



Well Wave Social Media Report

Improving the social media influence of a Leeds young people's sexual wellness service in 2025.

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Background

Well Wave is a free, confidential, sexual wellbeing service for 13–24-year-olds in Leeds (1). Well Wave, previously known as 3-in-1, rebranded and relaunched on 9th September 2024 (2). The key services offered by Well Wave are a confidential chat, registration for a c-card that allows young people to get free condoms, free chlamydia and gonorrhoea tests, free pregnancy tests and help finding medical services and support (3). Well Wave are aiming to ensure more young people are aware of these services, through online briefings for schools and education staff (4) and launching Instagram (5), TikTok (6) and Facebook (7) accounts.

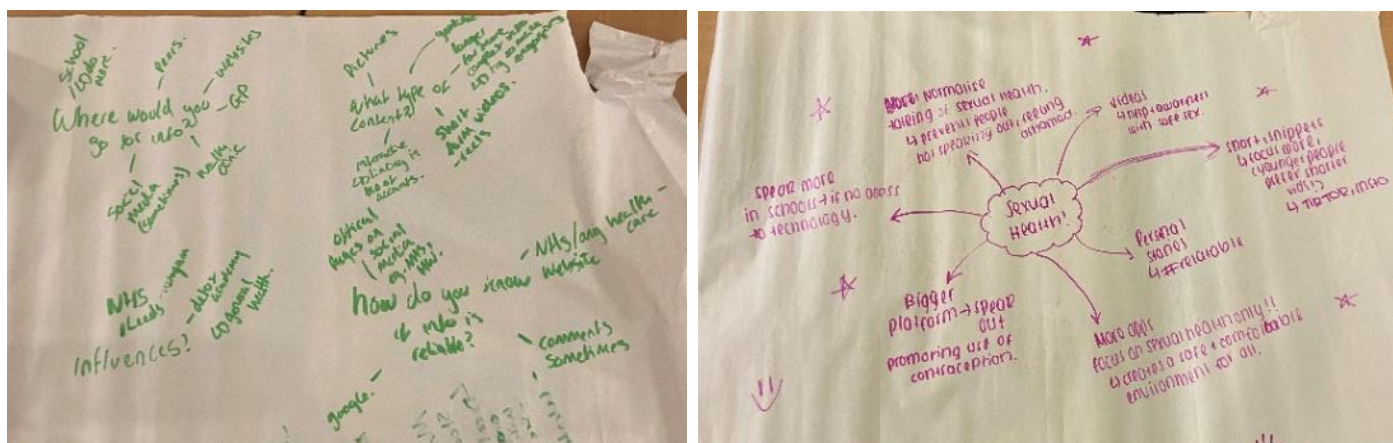
Why we did it

As Well Wave is a relaunched service, it is important to understand the views and experiences of young people, so that Well Wave services are effective and appropriate for young people. As Well Wave have just launched social media pages; therefore, the Well Wave team requested that we initially investigate how to improve their social media content, as this is something that can be implemented quickly to improve young people's awareness of Well Wave services. It is important to understand what young people want to see on social media accounts related to sexual health services, to ensure that Well Wave social media content is relevant to young people.

