

Mental Health Awareness Month

Social Media Toolkit

During **Mental Health Awareness Month**, we are joining the mental health community in raising awareness about mental illness and helping individuals access resources and support. Educating others about mental health is particularly timely as we grapple with COVID-19 and practice social distancing. These unprecedented circumstances can significantly exacerbate mental health conditions and substance use disorders, which is why it's important to encourage individuals to reach out for help. Over the next few weeks, we want to stimulate discussions about the importance of mental health support, especially for individuals with a substance use disorder. We will be providing 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 raise awareness in your community.

▶ Engaging on Social Media

Below are sample posts you can use throughout May to help your friends, family, neighbors, and community learn about mental health and find support.

Whether you use the sample posts below or craft your own, be sure to use these hashtags (#breakthestigma #mentalhealthmonth #seekhelp) and tag us on Facebook @StandUpMississippi and Twitter and Instagram @StandUp_MS. **DOWNLOAD SOCIAL GRAPHICS [HERE](#).**

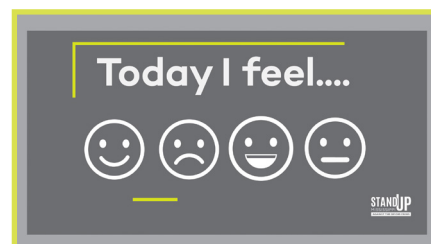
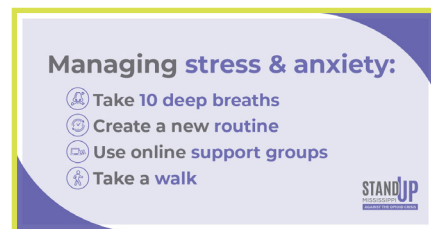
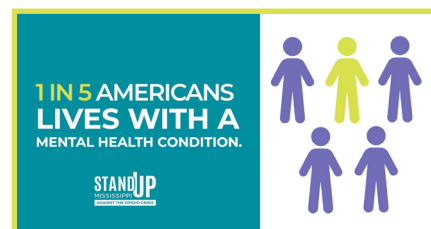
▶ Sample Social Media Posts:

In the U.S., one in five Americans lives with a mental health condition. For Mental Health Awareness Month, we encourage you to join our efforts to #breakthestigma by having conversations with your loved ones about the importance of maintaining good mental health. Visit @SAMHSAgov's support page for resources: <https://www.samhsa.gov/find-help> #MentalHealthMonth

If you're experiencing increased levels of stress and anxiety during these uncertain times, know that you are not alone and help is available. Visit @NAMI's website to access helpful resources and information related to mental health. <https://www.nami.org/covid-19-guide> #MentalHealthMonth #BreaktheStigma

Prioritizing your mental health is especially important during COVID-19. One way you can cope with challenging situations is to recognize your feelings and give yourself the space to experience your emotions. For more tips on how to take care of your mental health during these times, visit @StandUpMississippi's website at <https://bit.ly/2VQOKsS>. #breakthestigma #mentalhealthmonth

▶ Info and Motion Graphics



Recovering from a substance use disorder amid COVID-19 can be challenging. One way to stay on track and avoid relapse is to #seekhelp if you feel overwhelmed. @dmhmississippi has mobile crisis response teams across Mississippi to help you get through difficult times. Find a team near you at <https://mentalhealthms.com/mobile-crisis-response-teams/> #MentalHealthMonth

One of the most common mental health disorders in teens and young adults is depression, which can lead to substance use disorders. Creating more opportunities and spaces for young people to talk about mental health is one way we can #breakthestigma and provide support. To share your stories and find a community to connect with, visit @NAMI's online community for teens and young adults dealing with mental health disorders. <https://ok2talk.org>. #MentalHealthMonth

Recovering from a substance use disorder starts with taking care of your mental health. This #MentalHealthMonth, we encourage you to check in on yourself by taking a mental health screen at www.mhascreening.org.



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GRAPHICS [HERE](#).**