

# This is how #WeveGotThis

A helpful guide for how you can get involved in a campaign to support the wellbeing of young people.



# This is how #WeveGotThis

Hey! How are you feeling? Are you looking after yourself?

We'd love to get you involved in this campaign and provide ideas for young people on how they can look after themselves right now - all linking to the 5 ways of wellbeing.

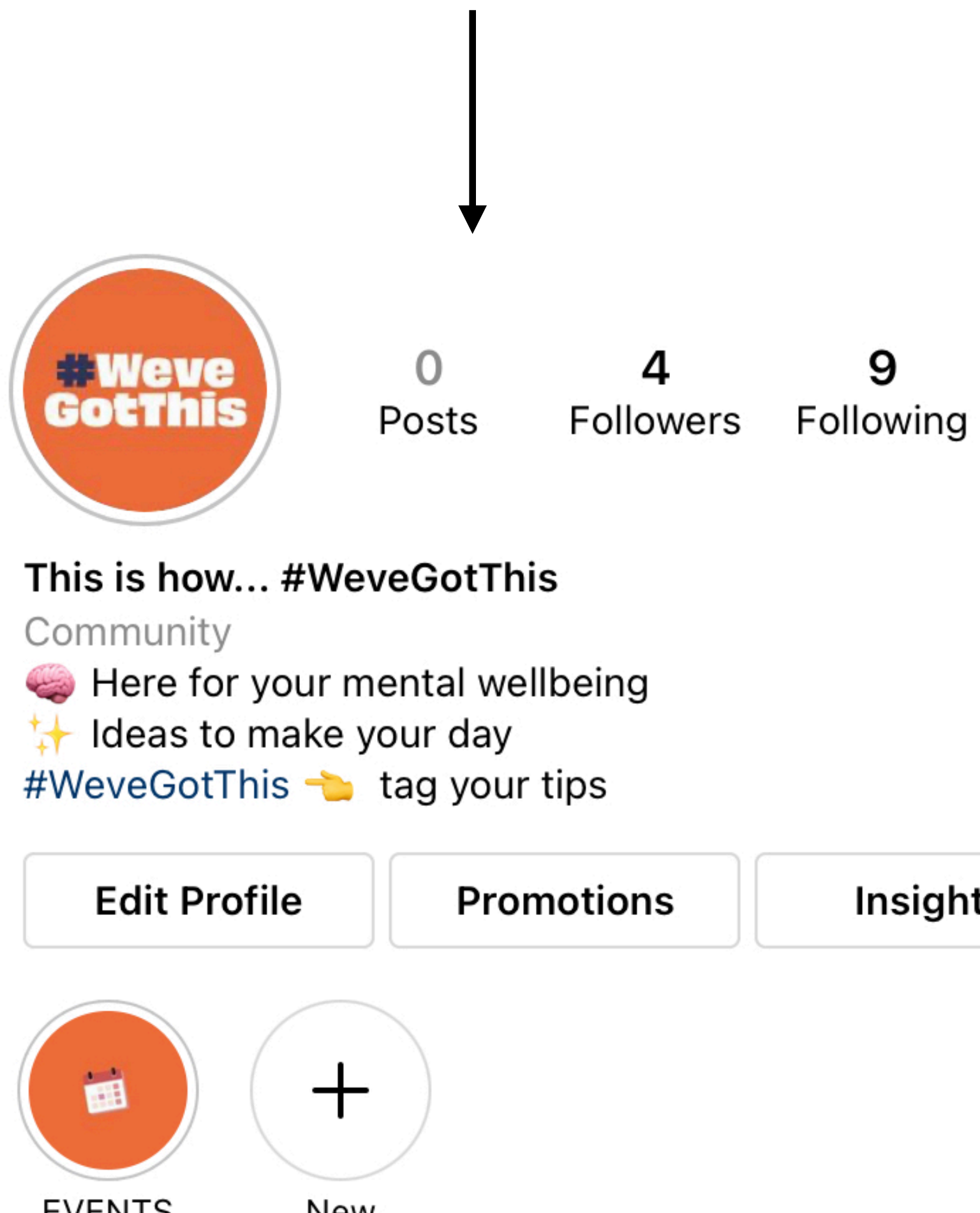
We've called it "This is how #WeveGotThis" because these are the ways you're keeping yourself motivated and connected!

