

You Can't Be What You Can't See

Social Media Guide



Background

Purpose

The “You Can’t Be What You Can’t See” Poster Series was developed by the Yarra Ranges Gender Equity in the Early Years Working Group and aims to promote gender equity and breakdown gender stereotypes.

The posters show real people undertaking diverse career and recreation roles. These images and the embedded messages promote to young children in early years services and their families that they can aspire and achieve a range of work and life choices, regardless of their gender.

You can download the poster series for free [here](#).

After the success of the posters, the images have been turned into social media tiles so organisations can promote gender equity in the early years. The purpose of the tiles is to raise awareness of the way stereotypes impact young children and encourage parents to raise their children without restrictive gender stereotypes.

Importance of Gender Equity in the Early Years

The early years learning environment is a key source of information for children about gender roles and expectations, and what is valued in boys and girls. Children are quick to pick up cues and understandings of how they are 'supposed' to behave and look, what they 'should' be interested in and what they 'should' enjoy. Gender stereotypes affect the skills children develop, the knowledge they acquire, the activities they engage in, and the roles they take in society as adults.

Services that work with young children are in a unique and important position to influence children’s development. This includes creating environments that promote gender equality, break down restrictive gender stereotypes and encourage equal and respectful relationships. Doing this empowers children to be confident in exploring their interests, strengths and passions regardless of gender.

Gender inequality is the key driver of family violence. By challenging aspects of gender inequality, such as rigid, stereotyped constructions of masculinity and femininity, we work towards creating communities that are safe and free from family violence.

How do we get involved?

Getting involved in sharing this campaign is easy! You can get involved in 3 steps:

1. Simply click on the image in this guide and follow the link. Right click and press "save Image As".
2. Upload the image to social media.
3. Copy the prewritten caption into the post. Please note you can change the caption to suit your organisational purpose, however please consider the use of gender-inclusive language (see below).

Gender-inclusive Language

When talking with children, it's important that we model gender-inclusive language. Instead of using gendered terms like 'fireman', 'workman' and 'air hostess', which signal to children that only certain genders can do these particular jobs, use 'fire fighter', 'construction worker' and 'flight attendant'. Using gender-inclusive terms to describe occupations helps to reinforce to children that anyone can do any job they want to, regardless of their gender.

Need more information/resources?

Visit Level Playground - www.levelplayground.org.au - to find lots of great ideas for playing, reading and learning with children.

We acknowledge the partners who contributed to the development of this campaign:
Inspiro, Yarra Ranges Council, Outer East Respectful Relationships and EDVOS.

For more information, please contact:

contact@levelplayground.org.au



The Early Years Working Group proudly acknowledges the Wurundjeri people, the Traditional Custodians of the land on which we work. We pay our respects to Elders past, present and emerging.

Social Media Engagement



What resources are available?

The following tiles are available for your use on social media, in two different sizes:

1. Nurses
2. Firefighters
3. Teachers
4. Builders
5. Crafters

Where can I find the resources?

All assets (social media tiles, posters and communication guide) can be found at [Level Playground](#).

Being Inclusive- Alternative Text

Sometimes referred to as "alt tags" or "alt descriptions", alternative text is short phrases which describe the image it is replacing. This text can be used to replace images that don't load, or allows visually impaired users to hear the text. Alternative text has been provided for this campaign

#Youcantbewhatyoucantsee

The campaign will be using the hashtag #Youcantbewhatyoucantsee. We will use this hashtag as a means of following the posts and in our evaluation. Please ensure the hashtag is included in every social media post across all platforms.

