



# LGBTQ+ COMMUNITY SURVEY

Social Media Toolkit

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@CALGBTQHealth



 **Out4MentalHealth**



Community Survey Flyer



Community Survey Social Media - Bi



Community Survey Social Media - Diverse



Community Survey Social Media - Men 2



Community Survey Social Media - Men



Community Survey Social Media - Mobile



Community Survey Social Media - Older adults



Community Survey Social Media - Polyam



Community Survey Social Media - Queer



Community Survey social Media - Women



Community Survey Social Media - Youth



Community Survey Social Media



Download graphics here: <http://tinyurl.com/yxlwy6f6>



**Tweet**





- The #Out4MentalHealth Community Survey is now live! If you are a California resident and identify as LGBTQ+, don't miss out on your chance to be counted and participate for a chance to win a gift card worth up to \$50. <https://bit.ly/2HbpWGh>
- Are you a California resident who identifies as LGBTQ+? Help us better direct our advocacy efforts by taking the #Out4MentalHealth community survey. Enter for a chance to win a gift card worth up to \$50. <https://bit.ly/2HbpWGh>





- Sexual orientation and gender identity are not asked in many national surveys – including the Census – That’s why we are excited to share the #Out4MentalHealth Community Survey with you. Participate for a chance to win a gift card worth up to \$50. <https://bit.ly/2HbpWGh>
- Take our #Out4MentalHealth community survey from your computer or mobile devices. It is designed to capture the lived experiences of diverse LGBTQ Californians and help us advocate for the resources that our communities need to thrive. Enter for a chance to win a gift card worth up to \$50. <https://bit.ly/2HbpWGh>





# Post on Facebook





- The #Out4MentalHealth Community Survey is now live! If you are a California resident and identify as LGBTQ+, don't miss out on your chance to be heard and counted. Take the survey for a chance to win a gift card worth up to \$50. <https://bit.ly/2HbpWGh>
- Are you a California resident who identifies as LGBTQ+? Help us better direct our advocacy efforts! The #Out4MentalHealth LGBTQ+ Community Survey will capture a variety of factors affecting our health and wellbeing. Participate for a chance to win a gift card worth up to \$50. <https://bit.ly/2HbpWGh>





