

SAMPLE SOCIAL MEDIA POSTS

GENERAL

- Young people are facing challenges that even adults aren't sure how to handle. Mental Health America's 2022 #Back2School Toolkit provides resources for students feeling #AllTheFeels, as well as parents and school personnel. Learn more: mhanational.org/back2school
- Many students are feeling #AllTheFeels as they return to the classroom. MHA's 2022 #Back2School Toolkit examines the mental health challenges young people face and provides resources for students, parents, and school personnel. Learn more: mhanational.org/back2school
- Adolescence is a confusing, often challenging time. Mental Health America's latest toolkit provides essential #Back2School resources for parents and school personnel to help support their students: mhanational.org/back2school
- Adolescence is a confusing, often challenging time. Mental Health America's latest toolkit provides essential #Back2School resources for parents and school personnel to help support students as they navigate #AllTheFeels. Learn more: mhanational.org/back2school
- Many students will show signs of anxiety, depression, and #AllTheFeels as they return to the classroom. It's important for parents and school personnel to know how to support. For free resources, check out MHA's 2022 #Back2School Toolkit: mhanational.org/back2school

SCREENING AND CRISIS

- Whether you're a student, parent, or school personnel, it's normal to feel some anxiety around going #Back2School—but if your anxiety is severely impacting your well-being, consider taking a free, confidential mental health test at mhascreening.org #B2S2022
- Taking a mental health test is one of the quickest and easiest ways for students, parents, and school personnel to check in on their mental health as they head #Back2School. Get started at mhascreening.org #B2S2022
- Many of us are experiencing #AllTheFeels as we begin a new school year. Whether you're a student, parent, or school personnel, it's important to check in on your mental health. Take a free, confidential screening at mhascreening.org #Back2School #B2S2022
- Serious signs that a student is in crisis should be addressed immediately. If you believe your child or student is experiencing a mental health crisis, call or text 988 or chat 988lifeline.org. You can also text MHA to 741741. #Back2School #B2S2022
- The ongoing youth mental health crisis should concern us all. If you believe your child or student is experiencing a mental health crisis, support is available. Call or text 988 or chat 988lifeline.org. You can also text MHA to 741741. #Back2School #B2S2022

FACT SHEET TOPICS AND STATISTICS

- In the first 15 months of COVID-19, 140,000+ children in the U.S. lost a caregiver. Mental Health America's #Back2School Toolkit includes resources for students navigating loss and grief as they begin a new school year. Learn more: mhanational.org/back2school #B2S2022
- Today's students have experienced tremendous loss through COVID-19, mass shootings, and increased rates of suicide. Learn more from Mental Health America about what parents and school personnel can do to support them: mhanational.org/back2school #Back2School #B2S2022
- Everyone feels awkward, insecure, or alone at times—especially during adolescence. If you're a student struggling to "fit in," check out these resources for improving your self-esteem and building a community: mhanational.org/back2school #Back2School #B2S2022

- Most adults remember how tough middle and high school can be. Help your child or student improve their self-esteem and build a community by using Mental Health America's 2022 #Back2School Toolkit: mhanational.org/back2school #B2S2022
- For some students, school can be a relief from a difficult home life. Learn more from Mental Health America about the challenges some students face at home and how to make them feel safe and supported in the classroom: mhanational.org/back2school #Back2School #B2S2022
- Some students face serious challenges at home. That's why it's so important for them to feel safe and supported in the classroom. For resources, download Mental Health America's #Back2School Toolkit: mhanational.org/back2school #B2S2022
- Does your child or student have an unhealthy relationship with social media? Download MHA's 2022 #Back2School Toolkit to learn more about how parents and school personnel can help promote healthy social media habits: mhanational.org/back2school #B2S2022
- 45% of teenagers say they're online "almost constantly." Whether you're a student, parent, or school personnel, it's important to understand the pros and cons of using social media. Learn more in MHA's 2022 #Back2School Toolkit: mhanational.org/back2school #B2S2022

HASHTAGS

Best practices:

- For Facebook and Twitter, use no more than one or two strategic hashtags per post.
- For Instagram use at least 10 hashtags per post.

Here are our suggested hashtags for this year's Back-to-School campaign:

- #Back2School
- #B2S2022
- #AllTheFeels