



MAY IS MENTAL HEALTH MATTERS MONTH

#EachMindMatters


Utilizing social media channels can be a great way to spread the word during Mental Health Matters Month. This year's theme is "Express Yourself," and we are encouraging Californians to share their support for mental health awareness through creative self-expression. This guide will provide you with sample posts to use on Twitter, Facebook and Instagram as well as some other fun activities. Some of the posts below will have links to images that you can download and add to your posts.

EACH MIND MATTERS SOCIAL MEDIA CHANNELS

Campaign Hashtag: #EachMindMatters

 @EachMindMatters

 /EachMindMatters

 @EachMindMatters



SAMPLE POSTS

FACEBOOK

- May is Mental Health Matters Month! Share this post to show your support for mental health awareness.

Image: <https://bit.ly/34AYR9f>



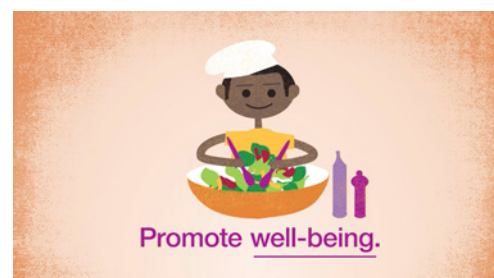
- Join @EachMindMatters for #MentalHealthMattersMonth and download the free 2020 activation kit. This year's theme is "Express Yourself" and we encourage everyone to get involved by showing their support through creative self-expression.

Link: eachmindmatters.org/may2020

- 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. Link: <https://vimeo.com/266350885>
- A fun at-home activity is the Each Mind Matters sticky note wall. Leave messages and doodles for your family members, your roommates, or yourself! Link: EachMindMatters.org/stickynotes
- Did you know that gardening has many benefits to our mental and physical health? Learn more at EachMindMatters.org/seeds.

- Self-care isn't selfish. It's an important part of our overall health. Take some time today to practice self-care.

Link: <https://vimeo.com/311578760>





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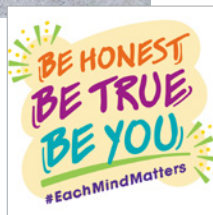
#EachMindMatters

INSTAGRAM

- May is Mental Health Matters Month! To learn how you can show your support for mental health awareness this month, visit EachMindMatters.org/May2020.
#EachMindMatters #mentalhealth #MentalHealthMattersMonth #MentalHealthAwareness
Image: <https://bit.ly/2JTUpst>
- You can express your support for others from your own driveway! Get creative with some sidewalk chalk and show that you believe #EachMindMatters.
Image: <https://bit.ly/2Ya7ma5>



- Be Honest. Be True. Be You.
#EachMindMatters #MentalHealthMattersMonth #MentalHealthAwareness
Image: <https://bit.ly/2y0sJzr>
- Creative self-expression has many benefits to our mental health. Learn more at EachMindMatters.org/May2020.
#EachMindMatters #MentalHealthMattersMonth #expressyourself
Image: <https://bit.ly/2VeQxrg>

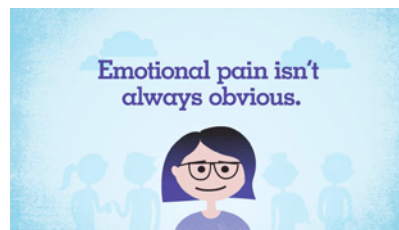


TWITTER

- May is #MentalHealthMattersMonth! Join us in spreading #mentalhealthawareness all month long.
#EachMindMatters
Link: eachmindmatters.org/may2020
- Create a mini art installation in your own home to celebrate #MentalHealthMattersMonth! All you need is a wall and some sticky notes.
#EachMindMatters #expressyourself
Link: eachmindmatters.org/stickynotes



- We all need some encouragement from time to time. Print and post this flyer to brighten someone's day. #EachMindMatters #takeone
Link: <https://bit.ly/2Xsoh7s>
- RT to express your support for #mentalhealth. #EachMindMatters
Image: <https://bit.ly/2RF8RZN>
- You can learn to recognize the warning signs of suicide. Visit SuicidalsPreventable.org to learn more. #KnowTheSigns
Link: <https://vimeo.com/311578640>



- 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 your support. #EachMindMatters



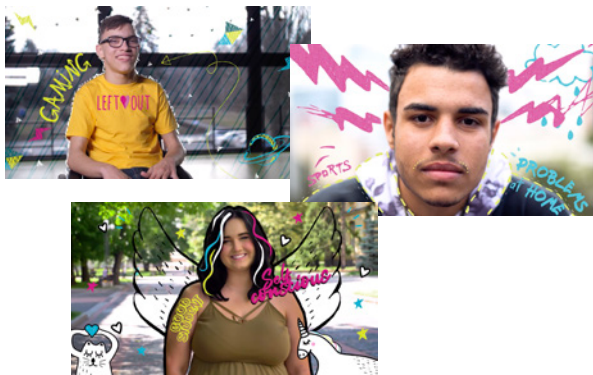
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#MANYSIDESTOMYSTORY

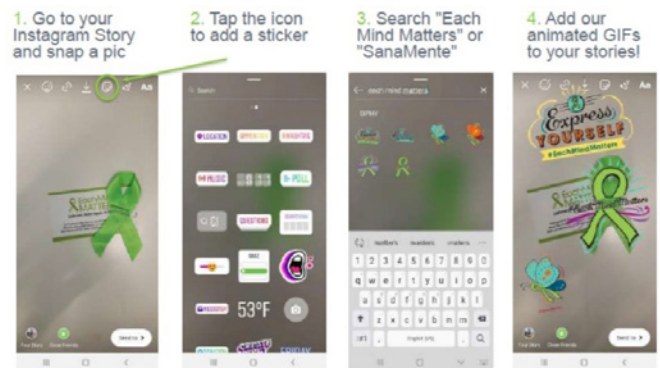


Join the **#ManySidesToMyStory** Social Media challenge! Starting on April 20 and continuing throughout May, Each Mind Matters is teaming up with Disney star and mental health advocate, **Sofia Wylie**, to encourage others to express the many sides of their story to raise awareness about mental health and support those who may be experiencing mental health challenges. Starting Monday, April 20, you can visit manysidestomystory.com to learn more and join the movement, then visit TikTok to add your own story.



MORE WAYS TO CELEBRATE MENTAL HEALTH MATTERS MONTH ON SOCIAL MEDIA

1. Update your profile cover image on Facebook and Twitter for May. Download the images here:
 - a. Facebook cover image
 - b. Twitter cover image
2. Snap some pics in your lime green gear and post them with the hashtag #EachMindMatters.
3. Join in on our Instagram story template series, including self-care bingo and more! Follow @EachMindMatters to stay in the loop.
4. Use our brand new sticker GIFs in your Instagram stories. Here's how:



We are so excited to see how you express your support for mental health this May. Follow @EachMindMatters on Facebook, Twitter and Instagram for more content. As always, include the hashtag #EachMindMatters in your Mental Health Matters Month posts.