Mental Health Awareness Week

Social Media Guide

The purpose of this guide is to provide you with content to use on your social media channels to help promote Mental Health Awareness Week (the first full week of October) and Each Mind Matters. This guide will provide you with sample tweets, Facebook posts and other creative ways to help promote mental health awareness.

Each Mind Matters Social Media Channels

Campaign Hashtag: #EachMindMatters

Instagram: @EachMindMatters

Facebook: /EachMindMatters

Twitter: @EachMindMatters

Sample Twitter and Facebook Posts

Twitter:

1. It's Mental Health Awareness Week! Follow us to learn how to get involved. #EachMindMatters

2. Mental Health Awareness Week starts today! Tweet your support with the hashtag #EachMindMatters.

3. Click here to find Mental Health Awareness Week events near you: EachMindMatters.org/events/ #EachMindMatters

4. Half of us will have a mental health challenge in our lifetime. All of us have a reason to speak up. #EachMindMatters bit.ly/EMMjoin

5. This #MentalHealthAwarenessWeek watch inspiring stories and join the conversation here: EachMindMatters.org/stories/ #EachMindMatters

6. Find the words to start a conversation. It can be the most important one you have. Visit SuicideIsPreventable.org

7. Lime green is the official color of #EachMindMatters! Wear it during Mental Health Awareness Week and post your lime green selfies!

8. We ALL have mental health. Our minds deserve the same attention as our bodies. #EachMindMatters

9. Friends & family can learn to recognize warning signs of suicide. Visit SuicideIsPreventable.org to learn more. #KnowTheSigns

EachMind MATTERS California's Mental Health Movement

CalMHSA

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Facebook:

1. It's Mental Health Awareness Week! Download Each Mind Matters' online toolkit to support your local activities. EachMindMatters.org/get-involved/spread-the-word/

2. Did you know that half of us will have a mental health challenge in our lifetime? Help us spread awareness of the importance of mental health this week by sharing this post.

3. We ALL have mental health. To show your support for mental health add the lime green Twibbon to your profile pic this week! twibbon.com/support/each-mind-matters

4. Did you know that lime green is the national color of mental health awareness? Show your support by wearing a lime green ribbon, t-shirts, jewelry, nail polish and more during Mental Health Awareness Week! Remember to tag #EachMindMatters in your lime green selfies!

5. A powerful way to reduce stigma is to share your story. Each Mind Matters has countless testimonies of hope and recovery. Visit EachMindMatters.org!

6. 70-90% of people with a mental health challenge report improved quality of life with support and treatment. Help those with mental health challenges feel safe to ask for help without judgement by making your pledge at EachMindMatters.org.

7. Oct. 10 is World Mental Health Day! Remember to wear your lime green gear and tag #EachMindMatters in your pictures!

Nine Ways to Get Involved During Mental Health Awareness Week

1. Tweet messages of support using the campaign hashtag #EachMindMatters and follow @EachMindMatters on Twitter for updates.

2. Read and share posts from the Each Mind Matters Facebook page at Facebook.com/EachMindMatters on your own Facebook page.

3. Add a lime green Twibbon to your profile picture during Mental Health Awareness Week.

4. Download and print the Each Mind Matters fact sheet. Share with your loved ones!

5. Change your Facebook profile photo (personal or brand page) to a lime green ribbon or block and share with your friends why mental health awareness matters to you.

6. Post selfies wearing your lime green ribbon on Facebook, Twitter and Instagram and encourage others to do the same. Use the hashtag #EachMindMatters.

7. Wear lime green clothes, paint your nails lime green or even put a streak of green in your hair. Get creative and let everyone know that you believe Each Mind Matters!

8. Hand out lime green ribbons to friends and colleagues to promote mental health awareness. Get them at EachMindMatters.org/shop.

9. Visit EachMindMatters.org for more resources and ideas.

EachMind MATTERS
California's Mental Health Movement

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