

SAMPLE TWEETS

Below are a series of tweets to get you started with your Twitter outreach for May is Mental Health Month. Suggestions for types of images to accompany your tweets appear in [brackets].

Celebrate Mental Health Month! Download the toolkit and share to spread awareness bit.ly/MayMH #MHM2017 #riskybusiness [MHM2017 image]

Do you engage in #riskybusiness? How far is too far? Take the #WhatsTooFar quiz and tell us what you think bit.ly/WhatsTooFar #MHM2017

How much do you know about the effects of #marijuana on #mentalillness? Get the facts: bit.ly/MayMH #MHM2017 #riskybusiness [marijuana image]

Sex: let's talk about it. How do you know when it becomes risky? Learn more: bit.ly/MayMH #riskybusiness #MHM2017 [sex image]

It's Mental Health Month! Download this year's toolkit & share with others to spread awareness bit.ly/MayMH #MHM2017

Shopping can be fun, but too much can lead to problems. Are your shopping habits #risky? bit.ly/MayMH #riskybusiness #MHM2017 [shopping image]

Take the #WhatsTooFar quiz to learn more about #riskybehaviors & ties to #mentalhealth. bit.ly/WhatsTooFar #MHM2017 #riskybusiness

Did you know #riskybehaviors are linked to #mentalillness? Learn more from the #riskybusiness toolkit: bit.ly/MayMH #MHM2017 [MHM 2017 image]

Prescription drugs save lives, but they can also do harm. Learn about #drugabuse & other #riskybusiness: bit.ly/MayMH #MHM2017 [drug image]

Are you online too much? Yes, it's a thing, and can be a sign of a #mentalhealth issue: bit.ly/MayMH #riskybusiness #MHM2017 [internet image]

Other ideas:

- Tweet the tips from the poster each day.
- Share graphics from the toolkit.
- Use the hashtags: #MHM2017, #WhatsTooFar, and #RiskyBusiness.
- Retweet posts from @MentalHealthAm. We will be promoting additional original content for Mental Health Month throughout May!



SAMPLE FB POSTS

Join @Mentalhealthamerica during Mental Health Month in increasing awareness of risky behaviors and potential ties to mental health conditions. Download the complete toolkit, featuring facts sheets with infographics, social media images, and more from bit.ly/MayMH #riskybusiness #MHM2017

What does #riskybusiness have to do with #mentalhealth? Did you know that activities like compulsive #sex, recreational #druguse, obsessive internet use, excessive spending, or disordered exercise patterns can disrupt someone's mental health and potentially lead them down a path towards crisis? Download the #MHM2017 toolkit and learn more: bit.ly/MayMH

Why talk about #riskybusiness during Mental Health Month? It's important to educate ourselves and others about habits and behaviors that increase the risk of developing or exacerbating mental illnesses, or how these could be signs of mental health problems themselves. Learn more: bit.ly/MayMH

Recreational #druguse and #internetaddiction are hot topics, but did you know that these behaviors could also be early warning signs of a mental health problem? Learn about these and other risky behaviors with this year's #MHM2017 fact sheets: bit.ly/MayMH

Are you engaging in #riskybusiness? Where do you draw the line? Habits like disordered exercise patterns or excessive spending could be early symptoms and warnings signs of a mental health problem. Take the #WhatsTooFar quiz and tell us what you think. bit.ly/WhatsTooFar

People experience symptoms of mental illnesses differently—and some engage in potentially dangerous or #riskybehaviors to avoid or cover up symptoms of a potential mental health condition. Learn more about #riskybehaviors and download the #riskybusiness toolkit: bit.ly/MayMH

#B4Stage4 means identifying symptoms and warning signs early—and providing effective treatment Before Stage 4. Learn more! bit.ly/MayMH

We need to speak up early and educate people about risky behavior and its connection to mental illness—and do so in a compassionate, judgement-free way. Download the #MHM2017 toolkit: bit.ly/MayMH #nojudgement #riskybusiness

What's the limit? #WhatstooFar? Take the #WhatstooFar quiz and learn more about #riskybehaviors and their ties to #mentalhealth. bit.ly/WhatsTooFar #MHM2017 #riskybusiness

Did you know that there are links between engaging in #riskybehaviors and #mentalhealth problems? Download the #riskybusiness toolkit and learn more! bit.ly/MayMH #MHM2017

Other ideas:

- Post tips from the poster or fact sheets.
- Share graphics from the toolkit.
- Use the hashtags: #MHM2017, #WhatsTooFar, and #RiskyBusiness.
- Tag @MentalHealthAmerica in posts that you create.
- Follow us on Facebook and share the additional original content we will be posting for Mental Health Month throughout May!



IMAGES FOR SOCIAL

Download and save the images provided for use on your social media platforms or websites. All images can be downloaded by visiting www.mentalhealthamerica.net/mental-health-month-2017-toolkit-download, then right-clicking on the image and selecting "save image as."

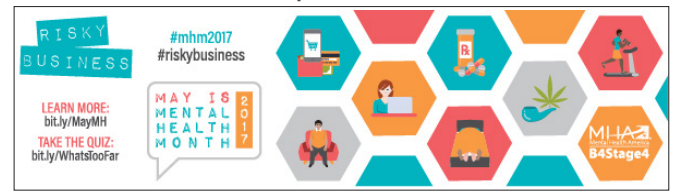
What's Too Far Quiz
Call to Action (180 x 150 px)



Facebook Profile (180 x 180 px)
Twitter Profile (400 x 400 px)
Instagram Profile (110 x 110 px)



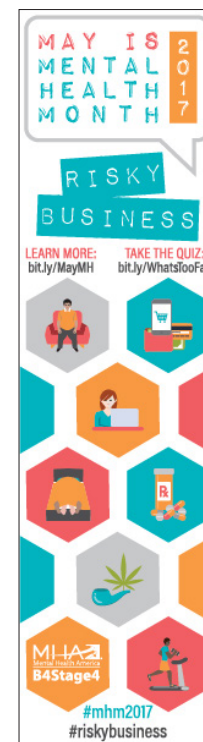
Horizontal Banner (600 x 160 px)



Facebook Covers (851 x 315 px)
Twitter Headers (1500 x 500 px)



Vertical Banner (160 x 600 px)



Additional Image for Sharing (1200 x 630 px)