## First up:

- We'll be launching on **Instagram and TikTok** on Tuesday 2nd February
- Follow us please >> [@thisishow\\_Norfolk](#)
- Spread the word to your friends, community groups. Youth Advisory Boards, school mates!

Looking forward to having you on board!

Follow me please



The image shows a mockup of an Instagram profile for the hashtag #WeveGotThis. At the top, the text "Follow me please" has a downward-pointing arrow. Below this is a circular profile picture with the text "#WeveGotThis" in white on an orange background. To the right of the profile picture are three statistics: "0 Posts", "4 Followers", and "9 Following". Below the profile picture is the text "This is how... #WeveGotThis" followed by "Community". Underneath are three lines of text: "Here for your mental wellbeing" with a brain icon, "Ideas to make your day" with two starburst icons, and "#WeveGotThis" with a hand icon and the text "tag your tips". Below this are three buttons: "Edit Profile", "Promotions", and "Insights". At the bottom are two circular icons: one with a calendar icon labeled "EVENTS" and one with a plus sign labeled "New".

0 Posts    4 Followers    9 Following

This is how... #WeveGotThis  
Community  
Here for your mental wellbeing  
Ideas to make your day  
#WeveGotThis tag your tips

Edit Profile    Promotions    Insights

EVENTS    New

# This is how to get involved

## #WeveGotThis

- Let us know your ideas to inspire other young people!

### You could:

- Post a photo or video of your idea alongside **This is how #WeveGotThis** make sure you tag **@thisishow\_Norfolk**
- Send us a Direct Message on Instagram and we'll feature your idea
- Photos and video will help bring your ideas to life
- Make an **Instagram Reel** or **TikTok** and send to us to post

### Remember to link to the 5 ways of wellbeing

- We've included a reminder of what they are >>

## Connect...

With the people around you. With family, friends, colleagues and neighbours. At home, work, school or in your local community. Think of these as the cornerstones of your life and invest time in developing them. Building these connections will support and enrich you every day.

## Be active...

Go for a walk or run. Step outside. Cycle. Play a game. Garden. Dance. Exercising makes you feel good. Most importantly, discover a physical activity you enjoy and that suits your level of mobility and fitness.

## Take notice...

Be curious. Catch sight of the beautiful. Remark on the unusual. Notice the changing seasons. Savour the moment, whether you are walking to work, eating lunch or talking to friends. Be aware of the world around you and what you are feeling. Reflecting on your experiences will help you appreciate what matters to you.

## Keep learning...

Try something new. Rediscover an old interest. Sign up for that course. Take on a different responsibility at work. Fix a bike. Learn to play an instrument or how to cook your favourite food. Set a challenge you enjoy achieving. Learning new things will make you more confident as well as being fun.

## Give...

Do something nice for a friend, or a stranger. Thank someone. Smile. Volunteer your time. Join a community group. Look out, as well as in. Seeing yourself, and your happiness, as linked to the wider community can be incredibly rewarding and creates connections with the people around you.

