

More to the Story Campaign Social Media Guide

Overview

All organic campaign posts will come from the Massachusetts Department of Mental Health: [@MassDMH](#) on Instagram. Posts and messaging will also be shared on Mass DMH's [Twitter](#) and [Facebook](#) pages.

Sharing posts

You can share the posts in multiple ways outlined below. Please remember to use **#moretothestory** on all posts related to mental/behavioral health awareness.

Instagram story

- Share a [@MassDMH](#) post to your Instagram story by clicking on a post, then clicking on the arrow under the image.
- Select "Add post to your story."
- Feel free to add your commentary when sharing the post.

Instagram feed

Share a [@MassDMH](#) post to your Instagram feed using the [Repost](#) app.

Twitter

- Go to [@MassDMH](#) on Twitter.
- Find a ***More to the Story*** post and click the retweet button.
- Then, select "Quote tweet" to add your commentary alongside the [@MassDMH](#) post.

Facebook

- Go to [@MassDMH](#) on Facebook.
- Find a ***More to the Story*** post and click "Share."
- Select how you would like to share the post.
- Feel free to add your commentary when sharing the post.