Body Kind Online

Supporting a positive online experience for all bodies

About Body Kind

Body Kind Schools runs every September in conjunction with Body Image and Eating Disorder Awareness Week (BIEDAW). Body Kind Schools main call to action is kindness; it encourages young people to be kind to their own body and to others. Online, face to face, everywhere!

Body Kind Online Activity

Social media is ever evolving. Studies report that social media can negatively self-esteem and body image. A recent Butterfly survey found that majority of people compare themselves to Influencers.

These platforms aren't going away so it's important to strengthen social media literacy skills to ensure experiences are positive – who we follow, what we create and how we engage with others is kind for all people, in all bodies.

Influencers - a person (or pet!) with over 10K followers - have become a key component of social media. They are paid (in product or money) to help promote/market to a target audience.

In January 2022 Butterfly worked with Instagram and a number of Influencers for a campaign BodyKind Online.

This activity incorporates one of the influencers, Allira Potter (45k followers)

For further questions about this activity, or the Body Kind Online campaign:
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ACTIVITY AIM :

This activity invites students discuss the role of social media, influencers and why it's important to consider ways to be more BodyKind Online.

The extension activity allows students to create their own BodyKind Content to be a BodyKind champion.

Note: Facilitators are encouraged to view the video first. Additional questions can be asked, these are suggested to guide discussions.

MATERIALS NEEDED:

- Body Kind Online Video with Allira Potter
- Optional: Paper/Pencil or Device to make notes

H OW TO:

➢ Introduce the activity – *you can use the first 2 paragraphs on the left of the page.* Begin with some general discussion questions.

Q: Who can share what a social media influencer is? What is their job? What makes a person (or pet!) qualify as an influencer?

Think-Pair-Share: Partner or small group discussion.

Q: What are some of the positive and negative things about being a social media influencer? (*Flexibility, fun, $, impact on others, haters*)

Q: What roles (positive and negative) might influencers play when it comes to body image (i.e. the way a person feels about their own body/appearance).(*With power comes responsibility!*)

Q: Do you think it's easy to become an influencer? Why/Why Not?

➢ **SCREEN VIDEO** (with Influencer Allira Potter):
https://www.youtube.com/watch?v=SEeh0_mZIFw

Q: What were some of Allira's frustrations and challenges with social media? Do you think she's alone in what she felt?

Q: Allira suggests following people that look like you? Which is a good suggestion – we need to unpack that a bit more... Why do you think that's important when it comes to body image?

Q: Thinking further, should we only follow people who look like ourselves? How might that be unhelpful if we do (*We only have a narrow representation – it doesn't showcase the wider/real world we live in which doesn't allow us to celebrate differences or diversity, people may not be being Body Kind to achiever their 'look'.*

Q: Thinking of your own accounts now, how could you add greater diversity to your feed? What could you add to ensure it's more than just people that you see? (*i.e. Including causes that are important to you, hobbies and interests, nature/places, different communities?*)

Q: What are some other tips that can help you (and others) to be more Body Kind Online?

Butterfly LET'S TALK body image

Body *Kind* Online Content Creator – Extension Activity

Teachers Guide

1. Introduce Body *Kind* and the activity.

We are really proud to be participating in Body *Kind* Schools, which is an initiative of Butterfly Foundation. Body *Kind* Schools is an activity that aims to raise awareness about positive body image. It's not always easy to like, love or appreciate your body but Body *Kind* Schools is encouraging young people to find ways to be *kind* and practice *kindness* towards their own body and also to others.

This activity is asking you, working in small groups, to be a digital online creator and share tips and strategies that can help people to be more Body *Kind* while online.

For anyone who creates content (which is anyone who posts on their social media accounts) we have a responsibility to make sure we consider if what we are putting out into the world, is doing good things! Body *Kind* Online was a digital campaign that the Butterfly Foundation, Instagram and some influencers worked on in January 2022. They included a range of messages to help people be kinder to their own bodies and others, while using social media platforms. Using your handout and the planning sheet provided, please create your 15-30 digital clip/poster.

Ask students to:
1. Decide on their key message.
2. Use their planning document to scope out their Body *Kind* Online tip/strategy.
3. Work in their groups to create their Body *Kind* Online message (allocate timeframe).
4. Nominate their spokesperson, or decide how they will present as a group.

