

Social Media Guide

The purpose of this guide is to provide you with content to use on your social media channels to help promote May is Mental Health Matters Month. This guide will provide you with sample tweets, Facebook posts and other creative ways to help promote mental health awareness.

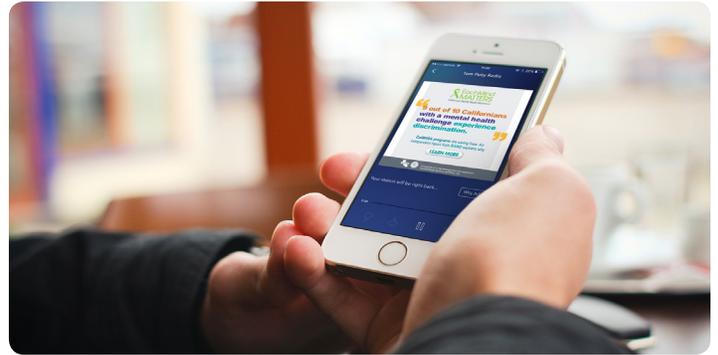
Each Mind Matters Social Media Channels

Campaign Hashtags: #EachMindMatters
#MillionsLikeMe

Instagram: Instagram.com/EachMindMatters

Facebook: Facebook.com/EachMindMatters

Twitter: @EachMindMatters



Sample Twitter and Facebook Posts

The following are Twitter and Facebook posts you can use to raise awareness about Each Mind Matters and May is Mental Health Matters Month. Just copy, paste and post!

Twitter:

1. May is Mental Health Matters Month! RT to help us spread mental health awareness and end stigma. **#EachMindMatters**
2. @EachMindMatters has tips for how you can start a conversation about mental health on social media: <https://vimeo.com/134363573>
3. You can learn to recognize the warning signs of suicide. Visit SuicidelsPreventable.org to learn more. **#KnowTheSigns**
4. Show your support for Mental Health Matters Month and **#EachMindMatters** by using the hashtag **#MillionsLikeMe**
5. DYK that lime green is the color of mental health awareness? Post pics of your lime green with hashtag **#EachMindMatters** to show it off!
6. Half of us will have a mental health challenge in our lifetime, but all of us have a reason to speak up! RT to show support **#EachMindMatters**
7. Safe spaces for conversations about **#MentalHealth** can change lives. Follow @SidewalkTalkUSA to learn about the importance of listening.
8. What is stigma? Watch and learn how to be part of the movement to end **#MentalHealth** stigma: <https://vimeo.com/145923301>
9. We ALL have mental health, just like physical health. Our minds deserve the same attention as our bodies. **#EachMindMatters**
10. Spread hope, RT this fact: 70-90% of people with a mental illness report improved quality of life with support & treatment. **#EachMindMatters**

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Facebook:

1. May is Mental Health Matters Month! 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-shirt, nail polish and more all month long in May! Learn more and get your lime green gear at **EachMindMatters.org**.
3. 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**.
4. Listeners are lending an ear to those in need of support at Sidewalk Talks across California this month. To attend a Listening Event or to become a volunteer, visit **SidewalkTalkSF.com**.
5. In honor of May is Mental Health Matters Month, see what is being done in California to end stigma: **<https://vimeo.com/191840161>**.
6. Did you know that early support and help for those with mental health challenges can improve quality of life? Helping to create safe spaces to reach out or simply listening to your loved ones can encourage them to seek help.
7. Pain isn't always obvious. Most people thinking about suicide show some signs that they need help. 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. Learn more: **www.SuicidelsPreventable.org**
8. Practice silence and get into the listening zone this month. We can all be better listeners to those who need a friendly ear. Learn how from our partners at **[Sidewalk Talk: A Community Listening Project](#)**

Other Ways to Get Involved

1. Tweet messages of support using the campaign hashtags **#EachMindMatters** and **#MillionsLikeMe**
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 Matters Month.
5. Follow and share our partner Sidewalk Talk at **Facebook.com/SidewalkTalkSF**, **@SidewalkTalkUSA** on Twitter and **sidewalktalkusa** on Instagram.
6. Post selfies wearing your lime green ribbon on Facebook, Twitter and Instagram and encourage others to do the same. Use the hashtags **#EachMindMatters** and **#MillionsLikeMe**. You might be featured in an upcoming Each Mind Matters blog post!
7. Post and tweet your pledge to end mental health stigma.
8. Read the Each Mind Matters **blog** and subscribe to the **newsletter** for in-depth updates throughout the month.
9. Hand out lime green ribbons to friends and colleagues to promote mental health awareness. Ribbons can be found at the shop on **EachMindMatters.org**.
10. Dress your pets, your home or your workspace in lime green and share photos with the hashtags **#EachMindMatters** and **#MillionsLikeMe**.