



MHANYS Mental Health Matters Day

Social Media Toolkit

Thank you for your participation in our annual MHANYS Mental Health Matters Day!

Social media and digital communication provide us another opportunity to educate, empower, and advocate for change. With a collective voice, we can make an impact from any location!

Most legislators use social media. Students, educators, families, and basically anyone can advocate in the mental health matters movement by using social media!

- Step 1.** Decide social platforms to use (the more the better) and be aware of character count. Facebook, Twitter, and Instagram are the most popular
- Step 2.** Compile hashtags and account tags to use.
- Use this hashtag for every post: **#MentalHealthMattersDayNYS**
 - Tag your Assemblymember and Senator
 - Tag your school
 - Please remember to also tag MHANYS and follow us on
Facebook: @MHANYSInc Twitter: @MHAcrossNYS
- Step 3.** Review the issues. Visit mhanys.org/mental-health-matters-day/ to view MHANYS Briefing Book and Legislative Summary.
- Step 4.** Create content
- Use a photo/video to advocate for why “Mental Health Matters” to you.
 - Draft a social media post to educate viewers about mental health and encourage their participation in MHANYS Mental Health Matters Day.
 - Sample text for social media:
 - “Support mental health education and teacher training”
#MentalHealthMattersNYS mhanys.org/mental-health-matters-day/
[@SchoolTag] [@AssemblymemberTag] [@SenatorTag] @MHANYSInc
 - “Like peanut butter and jelly, salt and pepper, your mental and physical health go together. We support mental health in schools!”
#MentalHealthMattersNYS [INSERT @SchoolTag] [INSERT @AssemblymemberTag] [INSERT @SenatorTag] @MHANYSInc
 - “3for5 so communities can thrive. Human service providers deserve 3% increase today!” #MentalHealthMattersNYS [@SchoolTag] [@AssemblymemberTag] [@SenatorTag] @MHANYSInc

If you have any questions, please contact schools@mhanys.org or 518.434.0439
View event webpage at mhanys.org/events-main/mental-health-matters-day