

If you're advising young people on **mental health** related content creators worth engaging with, here are some key considerations to keep in mind:

PURPOSE

What is the 'purpose' of the content creators' output?

Things to look out for:

- **Self-Image:** are they making content to paint themselves in an unrealistically positive way and cause others to compare themselves?
- **Causing Disagreements:** are they stating controversial views to cause arguments in comments?
- **Beliefs:** are they portraying their non-evidence based personal beliefs as facts?

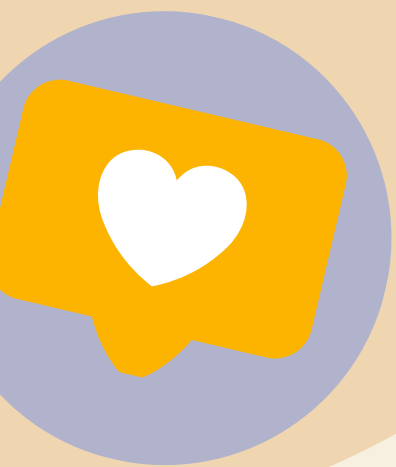
EDUCATION & AWARENESS

Content creators may be able to share their own mental health lived-experience, which young people can relate to and find engaging. However, it is important that this is done responsibly, so check the content creator is **not sensationalising** or **glamourising** their journey. Additionally, where content creators indicate that they are portraying expert perspectives, it is important to check their credentials are legitimate.



COMMENTS

Comment sections are viewed just as commonly as the content itself. If the comment sections are particularly positive, encouraging and supportive, it usually means the content creator has created a positive and safe environment for followers.



ADVERTISING

If a content creator is doing a lot of sponsorships, self-promotion or advertising, it usually means they have a large audience and reach. It may mean the content creator is more concerned with making money than creating genuine content for viewers (though this is not always the case).



BIAS

Some content creators use their platform to encourage social change. This can be problematic if they're pushing personal beliefs (e.g., political, philosophical, etc.) onto their followers. They may consciously or unconsciously be demonstrating a bias.



REALISTIC

Is their self-portrayal realistic and authentic? Some content creators will sit and talk to the camera in plain clothing, appearing 'real'. Other content creators may edit together several video clip highlights to portray a 'perfect' lifestyle. It is important to consider the information each is trying to convey, and think critically about them.



TRENDS

If the majority of a content creators' output revolves around the latest trends like popular audios, copying dance routines, or using memes, it suggests they may prioritise trying to go viral over genuine interests. This can indicate that their content lacks authenticity and only follows what is currently popular. It's also important to recognise that online trends evolve quickly, so it's vital to follow content creators who offer more substantial output beyond limited trends.



INCLUSIVITY

Engaging with content creators can offer individuals an opportunity to feel heard, seen, and represented. This connection may come from shared cultural backgrounds, religious beliefs, sexual orientations, physical illnesses, gender identities, mental health conditions, or neurodiversity. In certain cases, individuals may resonate with creators who share their intersectional identities, encompassing multiple social identifiers such as ethnicity, gender, and disability. However, you should be cautious of tokenism and superficial representation by these content creators by ensuring their content is consistently representative and meaningful.



ENCOURAGEMENT

Does the content creator model healthy and obtainable behaviours for young people? They may highlight ways their followers can look after themselves, such as a good sleep routine or ways to practice mindfulness. Additionally, when providing support and resources they emphasise that these don't substitute professional help and expertise.