Some examples of Body *Kind* messages to promote:

*   Including more diversity in your feed
*   Minimise use of digital filters
*   Mute or unfollow pages/people that negatively affect your body image/self-confidence
*   Take a mini-break from socials
*   Turn off likes or comments. Or use tools to filter out unhelpful words.
*   Follow non-appearance pages that showcase hobbies, activities etc (art, nature, animals)
*   Be Body *Kind* Online by commenting with kindness
*   Avoid making any appearance comments online (positive or negative)

Body *Kind* Post Activity Discussion

Q: Why did you choose your message?

Q: How did you feel working on your Body *Kind* Online message?

Q: Do you think it's an easy thing to apply – will people do what you're asking? Why/Why not?

Q: How can we continue to spread the Body *Kind* Online messages beyond this activity

Q: What are some ways you can make your online space kinder for your own body and appearance?

Q: If you knew someone who was really struggling with how the use and engage with social media, what could you do?

Be a Body *Kind* Online Content Creator Student Handout

Activity Outline:
Creating content that helps people be more kind to their own body and to others is what makes a Body *Kind* Online Champion. You don't need to be an influencer to put impactful content out into the world. It's important that anyone who creates content, is mindful, considered and thinking of ways that can ensure all bodies feel accepted and respected – that includes people with 100 followers, to 100,000!

This activity asks you to work in small groups to create a 15-30 second digital clip or awareness poster that showcases ONE positive tip or strategy that can help people be kinder to their own body and others, while using social media!

#BodyKindOnline2022

Things to remember?
- Language needs to be inclusive and *Kind*
- Imagery needs to be diverse and align with the Body*Kind* message
- Using humour is a great way to share a message – just avoid making fun of a body shape or appearance - that's not being Body*Kind*
- Adding royalty free (or using your own) music is fun too.

Being a Body *Kind* Online Content Creator:
STEP 1: Decide as group the ONE key Body *Kind* Online tip/strategy to promote.
If you need some #inspo, here's some ideas:
- Including more diversity in your feed
- Minimise use of digital filters
- Mute or unfollow pages/people that negatively affect your body image/self-confidence
- Take a mini-break from socials
- Turn off likes or comments. Or use tools to filter out unhelpful words.
- Follow non-appearance pages that showcase hobbies, activities etc (art, nature, animals)
- Be Body *Kind* Online by commenting with kindness
- Avoid making any appearance comments online (positive or negative)

STEP 2: Plan your content
- What is the message?
- Will there be voice-over, words/type, music, what images will be displayed?
- If creating a poster aim, what visuals will you use to capture your audience?
- You might like to use the planning page below to brainstorm ideas, or create your own plan.

STEP 3: Have a clear Call To Action (CTA)
- What is your Body *Kind* Online call to action?
Having a message is one part, the call to action is the most important step. What can someone do to be more Body *Kind* Online. Inspire people to take action!

STEP 4: Go Live
- Once completed and everyone in your group is happy, launch it and go live.
- This might include, showcasing it to your class (or your whole school school).
- With permission from the members of the group and your teacher/organisations you may like to post it online (Note: Being Body *Kind* Online means we ensure images of others being used or work of others is suitably credited and consented to. Butterfly suggests not using people in your clip)
- You might like to include the hashtags #BodyKindOnline #BodyKindSchools2022
- You might also choose to remove the option for others to comment.

The online space needs to be a safe one for people of all shapes, sizes and appearances – creating content that helps all people in all bodies to feel good is good for everyone!
Let's help each other to be Body *Kind* Online.

Be a Body *Kind* Online Content Creator

PLANNING GUIDE: You can use this handout to help brainstorm and map out ideas for your Body *Kind* Online tip/strategy (use the back too!) – this can be used for the creation of a clip or poster.

Group Members:			

Body *Kind* Online Key Message(s):	

What are we using to present our message? (e.g. Poster, PowerPoint, movie creator program, poetry, music)

What equipment, stationary, props do we need?

Who is our target audience?

How long will the clip go for?

Story line for the clip (use the frames to create your Body *Kind* Online story... include the words, any images, animations, and who might be involved, if using people). This is helpful if creating a script, or digital clip but can be useful to brainstorm ideas for a poster, poem or song).

Who is your spokesperson and how will they present your Body *Kind* Online message?