EachMind MATTERS
California's Mental Health Movement

Social Media Guide

The purpose of this guide is to provide you with content to use on your social media channels to help promote 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: 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. 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 SuicideIsPreventable.org to learn more. **#KnowTheSigns**

4. Children have mental health, too. Click here to find tips for talking to your kids about mental health. **http://walkinourshoes.org/for-grownups #EachMindMatters**

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. Would you like to learn more about mental health? Looking for resources? **#EachMindMatters** has you covered: **EachMindMatters.org/mental-health/**

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. 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 and nail polish. Learn more and get your lime green gear at **EachMindMatters.org**.

3. People are coming together to spread mental health awareness across California. To find an event near you, visit **EachMindMatters.org/events**.

4. 50% of adult mental health challenges begin by age 14, so it's never too early to talk to your kids about mental health. Visit WalkInOurShoes.org to learn how to start the conversation: **WalkInOurShoes.org/for-grownups.**

5. 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.SuicideIsPreventable.org**

8. Everyone loves cookies! Use our lime green ribbon cookie recipe to bring delicious mental health awareness to your coworkers, friends and family. **http://bit.ly/2AFcxmi**

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 photo. To download, visit **Twibbon.com/support/each-mind-matters.**

5. Be inspired by the talented young filmmakers contributing their talents to suicide prevention. Visit **DirectingChangeCA.org** to watch the films and to learn about the program.

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

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 hashtag **#EachMindMatters**.