# This is how to film a video

## #WeveGotThis

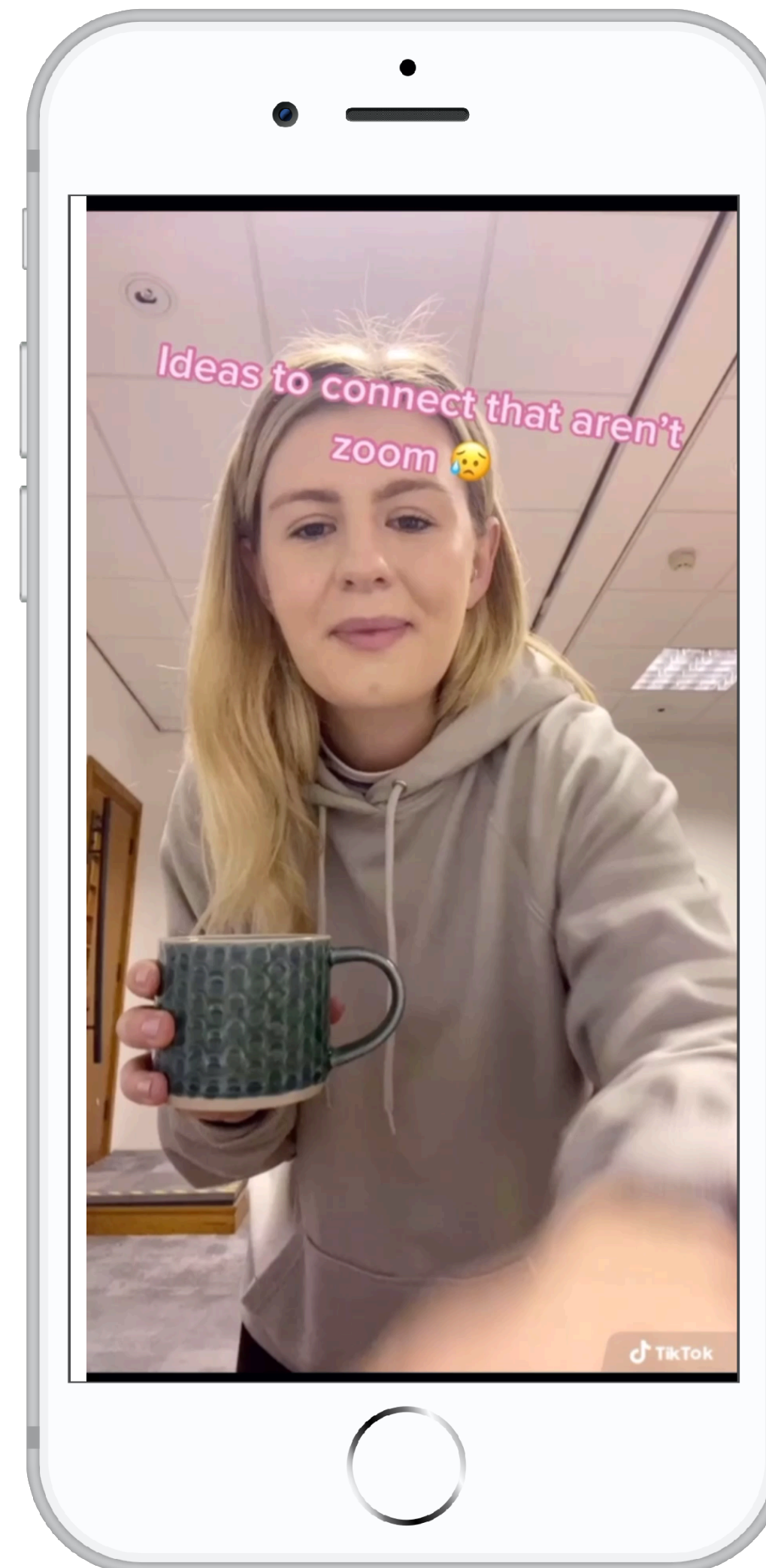
Perhaps your idea to 'keep learning' is to learn how to make an Instagram Reel or TikTok of your idea - we'd love to post it on our social media profile!

You can film in many ways using your phone and the features of TikTok and Instagram Reels. This could be to music or you could add a VoiceOver talking through your video.

