

MAY IS MENTAL HEALTH MATTERS MONTH

#StrengthInCommunity

Utilizing social media channels is a great way to spread the word during May's Mental Health Matters Month. This year's theme is "Strength in Community," encouraging Californian communities to seek out the commonalities we have and collectively continue to build the latticework of resiliency. This guide will provide you with sample posts to use on Twitter, Facebook, and Instagram. Just copy, paste and post!

Each Mind Matters Social Media Channels

Campaign Hashtags: #EachMindMatters
#StrengthInCommunity

 @EachMindMatters

 /EachMindMatters

 @EachMindMatters



Sample Posts

Facebook or Instagram:

1. Join @EachMindMatters for #MentalHealthMatters Month and download the free 2019 activation kit. This year's theme is #StrengthInCommunity encouraging Californian communities to seek out the commonalities we have and build resilience among those around us. <https://bit.ly/2G6WILI>
2. Did you know that lime green is the national color of mental health awareness? Pass on this virtual lime green ribbon by sharing this post. <https://vimeo.com/262868394/2084837d4a> #EachMindMatters
3. Looking for a way to get involved this May? Check out @EachMindMatters fence activity! Grab lime green duct tape and share a message with your community. #StrengthInCommunity <https://bit.ly/2G3ZADT>
4. People are coming together to spread mental health awareness across California during May is Mental Health Matters Month. To find an event near you, visit EachMindMatters.org/events.
5. Research found that people who engage in frequent, meaningful, in-person interactions report feeling lower levels of loneliness and consequently better mental health than those who have fewer face-to-face interactions. View @EachMindMatters tip sheet to learn ways you can strengthen connections. <https://bit.ly/2Ku1QKc>
6. Did you know crisis lines are also available for helpers? If you are concerned about a loved one and don't know what to do, the National Suicide Prevention Lifeline can help. Call them at (800) 273-8255. suicidepreventionlifeline.org
7. Say hello to someone new. It might make a difference. <https://bit.ly/2ITUnSb> #StrengthInCommunity

Funded by counties through the voter-approved Mental Health Services Act (Prop. 63).

 EachMind
MATTERS
California's Mental Health Movement



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Twitter:

1. This year's @EachMindMatters theme is **#StrengthInCommunity** encouraging Californian communities to seek out the commonalities we have and build resilience among those around us. Check out the **free toolkit**. <https://bit.ly/2G6WILI>
2. Spread **#mentalhealth** awareness in May with @EachMindMatters activation kit. Download it for free <https://bit.ly/2G6WILI> **#StrengthInCommunity**.
3. DYK that lime green is the color of mental health awareness? **Pass along a virtual ribbon** if you believe **#EachMindMatters**. <https://bit.ly/2J2vbWc>
4. Want to get involved during **#MentalHealthMatters** month? Check out @EachMindMatters fence activity and **share a message of strength** with your community! <https://bit.ly/2G3ZADT> **#StrengthInCommunity**
5. You can learn to recognize the warning signs of suicide. Visit **SuicidelsPreventable.org** to learn more. **#KnowTheSigns**
6. Having a meaningful, in-person convo helps your mental health. View @EachMindMatters **tip sheet** to learn ways you can strengthen connections. <https://bit.ly/2Ku1QKc>
7. **Say hello to someone new**. It might make a difference. <https://bit.ly/2VB9kvH> **#StrengthInCommunity**

Other Ways to Get Involved

1. Go lime green! Post selfies wearing your lime green ribbon on your social channels and encourage others to do the same. Use the hashtag #EachMindMatters for the chance to be featured in an upcoming Each Mind Matters blog post!
2. Add a **lime green Twibbon** to your profile for Mental Health Matters Month.
3. Follow @EachMindMatters on Facebook, Twitter and Instagram.
4. **Take a pledge** of how you'll end mental health stigma and post it to your social channel.
5. Try this **new fence art installation** with lime green duct tape!