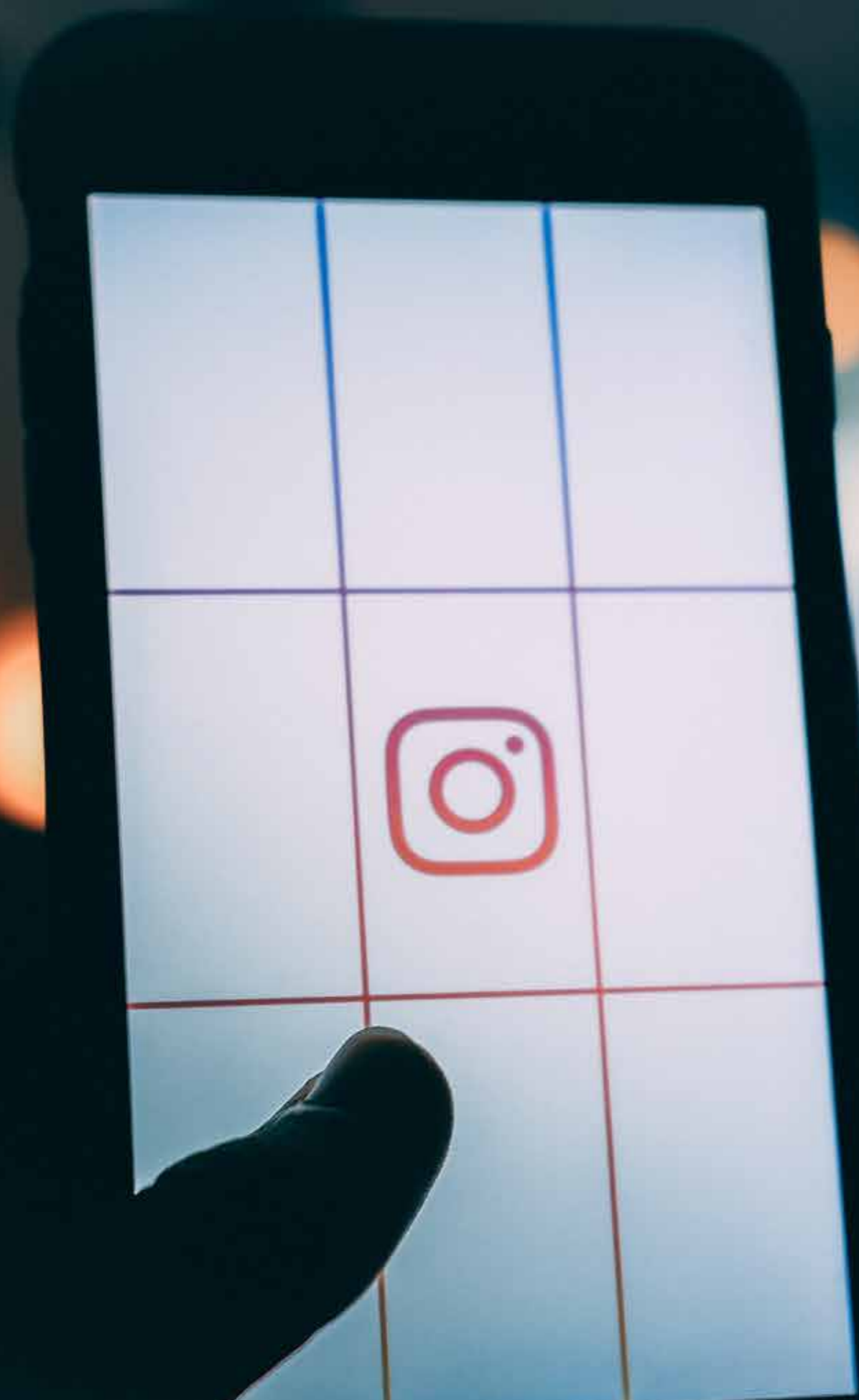


- Sexual orientation and gender identity are not asked in many national surveys – including the Census. Take the #Out4MentalHealth Community Survey and help us better advocate for LGBTQ+ Californians. Participants will have a chance to win a gift card worth up to \$50.

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**Post on Instagram**





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# **Sample E-mail**

Dear [Name],

As you know, sexual orientation and gender identity are not asked in many national surveys – including the Census – which can make it difficult to advocate for the resources that our communities need to thrive. Our programs and advocacy work is stronger when we are all counted.

**That's why we're excited to share the #Out4MentalHealth Community Survey with you.**

This survey is designed to capture the lived experiences of diverse LGBTQ Californians, and the factors affecting our health and wellbeing. The results of the #Out4MentalHealth Community Survey will better direct statewide and local advocacy efforts for programs, resources, and policy changes that will meet the needs of our communities.

Please take the time to take the survey and share with others who would be interested. Our social media toolkit provides sample graphics, Facebook, and Twitter posts, as well as a sample email and flyer you can display at your work or anywhere LGBTQ people gather locally.

**Everyone ages 18 and up who completes the survey will have a chance to win a gift card worth up to \$50.**

Share your experiences and make sure your voice is counted in the #Out4MentalHealth Community Survey.

Thank you for your support.

Sincerely,

[Name]

Print and share file: <http://tinyurl.com/yxlwy6f6>

**Flyer**



**Don't miss out on your chance to be heard and counted!**

The #Out4MentalHealth LGBTQ+ Community Survey is designed to capture the lived experiences of diverse LGBTQ Californians, and a variety of factors affecting our health and wellbeing. The results will help us better direct our advocacy efforts.

Everyone who completes the survey will have a chance for a gift card worth up to **\$50**. Please scan the QR below to take the survey.



<https://bit.ly/2HbpWGh>



Post a flyer in your waiting room, common spaces, or anywhere LGBTQ people gather in your communities.

Print and share file: <http://tinyurl.com/yxlwy6f6>

A close-up photograph of hands typing on a laptop keyboard. The hands are positioned over the keyboard, with fingers pressing down on the keys. The laptop is open, and the screen is visible in the background, though it is out of focus. The lighting is soft, and the overall tone is professional and focused. The word "Blog" is overlaid in white, bold, sans-serif font in the center of the image.

**Blog**



## You are the Expert

Write about what you know. Do you have any experience related to **advocacy efforts on LGBTQ+ mental health and wellness?** Write about that. This is an opportunity to share that with others. What have you learned? What would you share?

### Tips:

- It's okay to use split infinitives, contractions, and repeats words – this is a conversation not a research paper.
- It is good to use short sentences, sub-headers, and headlines. It is easier to read on a screen.
- Do use a spell checker and have a colleague proof-read.
- Definitely use hyperlinks to support your argument or offer additional resources.
- Art work, graphics, and color help catch and keep the reader's attention.

**Visit our Blog:** <https://bit.ly/2HykaAp>

**Submit via e-mail:** mtaylor@health-access.org





## For more information:

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