### Remember to have fun, here are some tips to get started:

- Shoot vertically
- Indoors, a quiet place where you won't be disturbed
- If outside be mindful of background noise
- Well-lit with natural light. If you can face a window that is ideal. Avoid being part sunlight/part shade.
- No swearing and please do not use songs with swearing
- If you are speaking, please try to include captions so that content is accessible for everyone
- Please adhere to all COVID guidelines. Wear a face mask and social distance where appropriate.

Having fun



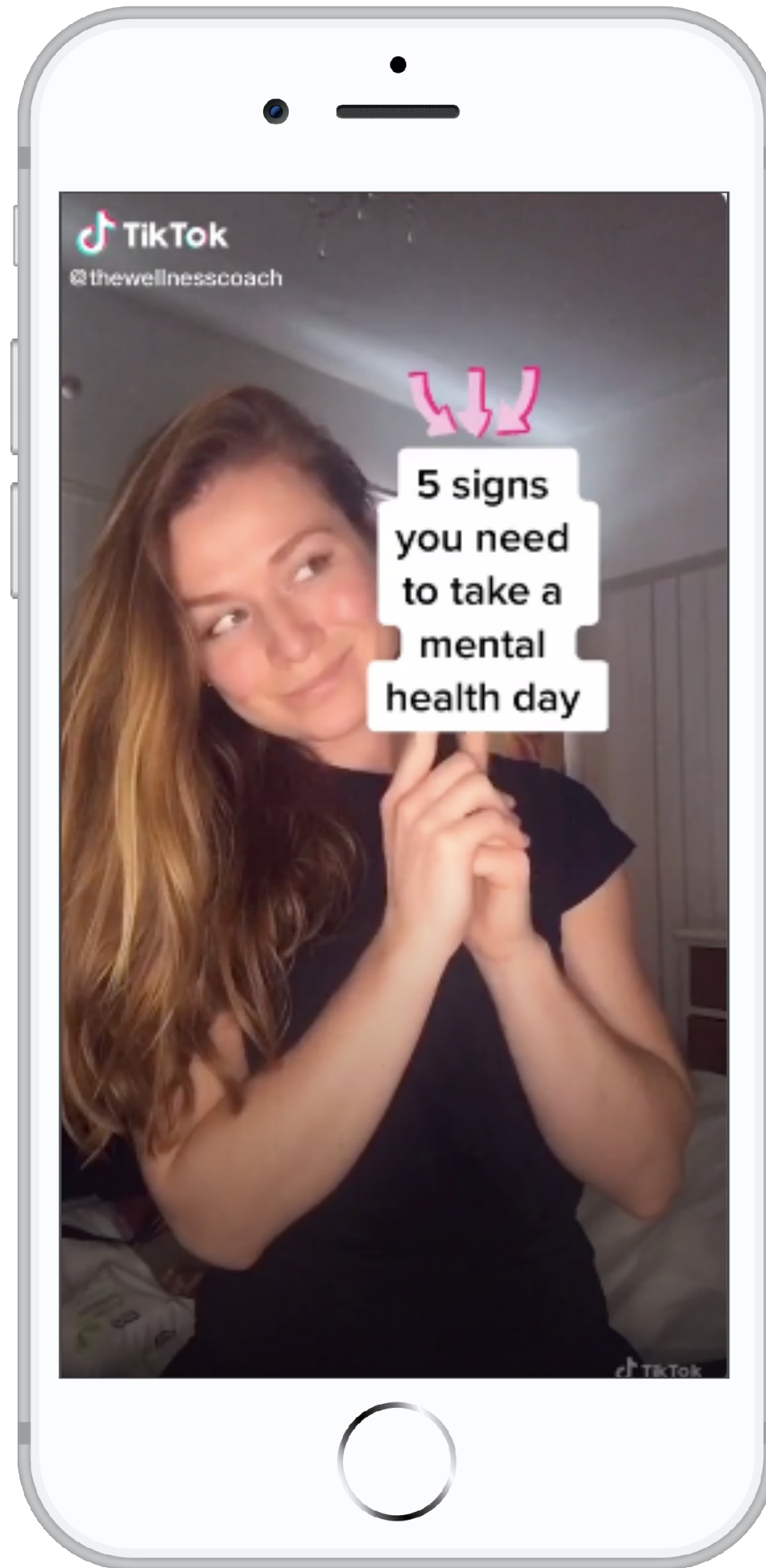
Handy how to make a TikTok guide:  
<https://support.tiktok.com/en/using-tiktok/creating-videos>

The next page has some examples you could take inspiration from!