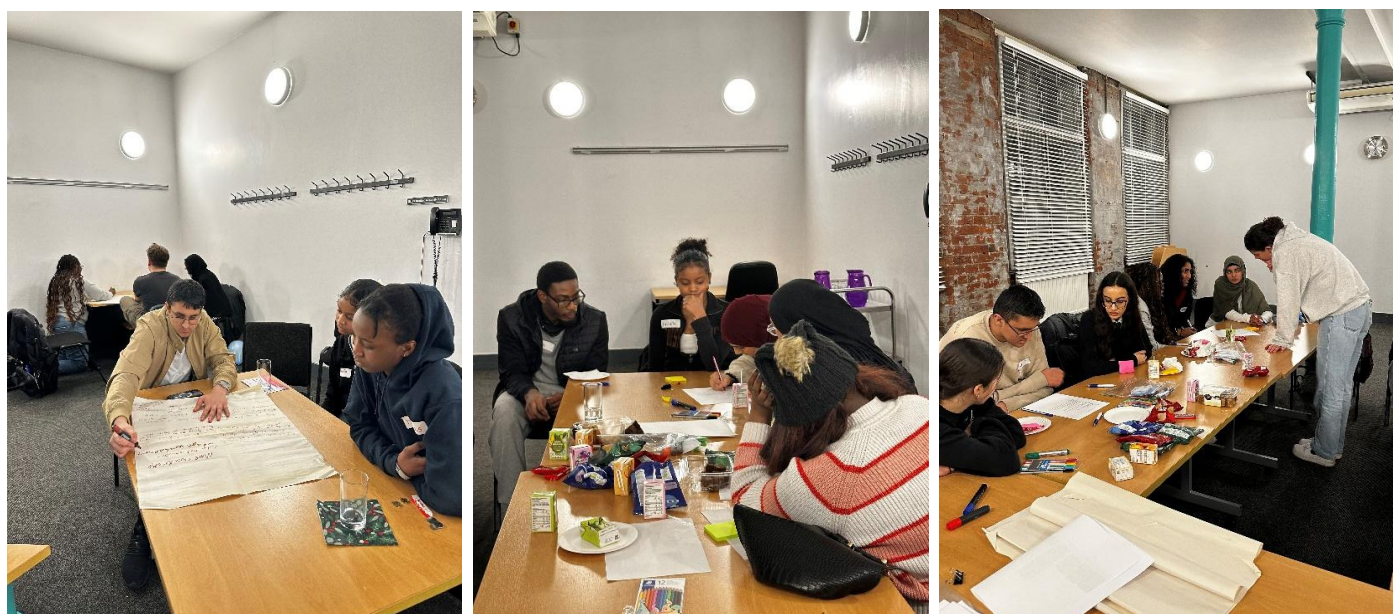
What we did

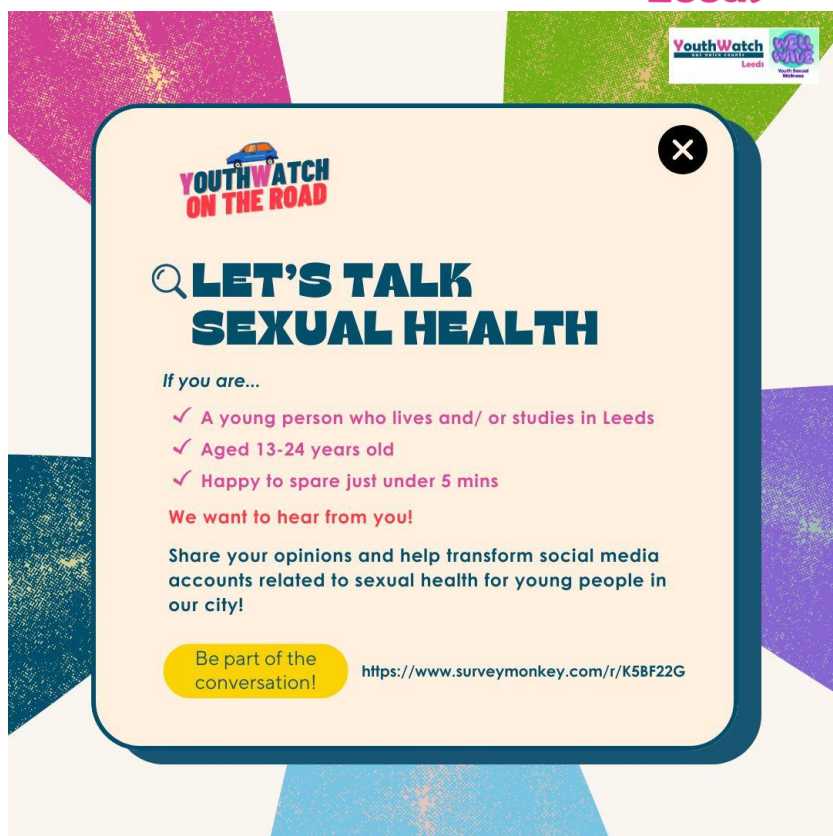
We developed a survey, with the help of our Youthwatch volunteers during our meetings, to determine the type of content young people want to see on social media relating to sexual health services.

This survey included questions on the type of content young people engage with the most, where they would go to find information on sexual health services and how young people determine if information on social media is trustworthy (see Appendix A).



These survey questions were discussed in a Youthwatch meeting to gain an initial insight into what young people want to see on Well Wave social media. The survey link was emailed to youth group leaders around Leeds, who then passed the survey link on to their members. The survey link was posted on Healthwatch Leeds and Youthwatch Leeds social media pages.





