

There is a **clear need for helpful social media content** when it comes to mental health.

41% of young people **turn to social media for support and advice around mental health**

However, not only is content not always helpful, it could pose risk. We saw an opportunity to shift the dial and change things.

As a social enterprise, we channel our profits back into initiatives that emphasise mental health, leveraging training and education as key tools for transformative impact.

During 2023, we started a six-month pilot programme with the national mental health charity, Rethink Mental Illness.

Inside Job Productions hired a Production Trainee at the London Living Wage, offering them comprehensive training and support in film production, editing and delivery. Their role was to produce content for the charity's newly launched TikTok channel.

THE RESULTS



As well as helping the thousands of young people who view and engage with the content, the scheme has been hugely beneficial to Charly, our trainee.

“ My time at IJP has taught me so much about editing and filmmaking; it’s given me real confidence that has undoubtedly improved my mental health. Everyone is so supportive of one another, being part of a team like that is so refreshing and I’m excited to go to work each week. ”

Charly Flyte,
IJP Production Trainee

SOCIAL IMPACT

IMPROVED CONFIDENCE

Provide training and employment for a young person with lived experience of mental illness

SKILLS DEVELOPMENT

Create high quality content for people experiencing difficulties with their mental health to view on social media

A Participatory Trainer supported Charly, a person with bipolar disorder who had been out of employment for a long time, helping them grow skills and confidence to create high quality content for the TikTok channel.

“ Other things on TikTok about mental health can be triggering and unhelpful, but this made me feel seen. ”

TIK TOK CHANNEL

*SURVEY OF 1000 16-25 YEAR OLDS CARRIED OUT BY OBSERVANT

- 60% say it is useful
- 67% say it makes them feel better
- 85% say the content is clear
- 83% say the channel is trustworthy

“ I couldn’t be happier with the content Charly has produced and seeing their confidence grow with each new piece of content was my personal highlight. But to create a channel which feels authentic, in-line with our goals as a charity and is engaging for a younger audience is really special too. ”

Raif Howley,
Social Media Manager
Rethink Mental Illness