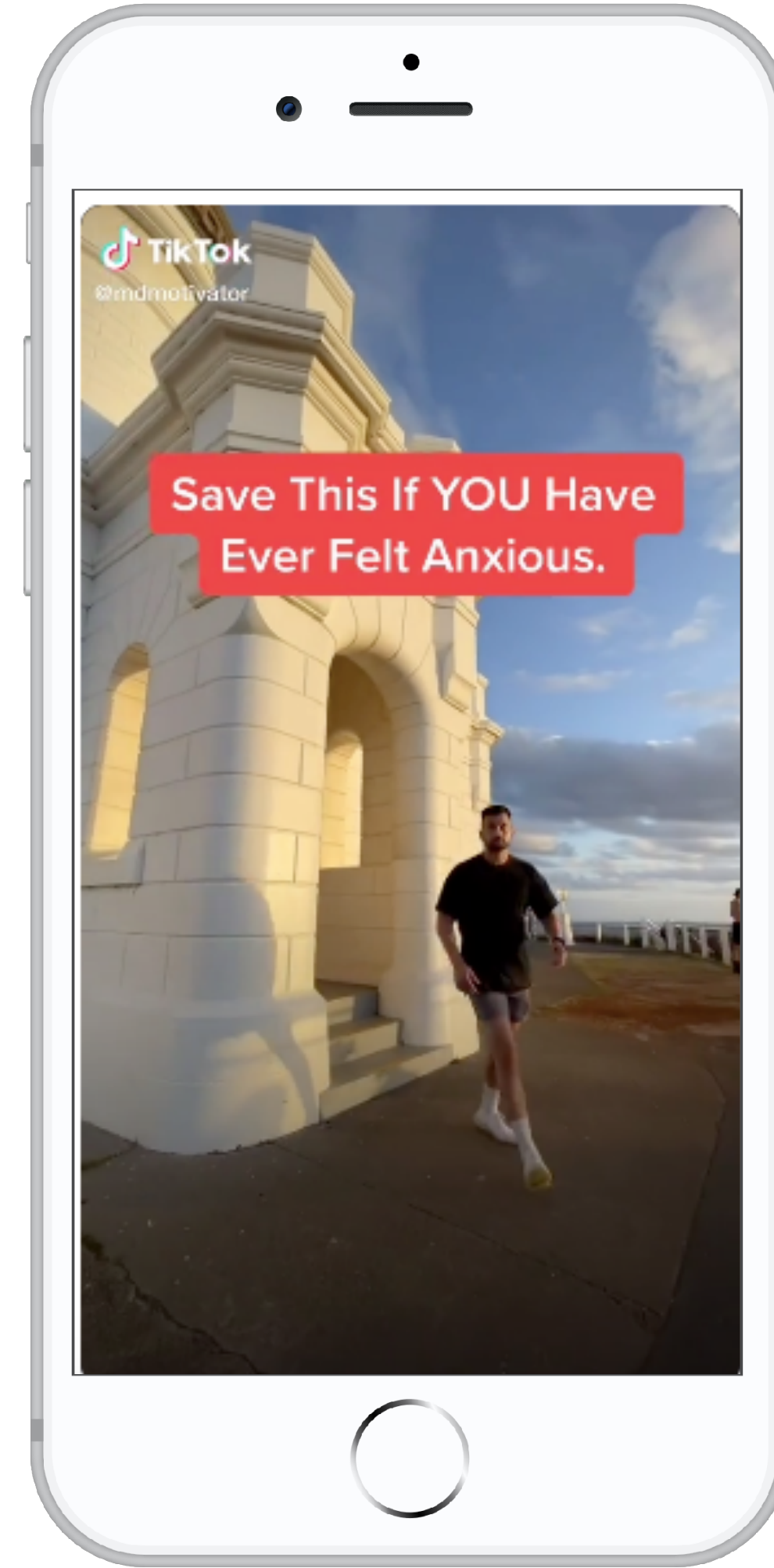
# This is how to get inspired

## #WeveGotThis

