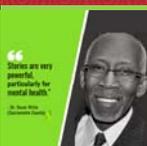
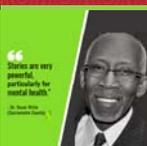


**Each Mind Matters
2020 Social Media Content Calendar**

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Date	Day	Twitter	Facebook	Assets/Links/Visuals	Assets/Links/Visuals
2019					
December #	NYE Resolutions / Holiday Self-Care				
New Year's Resolution	Mid-December 2019	<p>Need some #mentalhealth #NewYearResolutions ideas?</p> <ul style="list-style-type: none"> Learn how to raise your voice in support of mental health + to speak out against stigma Check in on friends + family more often Take an active role in #suicidoprevention Join California's Mental Health Movement! 	<p>What's your #mentalhealth New Year's resolution?</p> <p>Need some ideas? How about...</p> <ul style="list-style-type: none"> Learn how to raise your voice in support of mental health and to speak out against stigma Check in with friends and family more often Take an active role in #suicidoprevention Join California's Mental Health Movement! 	Social Media Post	Facebook Cover Image (Select Posts Only)
					
					
New Year's Eve / Happy New Year					
2020					
January #	New Year Fresh Start / Back to School Self-Care / Chinese New Year				
Self-Care (Happy New Year) - Sustainable New Year's Resolutions for Mental Wellbeing (Blog)	Early January 2020	<p>Happy New Year! Here's a list of sustainable #NewYearResolutions from @EachMindMatters to help support your mental health in 2020! LINK</p>	<p>Happy New Year! Here's a list of sustainable #NewYearResolutions from @EachMindMatters to help support your mental health in 2020! LINK</p>		
					
Lunar New Year (Year of the Rat)	1/25/20	<p>From late January to mid-February, many Asian-Pacific Islander communities celebrate Lunar New Year! It's a time for food, family, and friends to reunite together. Do you celebrate Lunar New Year? Tell us in the comments. #LunarNewYear #YearOfTheRat</p>	<p>From late January to mid-February, many Asian-Pacific Islander communities celebrate Lunar New Year! It's a time for food, family, and friends to reunite together. Do you celebrate Lunar New Year? Tell us in the comments. #LunarNewYear #YearOfTheRat</p>		
					
February #	Black History Month / Valentine's Day				
Black History Month	Early February 2020	<p>TWO TWEETS</p> <p>Experiencing his own daughter's mental health diagnoses led Doctor Oscar Wright to recognize the stigma that manifests itself in African American communities. #BlackHistoryMonth @EachMindMatters</p> <p>@EachMindMatters and a strategic council of African American leaders and stakeholders have created mental health resources for African American communities. http://bit.ly/EMMBlackHistoryMo</p>	<p>Experiencing his own daughter's mental health diagnoses led Doctor Oscar Wright to recognize the stigma that manifests itself in African American communities. #BlackHistoryMonth @EachMindMatters</p> <p>@EachMindMatters and a strategic council of African American leaders and stakeholders have created mental health resources for African American communities. http://bit.ly/EMMBlackHistoryMo</p>		
					
Valentine's Day	2/14/20	<p>Forget the 🍷 and 🍷 for a sec - what's one way you'll show yourself some self-care today? 🍷 #HappyValentinesDay #SelfLove</p>	<p>Forget the 🍷 and 🍷 for a sec - what's one way you'll show yourself some self-care today? 🍷 Tell us in the comments! #HappyValentinesDay #SelfLove</p>		
March #	One Green Awareness / Lifting up Social Workers / Women's History Month				
International Women's Day & Women's History Month	Early March 2020	<p>TWO TWEETS:</p> <p>Today, Reverend Susan Gregg-Schroeder uses her experience living with depression to fight stigma and create awareness within her congregation. #InternationalWomensDay #WomensHistoryMonth</p> <p>Explore this collection of mental health resources for women from @EachMindMatters: http://bit.ly/EMMWomenMar</p>	<p>"Once you talk about [mental health], people will come out of the woodwork." - Reverend Susan Gregg-Schroeder</p> <p>Today, Reverend Susan Gregg-Schroeder uses her experience living with depression to fight stigma and create awareness within her congregation. #InternationalWomensDay #WomensHistoryMonth</p> <p>Explore this collection of mental health resources for women from @EachMindMatters: http://bit.ly/EMMWomenMar</p>		
National Professional Social Work Month	Early March 2020	<p>Hug a social worker today! 🍷 in observation of #NationalSocialWorkMonth. @EachMindMatters focuses on "healing from Vicarious Trauma" LINK #ElevateSocialWork</p>	<p>Every day, social workers around the world dedicate their lives to helping families and communities. In their latest blog, in observation of #NationalSocialWorkMonth, @EachMindMatters focuses on "healing from Vicarious Trauma" LINK</p> <p>Hug a social worker today! 🍷 #SocialWorkMonth #ElevateSocialWork #3WMonth #Hug</p>		

