at home during this time, missing school and her friends. Well done TYP #sayhello - thanks for inviting us to take part!


Most successful posts

April 2020



Telford & Wrekin Young People's Forum
Published by Sian Makin [?] · 21 April ·

#sayhello #TelfordTacklesLoneliness



Performance for your post

1,732 People Reached

42 Reactions, comments & shares

18 Like	1 On post	17 On shares
3 Love	0 On post	3 On shares
0 Comments	0 On Post	0 On Shares
21 Shares	21 On Post	0 On Shares

31 Post Clicks


18 Photo views	0 Link clicks	13 Other Clicks
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NEGATIVE FEEDBACK

0 Hide post	0 Hide all posts
0 Report as spam	0 Unlike Page


Reported stats may be delayed from what appears on posts

May 2020




Telford & Wrekin Young People's Forum
Published by Sian Makin [?] · 13 May ·

Beam are offering telephone support to young people so if you're feeling anxious, nervous, worried about things, give them a call #sayhello #TelfordTacklesLoneliness



Shropshire Telford & Wrekin Beam
Ludlow Beam



No child should feel alone.

Beam is an emotional wellbeing service for children and young people under 25. Talking about how you're feeling isn't always easy, but Beam are here to help.

Our sessions give young people the opportunity to talk with trained practitioners who can give practical support, advice and suggestions as to how they can manage their thoughts and feelings.

We can support various emotional wellbeing issues - here are a few:

- Feeling anxious or having a low mood;
- Stress and worry;
- Issues with sleeping;
- Managing feelings of anger and frustration;
- Struggling with self-esteem.

If we can, we will signpost you to other services or organisations who can support you as well. Parent and carer support can be given in conjunction with a young person.

How can a young person access support from Beam?

Support can be requested by email to AskBeam@childrenssociety.org.uk

- Young people aged 14+ can email and request support themselves.
- Young people aged 13 and under will need a parent or carer to email on their behalf.

A follow-up email will ask for a few details about the young person, and ask them to follow the links to the support services. Once this has been done, a time will be arranged where one of the practitioners will call.

Performance for your post

6,069 People Reached

149 Reactions, comments & shares

71 Like	6 On post	65 On shares
6 Love	2 On post	4 On shares
4 Comments	2 On Post	2 On Shares
68 Shares	64 On Post	4 On Shares

165 Post Clicks


63 Photo views	0 Link clicks	102 Other Clicks
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NEGATIVE FEEDBACK


2 Hide post	1 Hide all posts
0 Report as spam	0 Unlike Page

Reported stats may be delayed from what appears on posts

June 2020


Telford & Wrekin Young People's Forum
 Published by Faye Atterbury [?] · 29 June · 🌐

#Sayhello to the MYP for Telford and Wrekin and one of our members at YPF, Faye! Here's a bit about her... Don't forget to keep an eye out though, so you can meet all our other awesome members! 🙌



Faye Atterbury (MYP)

- Age: 15
- Area: Lawley, Telford
- When did you first start attending YPF?: January, 2020
- What's the best thing about attending YPF?: You can meet new people who care about your community as much as you do and you can use your voice to help

620 People Reached

81 Reactions, comments & shares ⓘ

44 Like	9 On post	35 On shares
16 Love	5 On post	11 On shares
17 Comments	5 On Post	12 On Shares
4 Shares	4 On Post	0 On Shares

130 Post Clicks

49 Photo views	0 Link clicks ⓘ	81 Other Clicks ⓘ
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NEGATIVE FEEDBACK

0 Hide post	0 Hide all posts
0 Report as spam	0 Unlike Page


Reported stats may be delayed from what appears on posts

July 2020

facebook.com/Telford-Wrekin-Young-Peoples-Forum-293291187836362/insights/?section=navPosts


Telford & Wrekin Young People's Forum
 Published by Sian Makin [?] · 1d · 🌐

Summer is not cancelled- Are you ready?
 BelEve and Youth First have teamed up to deliver a 5 weeks Empower Her series. (from 27th July - 28th August) for girls aged 12-18 to boost confidence, give support, raise aspirations and connect with amazing role models. The programme is Tuesday- Friday with 4 hours of workshops including, Fitness, Fireside Chats, Personal and Career Development sessions and Girls Chit Chat Lives. Check out the website and register!
www.BelEveUK.org
 #sayhello #TelfordTacklesLoneliness



392 People Reached

9 Likes, Comments & Shares ⓘ

1 Likes	0 On Post	1 On Shares
0 Comments	0 On Post	0 On Shares
8 Shares	8 On Post	0 On Shares

6 Post Clicks


2 Photo views	0 Link clicks ⓘ	4 Other Clicks ⓘ
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NEGATIVE FEEDBACK

0 Hide post	0 Hide all posts
0 Report as spam	0 Unlike Page

Reported stats may be delayed from what appears on posts


August 2020


Telford & Wrekin Young People's Forum

Published by Sian Makin [?] · 4 August · 🌐

Recharge based in Brookside, are open and offering a one to one support service in the centre alongside various well-being activities. The sessions started on Tuesday 28th July with Recharge's 2 volunteers Nikki and Emma, running fun and fitness sessions for young people on Brookside 1pm to 2pm

#sayhello #TelfordTacklesLoneliness




FUN AND FITNESS

WITH **RECHARGE TELFORD**

Join Nikki and Emma at Brookside skate park

Tuesdays 1pm-2pm throughout the summer holidays

ALL SESSIONS ARE FREE AND EVERYONE IS WELCOME!