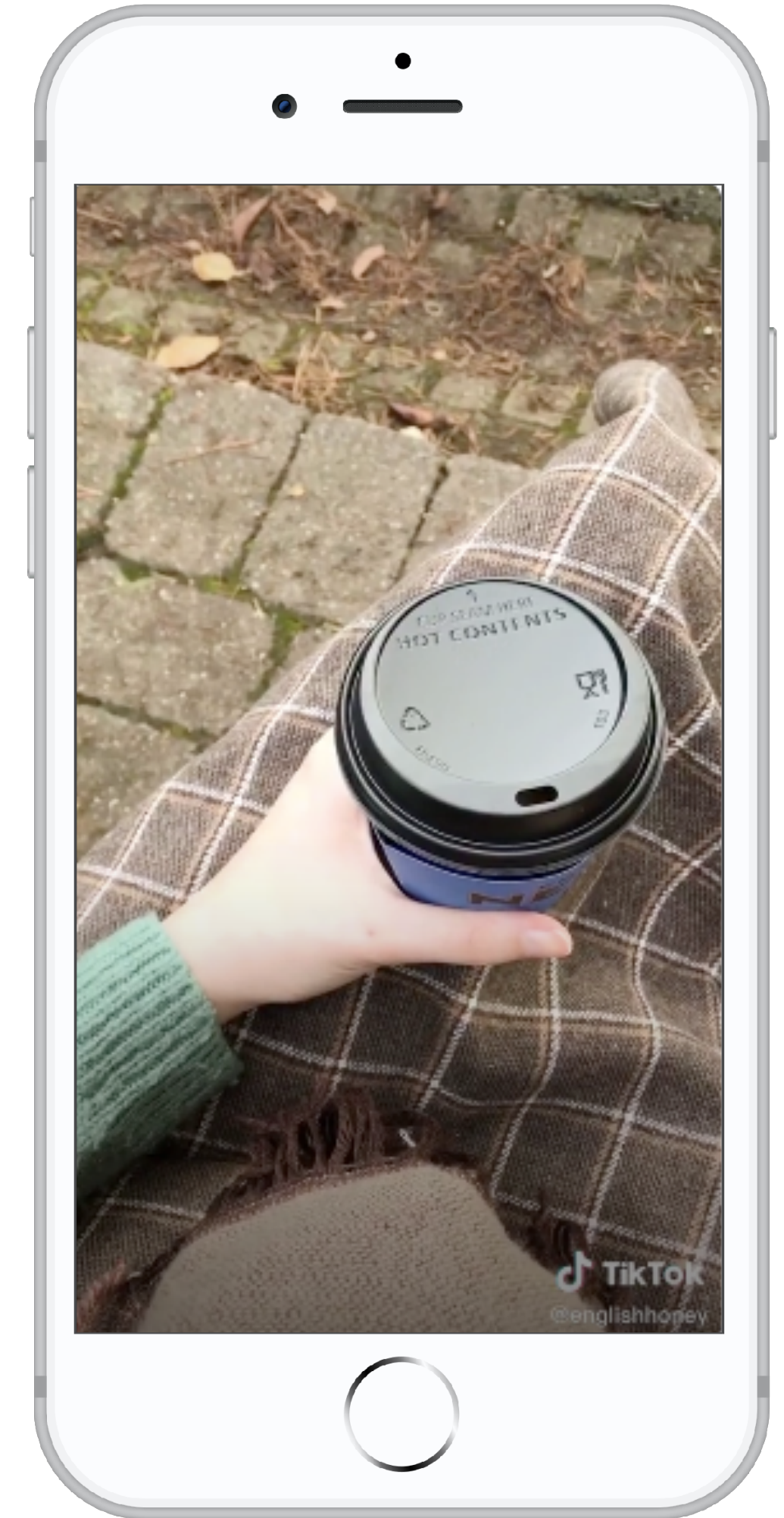
Here are some more ideas to inspire your videos!