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2020					
St. Patrick's Day (Green tie-in) Cover Image (all Month)		3/17/20 Do you have your green already picked out for #SPatricksDay? Make it lime green 🍋 + help raise mental health awareness! Post a photo on social media and tag @EachMindMatters to spread the word.	Do you have your green already picked out for #SPatricksDay? Make it lime green 🍋 + help raise mental health awareness! Post a photo on social media and tag @EachMindMatters to spread the word.		
April 1st	Earth Day & Self Care / Nature / Directing Change	4/2/20 When it comes to mental health, being outside 🌱 in nature can make a positive impact. 🍀 Looking for some fresh ideas for outdoor fun? Try these: https://bit.ly/1ppa600 #HappyEarthDay	When it comes to mental health, being outside 🌱 in nature can make a positive impact. 🍀 Looking for some fresh ideas for outdoor fun? Try these: https://bit.ly/1ppa600 #HappyEarthDay		
May	MHMM / Mother's Day	Early May 2020 Each year for Mental Health Matters Month, California's Mental Health Movement @EachMindMatters creates an official Activation Kit packed with resources + activities to help you raise awareness + reduce stigma in your community. LINK	Each year for Mental Health Matters Month, California's Mental Health Movement @EachMindMatters creates an official Activation Kit packed with resources + activities to help you raise awareness + reduce stigma in your community. LINK	image to be 2020 MHMM Graphic	Corresponding cover image to be 2020 MHMM Graphic
Mother's Day		5/10/20 Call her. Send a text. Give a hug. Support her mental health on #MothersDay and every day: http://bit.ly/2Lm5y2 🍀	Call her. Send a text. Give a hug. Support her mental health on #MothersDay and every day: http://bit.ly/2Lm5y2 🍀		
June 1st	PRIDE / Juneteenth / Men's Mental Health	Early June 2020 Happy #PRIDE Month! 🌈 There are plenty of ways for you to support the LGBTQ+ community and mental health awareness. Start by sharing these resources from @EachMindMatters: http://bit.ly/EMM#PRIDE #HappyPride #LoveIsLove	Happy #PRIDE Month! 🌈 There are plenty of ways for you to support the LGBTQ+ community and mental health awareness. Start by sharing these resources from @EachMindMatters: http://bit.ly/EMM#PRIDE #HappyPride #LoveIsLove		
Juneteenth		6/19/20 How does culture play a role in how individuals in the African American community perceive and experience mental health challenges? http://bit.ly/EMM_Juneteenth#mentalhealth#Juneteenth	How does culture play a role in how individuals in the African American community perceive and experience mental health challenges? http://bit.ly/EMM_Juneteenth#mentalhealth#Juneteenth		
Father's Day		6/21/20 When it comes to his mental health, checking in with friends is just as important as a winning run. Step up and support his mental health on #FathersDay and every day: https://www.eachmindmatters.org/stepup/	When it comes to his mental health, checking in with friends is just as important as a winning run. Step up and support his mental health on #FathersDay and every day: https://www.eachmindmatters.org/stepup/		
July 1st	Minority Mental Health Month / Mental Health resources for parents / Summer/line self care	Early July 2020 TWO TWEETS: Here are 5 ways you can help promote better mental health in all of California's diverse communities: #MinorityMentalHealthMonth Are you looking for #mentalhealth resources in a specific language? Visit #MinorityMentalHealthMonth	Here are 5 ways you can help promote better mental health in all of California's diverse communities: #MinorityMentalHealthMonth Are you looking for #mentalhealth resources in a specific language? Visit #MinorityMentalHealthMonth		