What we found

Survey Respondents

There were 12 respondents to the survey, all aged 13-24 years old.

Where do young people go to find information on sexual health services?

83% of survey respondents said they would go to the Leeds Sexual Health website, the NHS website or Google. 17% of survey respondents said they would go to Instagram or TikTok, these respondents were in the age category of 13-16 years old. Youthwatch agreed with these respondents, as the most common places were websites, such as NHS and Leeds Sexual Health, and social media pages.

What type of social media content do young people engage with the most?

75% of survey respondents said that short form videos was the type of content they engage with the most, and 25% said visual post with written information. This view was supported by Youthwatch as the consensus was videos no longer than 90 seconds, with not too many words.

Youthwatch expressed that they would like to see personal stories to make the content more relatable, as well as the use of interactive posts and more information to be linked in an account bio.

What content do young people want to see on social media to improve their knowledge of sexual health and the services provided?

58% of respondents reiterated that short form videos are their preferred content to interact with; and 8% said pictures with text information. 33% of survey respondents said they wanted to see content on where to find services in Leeds. Other suggestions from survey respondents were content that helps to reduce the stigma of asking for sexual health advice, information on risky behaviours related to sexual health and Tik Tok style videos with fun facts. Other respondents from out of area suggested that there should be posters in toilets, with similar content to social media pages.

How do young people determine if information on social media is trustworthy?

50% of survey respondents said if it was posted from a verified account and 17% said if it was specially posted by a verified business or medical professional.

25% said they would fact check the information elsewhere before trusting it, and 17% said if it was referenced, they would believe it to be trustworthy. 17% said they would look at the comments section and another 8% said they would trust the information if it sounds correct. Youthwatch agreed with most of these findings, suggesting that a verification tick on social media helps them to know if it is trustworthy.

Youthwatch discussed how they often look through the comments section to see if a verified medical professional has commented on the post to determine how trustworthy it is.

Finally, Youthwatch members said they would trust a source if close friends or family members use it too.

Local influencers that young people follow and trust

There were a few suggestions of local influencers from both Youthwatch and survey respondents. These influencers were Milly Evans (journalist and sex educator), The Detox Academy (website), GK Barry (celebrity) and DanTDM (YouTube gamer).

Where are young people most likely to notice a poster on sexual health services?

42% of survey respondents said they could be most likely to notice a poster on sexual health services in schools, and 8% said in university halls. 25% said posters on social media would be the most appropriate. 33% said in a health clinic such as a GP practice. Finally, 17% said on a bathroom door.

Recommendations

1. Use mostly short-form videos, using personal stories to make the content relatable.
2. Provide information on where to find services, such as developing a map to highlight where clinics are and their opening times.
3. Verify Well Wave social media accounts.
4. Ask verified medical professionals to interact with the content, such as by featuring in videos or commenting on the posts, to improve young people's trust in the content.
5. Adhere to the Patient Information Forum TICK certification (8) to increase trust in the content.
6. Put up Well Wave posters in schools.
7. Co-produce content with young people.

Thank yous

Thank you to all of the young volunteers who helped with the planning and development of this research, as well as making recommendations to Well Wave from their personal experiences. A special thank you to Katie Joenn who led this project and wrote the report.

Finally, thank you to those who shared their feedback with us.

References

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Appendix A – Survey Questions

1. What is your age?

- ☐ 13-16
- ☐ 17-20
- ☐ 21-24

2. What is your postcode?

- ☐ Open text box

3. Where would you go to find information on sexual health services?

- ☐ Leeds Sexual Health website
- ☐ Instagram
- ☐ TikTok
- ☐ Facebook
- ☐ Google search
- ☐ Other:

4. What type of social media content do you engage with the most?

- ☐ Short videos
- ☐ Visual posts with written information
- ☐ Q&As
- ☐ Personal stories
- ☐ Other suggestions:

5. What content would you like to see on social to improve your knowledge of sexual health and the services provided?
- Open text box
6. How do you decide if you can trust information on social media?
- Open text box
7. Are there any local influencers you follow and trust? If so, please write a list of names below.
- Open text box
8. Where would you be most likely to notice a poster with information on sexual health services?
- Open text box



**Committed
to quality**

We were awarded a committed to quality marque from Healthwatch England. To obtain this we did an in depth audit which will be reviewed.

Your **healthwatch** Leeds

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