

# Quick Reference Guide

Creating content for young people? Check out these Do's and Don'ts developed by The Y and Vic Health.

## Remember!

- 1 **Curating** is a valuable for young people in a world of information
- 2 **Credibility** is key
- 3 **Nuance** and **personalisation** matters
- 4 **Inclusive content** is important
- 5 Health and wellbeing are **intrinsically linked**
- 6 Being **relevant** and **timely** is key
- 7 Sharing success stories and **case studies** is helpful
- 8 Go beyond the surface and **get into the details**
- 9 Aspire to make young people **feel empowered, safe** and in **control**

- ! **The why without the how**
  - inspire action, go into detail and be helpful
- ! **Homogenising**
  - remember to acknowledge which sub-group you are talking about
- ! **Talking down** to young people; being condescending
- ! **One directional** communication
  - like the old "print" mentality. Turn the microphone outwards to the audience
- ! **Overly designed graphics** - keep graphics clean and fuss-free, and add detail in the captions

## Avoid!

