

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 and Each Mind Matters. This guide will provide you with sample tweets, Facebook posts and other creative ways to help promote mental health awareness.

For more information on how to use social media to start conversations about mental health, view our short, animated video at EachMindMatters.org/stories.

Each Mind Matters Social Media Channels

Campaign Hashtag: #EachMindMatters

 Instagram: [Instagram.com/EachMindMatters/](https://www.instagram.com/EachMindMatters/)

 Facebook: [Facebook.com/EachMindMatters](https://www.facebook.com/EachMindMatters)

 Twitter: @EachMindMatters



Sample Twitter and Facebook Posts

Twitter: Here are ten tweets for you to use to raise awareness about Each Mind Matters and Mental Health Awareness Week.

1. DYK that lime green is the national color of mental health awareness? **#EachMindMatters**
2. It's time to end the stigma! Retweet this to raise awareness about mental health. **#EachMindMatters**
3. Friends & family can learn to recognize signs of suicide & help in prevention. For trainings in your area visit bit.ly/S9CbFp. **#EachMindMatters**
4. Show your support for Mental Health Awareness Week wherever you are by using **#EachMindMatters**.
5. Half of us will have a mental health challenge in our lifetime. All of us can make a difference. **#EachMindMatters**
6. Honest conversations about mental health can change lives. Start a conversation IRL with the people you care about. **#EachMindMatters**
7. Reach out to a friend in need to show them they're not alone. **#EachMindMatters**
8. Did you know that lime green is the official color of #EachMindMatters? Wear it proudly during Mental Health Awareness Week!
9. We ALL have mental health. Our minds deserve the same attention as our bodies. **#EachMindMatters**
10. Spread hope, retweet this fact: 70%-90% of people with a mental illness report improved quality of life with support and treatment. **#EachMindMatters**

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Facebook: Here are messages that you can share on your Facebook page to help promote Mental Health Awareness Week.

1. October 4 – 10 is Mental Health Awareness Week! 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 by sharing this post.
2. Did you know that lime green is the national color of mental health awareness? Show your support by wearing lime green ribbons, t-shirts, nail polish and more during Mental Health Awareness Week! Learn more and get your lime green gear at EachMindMatters.org.
3. Have you or someone you know been affected by mental health challenges? Share your story and show your support by lending an ear or reaching out to someone who you haven't heard from in a while. These little actions can speak volumes. Pledge to help reduce stigma at EachMindMatters.org!
4. We ALL have mental health. As with our physical health, sometimes we are doing well, other times we could use some support. Our minds deserve the same attention as our bodies.
5. Did you know that early support and help for mental health challenges can improve quality of life and change lives? Start an honest conversation about mental health in your community and help create safe spaces to reach out.
6. Pain isn't always obvious. Most suicidal people show some signs that they are thinking about suicide. If you see even one warning sign, step in or speak up. Take the time to learn what to do now, so you're ready to be there for a friend or loved one when it matters most.

Other Ways to Get Involved

1. Tweet messages of support using the campaign hashtag #EachMindMatters.
2. Follow @EachMindMatters on Twitter for updates.
3. Read and share items from the Each Mind Matters Facebook page at Facebook.com/EachMindMatters on your own Facebook page.
4. Add a lime green "Twibbon" to your profile for Mental Health Awareness Week.
5. Change your Facebook profile photo (personal or brand page) to a lime green ribbon or block during this month and share why.
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. Let everyone know that you believe Each Mind Matters!
8. Hand out lime green ribbons to friends and colleagues to promote mental health awareness. (Ribbons can be found in your toolkit or at EachMindMatters.org)
9. Share the Each Mind Matters short videos via email or social media to spread the movement. These videos can be found at EachMindMatters.org/stories.