



# SOCIAL MEDIA POSITIVE FOOTBALL CAMPAIGN TASK



# FAW PAWB YOUTH AMBASSADOR TASK

## TASK 1 – SOCIAL MEDIA POSITIVE FOOTBALL CAMPAIGN

### **Objective**

Encourage ambassadors to promote positive messages about football in their community.

### **Activity**

Create a positive football message that could be shared online.

Choose one theme:

- Respect in football.
- Inclusion and diversity.
- Encouraging new players to join.
- Celebrating grassroots volunteers.

Create either:

- A short video (30–60 seconds).
- A poster or graphic.
- A short post.

### **Output**

Include:

- A short message or caption.
- A clear positive message.
- One photo, video or graphic.

Example caption:

"Football is for everyone. Let's make sure every player feels welcome on and off the pitch."

## **Educational Outcomes**

- Communication and media skills.
- Promoting positive football culture.
- Advocacy for inclusion.

## **Interactive Element**

Share your campaign with:

- Other Youth Ambassadors.
- Your club or school's social media.
- The PAWB team: [pawb@faw.cymru](mailto:pawb@faw.cymru).

Ambassadors can vote for their favourite campaign message.

These tasks help Youth Ambassadors practice real skills they would use in the role:

- Representing youth voices.
- Evaluating football environments.
- Promoting inclusion and positive behaviour.
- Communicating ideas to clubs and communities.

Contact us: [PAWB@faw.cymru](mailto:PAWB@faw.cymru)

For further support and information, visit: <https://faw.cymru/pawb/faw-youth-ambassadors/>

