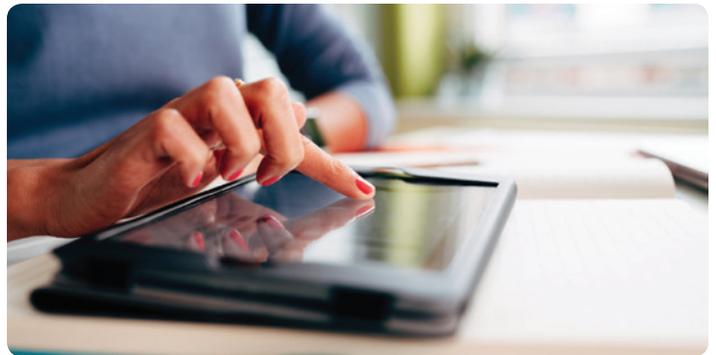## May is
Mental Health Matters Month

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
#SanaMente

Instagram: Instagram.com/EachMindMatters

Facebook: Facebook.com/EachMindMatters

Twitter: @EachMindMatters

Sample Posts

The following are Twitter and Facebook/Instagram posts you can use to raise awareness about Each Mind Matters and May is Mental Health Matters Month. For Instagram, add an image that resonates with the text. Copy, paste and post for mental health!

Twitter:

1. May is Mental Health Matters Month! RT to help us spread mental health awareness and end stigma. **#EachMindMatters**

2. Ready to start a convo with someone in need? Be prepared with our tip sheet. **#SayThisNotThat** **https://bit.ly/2qJggZw**

3. You can learn to recognize the warning signs of suicide. Visit SuicideIsPreventable.org to learn more. **#KnowTheSigns**

4. Want to make a ribbon wall display in your community? Follow these instructions **#EachMindMatters** **https://bit.ly/2JXI7OI**

5. DYK that lime green is the color of mental health awareness? Pass along a virtual ribbon if you believe **#EachMindMatters https://bit.ly/2J2vbWc**

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. Have you seen our message cards? RT if you agree with this affirmation! **https://bit.ly/2HabLOB**

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**

EachMind MATTERS
California's Mental Health Movement

CalMHSA

May is
Mental Health Matters Month

Social Media Guide

Facebook or Instagram:

1. May is Mental Health Matters Month! Check out @EachMindMatters toolkit filled with resources and materials to help you raise mental health awareness. **EachMindMatters.org/May2018**

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/266350885**

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. This year's @EachMindMatters toolkit is full of items to help you raise mental health awareness. Try this ribbon wall activity in your community to spark dialogue and connection. Don't forget to post photos! **#EachMindMatters https://bit.ly/2JXl7OI**

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.SuicideIsPreventable.org**

8. @EachMindMatters toolkit theme for May is Mental Health Matters Month encourages deeper connections. Check out this tip sheet with phrases that can be used to create meaningful conversations with someone experiencing a mental health challenge. **https://bit.ly/2qJggZw**

Other Ways to Get Involved

1. Print and cut the **affirmation cards** at home and pass out to your loved ones.

2. Follow **@EachMindMatters** on Facebook, Twitter and Instagram.

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. 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!

6. Post and tweet your pledge to end mental health stigma.

7. Read the Each Mind Matters **blog** and subscribe to the **newsletter** for in-depth updates throughout the month.

8. Hand out lime green ribbons to friends and colleagues to promote mental health awareness. Ribbons can be found at the shop on **EachMindMatters.org**.

9. Print out this **poster** and post it somewhere so everyone can see!

EachMind **MATTERS** California's Mental Health Movement CalMHSA