“5 signs you need to take a mental health day”



“Save this if you feel anxious”



“Walk with me to the post office”



# This is how to save a video a send to us:

## #WeveGotThis

If you have filmed a TikTok or Instagram Reel and are happy to be featured on the social media channel please email it to [sophie@weareborne.com](mailto:sophie@weareborne.com) to check and we will upload to the channels.

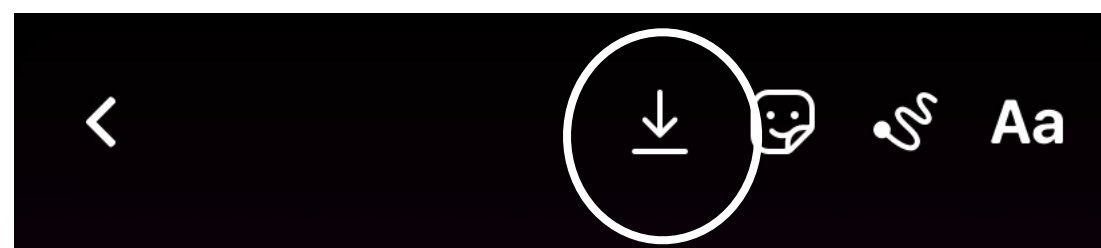
Please include: name and age, social handle if you are happy for us to tag you and follow you back.

If you have filmed within the **TikTok app**:

- You can save a version by clicking share > save video after you have posted it to your channel (you could always post privately if you like) however by doing this a watermark showing your @handle will be visible.
- If you would prefer your @handle to be hidden you'll need to post your TikTok publicly on your profile and use an app such as '**Save Tok**' (you could always delete the video afterwards)

If you have filmed within the **Instagram app** things are much simpler:

- You can save to your camera roll by using this button and email it to us from there:



# This is how to share on Instagram stories:

## #WeveGotThis

We're making the most of Instagram stories and their features!

### Try out our Instagram Story templates

- Head to our Instagram profile > navigate to TEMPLATES > screenshot your favourite.
- All you need to do now is upload to your Instagram Stories, fill it in with your favourite GIFs and tag @ThisIsHow\_Norfolk and post.

## After lockdown life...

First thing I'm going to do...	First place I'm going to visit...
First person I need to visit...	Other things I plan on doing...
What I'm going to miss...	I nominate...

This is How #WeveGotThis

### Try out our Instagram Story Stickers

- Head to your personal Instagram profile and upload an Instagram Story.
- To add a sticker navigate to the middle square smiley icon, click GIF and search one of these key words (all one word):