Performance for your post

561 People Reached

13 Reactions, comments & shares ⓘ

4 Like	2 On post	2 On shares
2 Love	2 On post	0 On shares
0 Comments	0 On Post	0 On Shares
7 Shares	7 On Post	0 On Shares

15 Post Clicks


3 Photo views	0 Link clicks ⓘ	12 Other Clicks ⓘ
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NEGATIVE FEEDBACK

0 Hide post	0 Hide all posts
0 Report as spam	0 Unlike Page

Reported stats may be delayed from what appears on posts

September 2020



Telford & Wrekin Young People's Forum

Published by Sian Makin [?] · 4d · 🌐

Recharge Telford is now open and supporting young people with substance misuse issues on a one to one basis.

Recharge are maintaining social distancing measures and are able to see people on a appointment only basis, and now work to a new model of offering support and this involves :

One to one counselling
Peer Mentoring... [See more](#)



September 2020 Monthly Schedule

Monday	Tuesday 1st	Wednesday 2nd	Thursday 3rd	Friday 4th
Admin Day	12:00 – 3:00 – Peer Mentoring 1pm-2pm Fun & Fitness 3pm-4pm Girls well being exercise	10am-4pm 1-1 Counselling Sessions	11am-2pm Peer Mentoring 12pm – 3pm one to one Art sessions with Nikki	10am-4pm Team Training
Monday 7th Admin Day	Tuesday 8th 12:00 – 3:00 – Peer Mentoring 3pm-4pm Girls well being exercise	Wednesday 9th 10am-4pm 1-1 Counselling Sessions	Thursday 10th 11am-2pm Peer Mentoring 12pm – 3pm one to one Art sessions with Nikki	Friday 11th Admin Day
Monday 14th Admin Day	Tuesday 15th 12:00 – 3:00 – Peer Mentoring 3pm-4pm Girls well being exercise	Wednesday 16th 10am-4pm 1-1 Counselling Sessions	Thursday 17th 11am-2pm Peer Mentoring 12pm – 3pm one to one Art sessions with Nikki	Friday 18th Admin Day
Monday 24th Admin Day	Tuesday 21st 12:00 – 3:00 – Peer Mentoring 3pm-4pm Girls well being exercise	Wednesday 22nd 10am-4pm 1-1 Counselling Sessions	Thursday 23rd 11am-2pm Peer Mentoring 12pm – 3pm one to one Art sessions with Nikki	Friday 24th Admin Day
Monday 28th Admin Day	Tuesday 29th 12:00 – 3:00 – Peer Mentoring 3pm-4pm Girls well being exercise	Wednesday 30th 10am-4pm 1-1 Counselling Sessions		

**** Please note we are now a one to one service except fun and fitness which is held at Brookside skate park ****
Tel 01952 660000

Performance for your post

1,161 People Reached

12 Likes, Comments & Shares ⓘ

4 Likes	1 On Post	3 On Shares
0 Comments	0 On Post	0 On Shares
8 Shares	8 On Post	0 On Shares

49 Post Clicks

34 Photo views	0 Link clicks ⓘ	15 Other Clicks ⓘ
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NEGATIVE FEEDBACK

0 Hide post	0 Hide all posts
0 Report as spam	0 Unlike Page

Reported stats may be delayed from what appears on posts

The final #sayhello post- Friday 18th September 2020

Manage Page

Telford & Wrekin Young People's Forum

Home
Inbox
Events
Resources & Tools
Notifications
Insights
Publishing Tools

Promote

Telford & Wrekin Young People's Forum
Published by Sian Makin · 2d ·

#sayhello campaign was created by the YPF in the hope that it would make young people feel less lonely and isolated during lockdown. Since the end of March, we have experienced something very unknown and YPF felt it was important to reach out to people. This is the last post in our campaign for this year. YPF continue to meet virtually using Microsoft Teams fortnightly 5-6.30pm. If anyone aged between 13-18 would like to join us, please contact sian.makin@telford.gov.uk #TelfordTacklesLoneliness

Performance for your post

33 People Reached

0 Likes, Comments & Shares

0 Likes 0 On Post 0 On Shares
0 Comments 0 On Post 0 On Shares
0 Shares 0 On Post 0 On Shares

1 Post Clicks

1 Photo views 0 Link clicks 0 Other Clicks

NEGATIVE FEEDBACK

0 Hide post 0 Hide all posts
0 Report as spam 0 Unlike Page

Reported stats may be delayed from what appears on posts

#sayhello virtual quiz- Facebook flyer designed by YPF member



The YPF had wanted to hold a quiz so with lockdown, they decided to hold a virtual one instead. The group invited other young people to attend and the session saw two new people join in. The winner received an Amazon voucher. The group enjoyed the quiz and have suggested holding another one as well as other game ideas that they could hold virtually, that encourage people to meet up

Hashtags- #sayhello #TelfordTacklesLoneliness

As with any hashtags, you run the risk of sharing it with another purpose. #sayhello was shared with another purpose. However, #TelfordTacklesLoneliness was a stand-alone hashtag so was good to see it stand out

Conclusion

On the whole the group felt that the campaign had been well received, with good feedback from those that had seen the posts. It was a good opportunity particularly to promote virtual youth clubs going on during lock down for example. Using the YPF Facebook page had its limitations due to younger people coming away from Facebook and moving onto Instagram. Although the campaign did go onto Instagram, it didn't have a great following. The group felt that if in the future, they could get someone with a large following, to share #sayhello posts, this may help increase reach

The group felt that using more videos may have also encouraged more viewers and going forward, asking people if they took part in any of the activities, or visited the services that the campaign had suggested and reporting back on what it was like

Originally the group had planned to do the campaign for a week in June. For next year's campaign the group hope to try this out and see if this increases participation. The group would also like to get the VCSE sector more on board at the beginning, to make sure they are seen in the campaign. It would be hoped that by next June, there could also be face to face activity day for #sayhello, where young people could come together and try a variety of activities and services could promote themselves