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# Mental Health Awareness Social Media Toolkit

The holiday season is usually associated with cheerfulness, family gatherings, and festive activities, but for those recovering from a substance use disorder, this time of year can mean an increased risk of relapse due to heightened stress levels or depression. Over the next few weeks, we want to stimulate discussions about the importance of mental health support for people with an opioid use disorder and provide critical resources to help people continue their path to recovery.

You can join us and get involved by using your social media channels to help educate your community.

### **Engaging on Social Media**

Here are sample posts you can use throughout the holiday season to raise awareness and provide resources to help your friends, family, neighbors, and members of your community cope with holiday depression and stress.

Whether you use the sample posts below or craft your own, be sure to use these hashtags (#Hereforyou #HolidayMentalHealth #SeekHelp) and tag us on Facebook @StandUpMississippi and Twitter and Instagram @StandUp MS.

## Sample Facebook Posts





Many people with substance use disorder experience a difficult time during the holiday season. If your loved one is showing signs of depression, you can help by encouraging them to #SeekHelp. Educate yourself and help us reduce the stigma around mental health by visiting: https://www.samhsa.gov/find-help/disaster-distress-helpline/warning-signs-risk-factors#HolidayMentalHealth



While the holiday season is a joyful time for many, it can be tough to get through for those with a substance use disorder. If you notice that your loved one is struggling with the #holidayblues, encourage them to #SeekHelp. Stand Up Mississippi is #hereforyou. Learn more at www.standupms.org.

The holidays can be a trigger for many people in recovery from a substance use disorder. If you're experiencing depression this time a year, know that we are #hereforyou. For assistance, visit **www.standupms.org**.





# **Sample Tweets**

- The holiday season can be difficult for individuals with an opioid use disorder. Learn how you can get involved and show your support by visiting www.standupms.org. #Hereforyou #HolidayMentalHealth
- The holiday season can be challenging for many people. If you are feeling down or depressed, know that there is help to get you through these difficult times. Visit @SAMHSAgov's support page for resources: https://www.samhsa.gov/find-help
- Mental health advice for the holidays: Take care of yourself before attending holiday parties or family gathering. Make sure to get enough sleep, eat healthily, and relax. If you are experiencing suicidal thoughts, call @800273TALK at 1-800-273-8255.

- Depression affects hundreds of individuals with a substance use disorder during the holiday season. Help your loved one overcome the #holidayblues by encouraging them to ask for support. Find resources here: https://www.samhsa.gov/find-help
- Individuals with substance use disorder can be particularly vulnerable during the holiday season. If you notice that your loved one is showing signs of depression, encourage them to seek help. For resources, visit: https://www.samhsa.gov/find-help
- Tips on how to manage mental health during the holiday season: recognize and acknowledge your feelings and avoid isolation. In case of relapse, visit: https://store.samhsa.gov/product/Finding-Quality-Treatment-for-Substance-Use-Disorders/PEP18-TREATMENT-LOC

### **Sample Instagram Posts & Images**

- Why talk about mental health during the holidays? Individuals in recovery from an opioid use disorder can be particularly vulnerable to relapse this time of year. We are here to help! If you are experiencing suicidal thoughts, call @800273TALK at 1-800-273-8255.
- Individuals in recovery from an opioid use disorder have an increased risk of suffering from depression. Educate yourself and increase awareness of depression to help your loved ones in their recovery journey. #holidaymentalhealth











