






Social Media Toolkit: Mental Health Month 2017

This guide provides suggestions on messaging and ways to use hashtags, images and language for Mental Health Month. Help us spread the word by sharing on Facebook, posting photos on Instagram and staying active on Twitter. We will be sharing content throughout the month. You can follow our progress on our social media platforms and help us keep the momentum going!

If you have any questions, contact Ryann Tanap (Manager of Social Media & Digital Assets) at rtanap@nami.org.

WEBSITES	HASHTAGS	WHO TO FOLLOW
www.nami.org/mhm www.nami.org/intomentalhealth www.nami.org/stigmafree	#MentalHealthMonth #IntoMentalHealth #StigmaFree	 @NAMI  @NAMICommunicate  @NAMICommunicate

Social Media Checklist

April 15-30 – Before Mental Health Month

- ☐ Follow NAMI on Facebook, Twitter and Instagram.

May 1-31 – Mental Health Month

- ☐ Tell your followers about **#MentalHealthMonth** and share your mental health story. Encourage your networks to learn more and support NAMI's work www.nami.org/mhm.
- ☐ Show your followers *how* you are **#IntoMentalHealth** and encourage them to get involved at www.nami.org/intomentalhealth. You can even take a selfie of yourself practicing self-care, writing to your Congressmen, and more.
- ☐ Take the pledge to be **#StigmaFree** and encourage your followers to join you at www.nami.org/stigmafree.
- ☐ Continue to post on social media throughout the month. We will be sharing content on social throughout the month – including blogs, personal stories, and more.

Starting June 1 – After Mental Health Month

- ☐ Thank your followers for participating in **#MentalHealthMonth**. We couldn't have raised awareness without them (or you)!
- ☐ Look out for more content on our social media pages. Share and post to help continue the conversation.
- ☐ Continue to visit www.nami.org/intomentalhealth for graphics and messages to use throughout the year to raise awareness.

Note: Make your posts public so that they appear in the social media stream!

Social Media Posts

Thank you for agreeing to help spread the word about Mental Health Month! The posts below are suggestions. Do you have something else to say that isn't below? One of our favorite ways to encourage conversation around **#MentalHealthMonth** is to ask our community to: **Share your mental health story**. Personal experiences can provide recovery and hope to others, as well as encourage others to prioritize mental health. No matter what you have to say, make sure to promote Mental Health Month with whatever message is meaningful to you!



Facebook & Instagram

It's #MentalHealthMonth! Did you know that 1 in 5 adults in the U.S. has a mental health condition? Support NAMI's work. www.nami.org/mhm

I'm inspired to build better lives for millions of people with mental illness. Are you? Learn more about all the ways to get involved. #IntoMentalHealth www.nami.org/intomentalhealth

May is #MentalHealthMonth and I'm proud to be #IntoMentalHealth! I challenge you to join me by pledging to be #StigmaFree. www.nami.org/stigmafree



Twitter

Did you know that 1 in 5 are affected by a mental health condition? This #MentalHealthMonth, get involved. www.nami.org/mhm

I'm inspired to build better lives for those affected by mental illness. I'm #IntoMentalHealth. Are you? www.nami.org/intomentalhealth

I'm #IntoMentalHealth! Are you? Join me by pledging to be #StigmaFree. www.nami.org/stigmafree

1 in 5 are affected by mental health condition. This #MentalHealthMonth, learn more with @namicommunicate www.nami.org/Learn-More/

Get #IntoMentalHealth w/ @namicommunicate by finding the right support for yourself or a loved one. www.nami.org/Find-Support/Living-with-a-Mental-Health-Condition

Do you know the warning signs? Don't be afraid to reach out to someone in need. #IntoMentalHealth www.nami.org/Learn-More/Know-the-Warning-Signs

This #MentalHealthMonth help provide education, support & awareness for people w/ mental illness & their families. www.nami.org/Get-Involved/Donate

Inspired to be #StigmaFree? Show off your swag from the @NAMICommunicate Store! bit.ly/namistorestigmafree

Social Media Images

Our graphics and cover photos can be used for Facebook, Twitter and Instagram (available early April 2017).
Download at www.nami.org/intomentalhealth.



I'm 5

*people will
experience a mental
health condition in
their life.*



Inspired • Informed • Involved.

Learn more at nami.org/IntoMentalHealth.

I'm in
*to mental
health*

*Your story
matters!*



Inspired • Informed • Involved.

Join us at nami.org/IntoMentalHealth.

Suggested Caption: This Mental Health Month, get inspired, informed and involved! Learn more at www.nami.org/intomentalhealth.