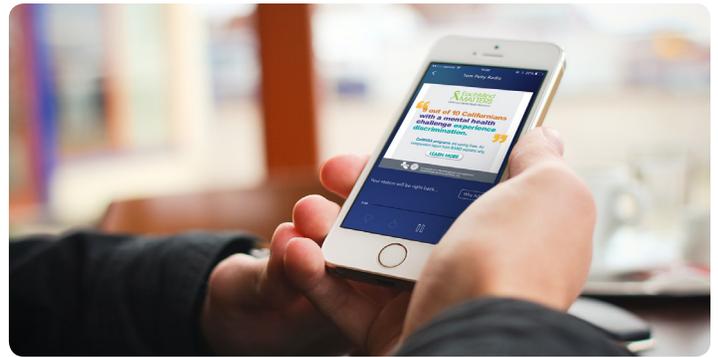## May is
Mental Health Matters Month

Social Media Guide

The purpose of this guide is to provide you with content to use on your social media channels to help promote Mental Health Matters Month and 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 Hashtags: #EachMindMatters
#MillionsLikeMe

Instagram: Instagram.com/EachMindMatters

Facebook: 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 Matters Month.

1. DYK that May is Mental Health Matters Month & lime green is the national color? Show us how you're using lime green. Tag us **#EachMindMatters**

2. RT to let others know they aren't alone if they ever need to talk. Being open and honest is the best way to end stigma! **#EachMindMatters**

3. **#EachMindMatters** features real stories about **#MentalHealth** that inspires hope, resilience and recovery. Check it out: EachMindMatters.org/stories

4. Show your support for Mental Health Matters Month and **#EachMindMatters** wherever you are by using the hashtag **#MillionsLikeMe**

5. How are you using your social media to show you believe **#EachMindMatters**? Get some tips here: https://vimeo.com/134363573

6. Friends & family can learn to recognize warning signs of suicide. Visit SuicideIsPreventable.org to learn more. **#KnowTheSigns**

7. Reach out to a friend in need and let them know they're not alone. **#MillionsLikeMe #EachMindMatters**

8. Take action against **#stigma**. Be the change and start the conversation about mental health. **#EachMindMatters**

9. Want to learn how to talk about **#EachMindMatters** w/ friends & family? Watch the "What is **#EachMindMatters**" video: https://vimeo.com/128939915

10. Find the words to start a conversation. It can be the most important one you have. Visit **www.SuicideIsPreventable.org**

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Facebook:

Here are messages that you can share on your Facebook page to help promote Mental Health Matters Month.

1. May is Mental Health Matters Month! Did you know that half of us will experience a mental health challenge in our lifetime? All of us can help fight the stigma and spread mental health awareness. Check out this video to learn more about what stigma is and how you can help: https://vimeo.com/145923301.

2. May is Mental Health Matters Month, and lime green is the national color of awareness! Show us how you are incorporating lime green in May. Share your photos with us and get your lime green gear at **EachMindMatters.org**.

3. How you talk about mental health truly matters. Using stigmatizing language hurts everyone. We're here to amplify the voices of the millions who want to put an end to this stigma. Ready to join us? Comment below with how you plan to make a difference!

4. Social media can be a powerful tool to initiate change. Watch our quick video with helpful tips on ways to use your social media channels to be a part of the mental health movement. https://vimeo.com/134363573

5. Did you know that early support and help for mental health challenges can improve quality of life? Share how you're making a difference in your community to encourage anyone to get help when it's needed.

6. 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**.

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. 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 hashtags **#EachMindMatters** and **#MillionsLikeMe**.

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. Encourage your networks to repost Mental Health Matters Month content.

9. Hand out lime green ribbons to friends and colleagues to promote mental health awareness. (Ribbons can be found at **EachMindMatters.org**).

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