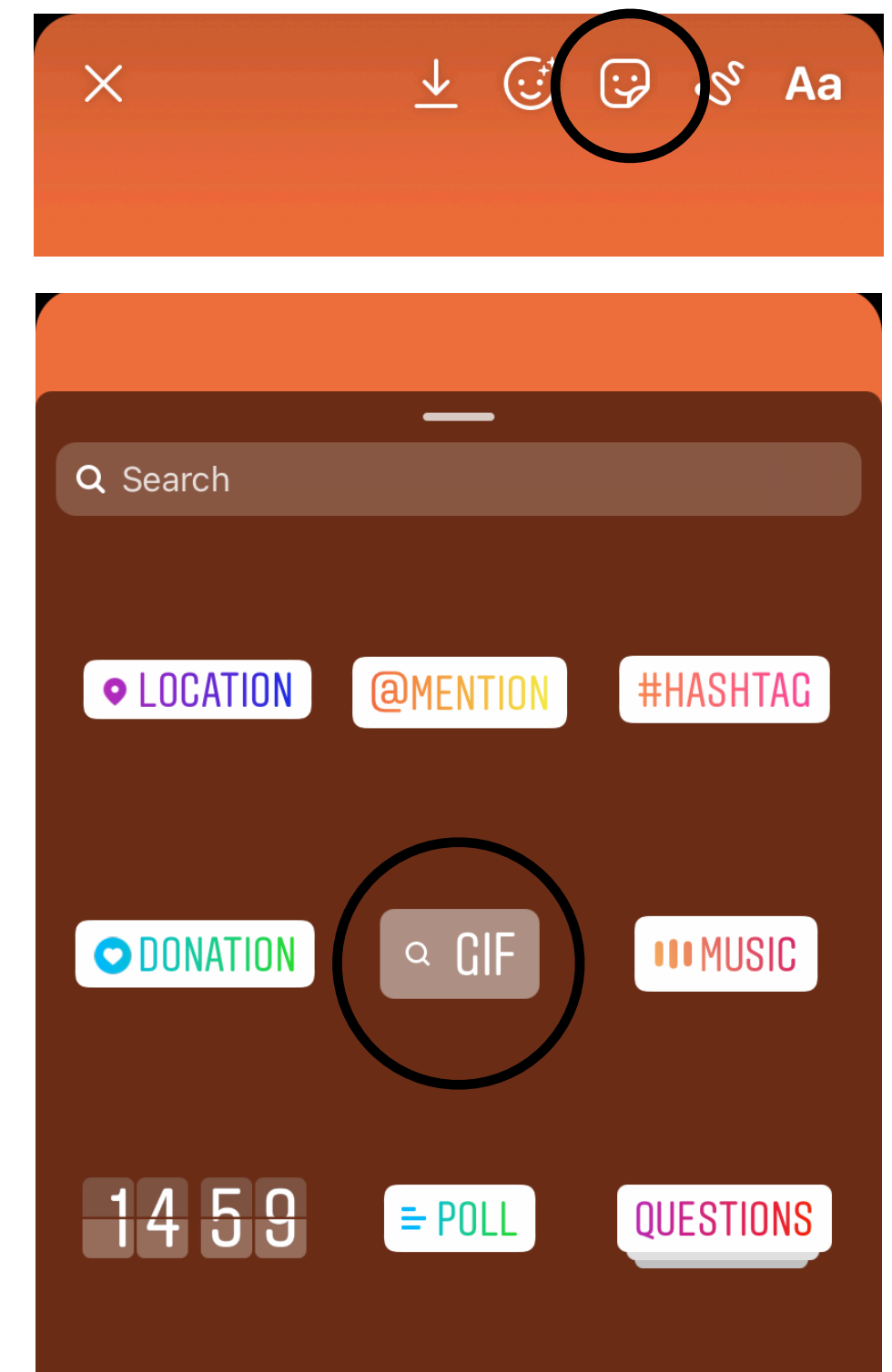
thisishownorfolk  
wevegotthisnorfolk  
norfolkwelbeing

They should look like this...



#Weve GotThis

**Be Active**



## **This is how else can you support #WeveGotThis**

- By being a proud supporter - liking and sharing our content will help spread the word
- Tell everyone you know!
- Like and save our posts
- Screenshot our story templates and give them a go
- If you're hosting any wellbeing or mental health events, let us know and we can support
- If your YAB or community group has Instagram, send us the @handle and we'll make sure to follow

**Thank You  
Take care of yourself!**