Social Media Captions

Captions

These social media tiles were designed for use by many different organisations. We understand that every organisation has their own purpose and objectives, and because of this we have provided a number of captions for your use. Please select the caption you think best suits your audience, or feel free to adjust them in order to suit your organisation. One element we would like to see included is the statement "You Can't Be What You Can't See", as this is the title of the project. The following options have been provided for your convenience:

- 1 You can't be what you can't see! It's time to show our children that their opportunities are endless. What does your little one want to do when they grow up? #youcantbewhatyoucantsee
For more information about raising children free from stereotypes visit levelplayground.org.au
- 2 You can't be what you can't see! Let's show our children that they can do and be anything! #youcantbewhatyoucantsee
For more information about raising children free from stereotypes visit levelplayground.org.au
- 3 We expect people to treat each other equally, no matter their gender. But the reality is we expect different things from girls and boys and often treat them differently as a result. These ideas can lead to children thinking they can't perform certain jobs when they grow up. Let's show our kids all the possibilities, because you can't be what you can't see! #youcantbewhatyoucantsee
For more information about raising children free from stereotypes visit levelplayground.org.au
- 4 Gender stereotypes influence the activities children engage in, their interests and skills and ultimately the roles they take in society as adults. Let's show them all the possibilities. You can't be what you can't see! #youcantbewhatyoucantsee
For more information about raising children free from stereotypes visit levelplayground.org.au
- 5 Raising children our children as equals means freeing them outdated stereotypes. Even the little things count like showing them who they can be when they grow up! Because you can't be what you can't see! #youcantbewhatyoucantsee
For more information about raising children free from stereotypes visit levelplayground.org.au

Nurses



Social Media platform

These tiles can be used on the following social media platforms:



Instagram



Facebook



Twitter

Post Text

Select a caption from page 4.

Alternative Text

A male nurse stands behind a trolley and a female nurse stands in front. Both nurses are wearing blue scrubs. A green paint stroke lies over the top with the words "When I grow up, I can be a nurse". The logos for Yarra Ranges Council, EDVOS, Inspiro, and the Aboriginal and Torres Strait Islander flags are included in a white text box in the bottom right hand corner.

Firefighters



Social Media platform

These tiles can be used on the following social media platforms:



Instagram



Facebook



Twitter

Post Text

Select a caption from page 4.

Alternative Text

A female fire fighter stands holding a hose in front of a male fire fighter and fire truck. Both firefighters are wearing yellow uniforms. A red paint stroke lies over the top with the words "When I grow up, I can be a fire fighter". The logos for Yarra Ranges Council, EDVOS, Inspiro, and the Aboriginal and Torres Strait Islander flags are included in a white text box in the bottom left hand corner.

Crafters



Social Media platform

These tiles can be used on the following social media platforms:



Instagram



Facebook



Twitter

Post Text

Select a caption from page 4.

Alternative Text

A male crafter sits at a table, cutting thread from a needle. In front of him on the table are a stuffed toy elephant and pig. Behind him a woman holds a stuffed toy giraffe. A green paint stroke lies over the top with the words "When I grow up, I can be a crafter". The logos for Yarra Ranges Council, EDVOS, Inspiro, and the Aboriginal and Torres Strait Islander flags are included in a white text box in the bottom right hand corner.

Builders



Social Media platform

These tiles can be used on the following social media platforms:



Instagram



Facebook



Twitter

Post Text

Select a caption from page 4.

Alternative Text

A female and male builder wearing safety harnesses, stand on top of scaffolding. A blue paint stroke lies over the top with the words "When I grow up, I can build things". The logos for Yarra Ranges Council, EDVOS, Inspiro, and the Aboriginal and Torres Strait Islander flags are included in a white text box in the bottom right hand corner.

Teachers



Social Media platform

These tiles can be used on the following social media platforms:



Instagram



Facebook



Twitter

Post Text

Select a caption from page 4.

Alternative Text

A female and male teacher stand side by side holding a paintbrush and painting. In front of them two children are painting. A pink paint stroke lies over the top with the words "When I grow up, I can be a teacher". The logos for Yarra Ranges Council, EDVOS, Inspiro, and the Aboriginal and Torres Strait Islander flags are included in a white text box in the bottom right hand corner.