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2020 Independence Day (summertime self care and resources for parents)		7/4/20	When the summertime * schedule heats up, it's easy to forget to take care of your #mentalhealth. Here are some ways to help you remember: LINK #HappyIndependenceDay #Summer		
August 7 Back to School	Back to School Self Care / Seniors / Youth	Mid August	Back-to-school time can get stressful for students, parents, and faculty. Taking care of your #mentalhealth is important. Here are some resources to help ease the transition: #BackToSchool		
September 7 Suicide Prevention Week	SPW / Hispanic Heritage Month / Native Americans Day	9/6-20/19-12/20	Suicide Prevention Week kicks off on Sunday, 9/6. Are you ready to make a difference? Each year, California's Mental Health Movement (@EachMindMatters) creates an official #SuicidePreventionWeek Activation Kit filled with #mentalhealth resources and materials. LINK		
Hispanic Heritage Month		Early September-2020	Learn why #Latinx mentalhealth is important from Dr. Teresa Chapa #HispanicHeritageMonth		
Native Americans Day		9/25/20	Learn how How overcome mental wellness barriers with cultural guidance from his Native American community. #NativeAmericansDay		
October 9 Mental Health Awareness Week (Date TBD)	MHAW / National Coming Out Day & LGBTQ+ History Month / Halloween / Filipino American History Month	10/4-20-10/12-20	Mental Health Awareness Week kicks off this week. Are you ready? Follow @EachMindMatters (California's Mental Health Movement) for resources to help you play an active role in suicide prevention in your community and reducing mental health stigma all year long. #MentalHealthAwarenessWeek		
Fall-themed Blog post		Early October-2020	October is here, which means spooky festivities are on the horizon. @Here's how to create a supportive + stigma-free season: #Halloween		
Filipino American History Month		Early October-2020	Learn how San Francisco psychotherapist Dennis Mallin uses his experience living with depression to help Asian Pacific Islanders with their #mentalhealth. #FilipinoAmericanHistoryMonth		
LGBTQ+ (National coming out day and LGBTQ+ History Month)		10/11/20	Michael B. began working for the same Riverside County clinic where he once received care for his #mentalhealth. Discover his story: #NationalComingOutDay		
November 7	Native American Heritage Month / Election/Holidays Self care / Survivor Day / Thanksgiving / Veterans Day				

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Assets/Links/Visuals	Assets/Links/Visuals	Assets/Links/Visuals	Assets/Links/Visuals
International Survivors of Suicide Loss Day		11/21/20 Today we support survivors of suicide loss and remember those who have been lost to suicide. Reach out to someone you know who has lost someone to suicide. Ask how they are doing and be there for them. 🖤 #SurvivorDay	Today we support survivors of suicide loss and remember those who have been lost to suicide. Reach out to someone you know who has lost someone to suicide. Ask how they are doing and be there for them. 🖤 #SurvivorDay
			
Thanksgiving		11/26/20 Reducing mental health stigma is no small feat. We're grateful for all your hard work helping raise mental health awareness in your community this year. Thank you for sharing your stories + letting others know they aren't alone. 🙌 #HappyThanksgiving	Reducing mental health stigma is no small feat. We're grateful for all your hard work helping raise mental health awareness in your community this year. Thank you for sharing your stories and letting others know they aren't alone. 🙌 #HappyThanksgiving
			
Native American Heritage Month		Early November 2020 Art Martinez, who is Chumash, works with Native American communities to help resolve the mental health challenges that have stemmed from past trauma. http://bit.ly/2zaJ0GN #NativeAmericanHeritageMonth	"Families and communities serve as the soil from which we all grow." - Art Martinez (El Dorado County) Art Martinez, who is Chumash, works with Native American communities to help resolve the mental health challenges that have stemmed from past trauma. http://bit.ly/2zaJ0GN #NativeAmericanHeritageMonth
			
Election Day Self-Care		Week leading into Election Day (11/3/20) It's OK if you need to step away from the headlines. Take some time today to practice self-care. • Take a walk or go for a run • Turn off phone + social media notifications • Spend some time with your pet • Read a book or listen to a favorite playlist • Meditate	It's OK if you need to step away from the headlines. Take some time today to practice simple self-care. • Take a walk or go for a run • Turn off phone + social media notifications • Spend some time with your pet • Read a book or listen to a favorite playlist • Meditate
			
Veterans Day		11/11/20 Joe is an Army veteran living with PTSD. Learn how he uses his experience to help ensure veterans receive the help and services to live a full life. http://bit.ly/2Bto8tS #VeteransDay	"You are not alone, so reach out." Joe is an Army veteran living with PTSD. Learn how he uses his experience to help ensure veterans receive the help and services to live a full life. http://bit.ly/2Bto8tS #VeteransDay It's important we support veterans in every way we can. Explore and share these mental health resources for veterans from @EachMindMatters. http://bit.ly/EEM/Veterans
			