**Mental Health Matters Month: Organic Social Media Posting Guide**

This May, to spread awareness and promote Mental Health Matters Month (MIMHMM), we encourage sharing all of the provided content to your county or city’s social media profiles throughout the month. The files for each image can be found [here](https://www.dropbox.com/sh/sfh865qas8ixbtu/AABOym97iRTSvVE1r6_Rp94ta?dl=0) for your use. Both the static JEPG and working (editable) files can be downloaded, if you would like to add your county/city logo or make any other customizations please use the working (editable) files.

Based on social media best practices, such as when people are most active online, we have outlined the recommended days/times for each post. All of the content shown in this guide will be shared across CalMHSA’s *Take Action for Mental Health* social channels, which gives the option to reshare those as well.

*Take Action for Mental Health* social channels:

* [Facebook](https://www.facebook.com/TakeAction4MH)
* [Instagram](https://www.instagram.com/takeaction4mh)
* [Twitter](https://twitter.com/takeactionformh)

**Suggested Posting Schedule**Below is the content for each platform (Instagram, Facebook, and Twitter) along with the recommended days and windows of time to schedule each post. Feel free to include additional hashtags to the copy (local hashtags, etc). Please note there are alternate images for the 18th and 23rd if you prefer to use images that include masked individuals.

**Instagram**

|  |  |
| --- | --- |
| **May 2** | **May 5** |
| 10 AM - 12 PM | 2 PM - 4 PM |
| A picture containing text, person, outdoor, tree  Description automatically generated  May is #MentalHealthMattersMonth! You can Take Action For Mental Health by finding out how to #CheckIn, #LearnMore, and #GetSupport for yourself or anyone you know who is in a mental health crisis. Visit<https://takeaction4mh.com/> #TakeAction4MH | Graphical user interface, application  Description automatically generated  This #MentalHealthMattersMonth, make the pledge to Take Action For Mental Health for yourself, your friends, and your community. Make your pledge now at [takeaction4mh.com](https://takeaction4mh.com/) (link in bio), and share your pledge with your network! #MakeThePledge #TakeAction4MH |
|  |  |
| **May 10** | **May 13** |
| 3 PM - 5 PM | 8 AM - 10 AM |
| A screenshot of a person holding a basketball  Description automatically generated with low confidence  For #MentalHealthMattersMonth, you can Take Action For Mental Health by finding out how to #CheckIn on your mental health and the mental health of those you care about. Start a conversation to see how you can help or support yourself — or others. Find out how at [takeaction4mh.com](https://takeaction4mh.com/) (link in bio) #TakeAction4MH | Graphical user interface, application, website  Description automatically generated  Here's another action you can take for #MentalHealthMattersMonth: #LearnMore about mental health needs and explore the self-care, services, and supports available to help find a path forward. Visit [takeaction4mh.com](https://takeaction4mh.com/) (link in bio) to get started. #TakeAction4MH |
| **May 18** | **May 23** |
| 12 PM - 2 PM | 3 PM - 5 PM |
| A screenshot of a phone  Description automatically generated with low confidence  #GetSupport for your own mental health, or help someone else find help, by reaching out and connecting with resources available in your community! Visit [takeaction4mh.com](https://takeaction4mh.com/) (link in bio) for helpful resources. #MentalHealthMattersMonth #TakeAction4MH | A picture containing text, vector graphics, businesscard  Description automatically generated  If you are in distress, need emotional support, or are worried about a loved one, help is available. You can call the National Suicide Prevention Lifeline at 1-800-273-8255 24 hours a day/7 days a week for free and confidential crisis counseling. #MentalHealthMattersMonth #TakeAction4MH |
| **May 26** | **May 31** |
| 12 PM - 2 PM | 10 PM - 12 PM |
| A group of women holding a sign  Description automatically generated with medium confidence  Help grow the movement to Take Action For Mental Health in California! Suggest us as a follow to friends and family, pledge to take action, and show your support for people experiencing a crisis this Mental Health Matters Month — and every month! #MakeThePledge #TakeAction4MH | Graphical user interface  Description automatically generated with medium confidence  Join the #MentalHealthMattersMonth Scavenger Hunt! Get outside and discover places and activities that can help you engage in #SelfCare or support others. Visit [takeaction4mh.com](https://takeaction4mh.com/) (or link in bio) for details. |

**Facebook**

|  |  |
| --- | --- |
| **May 2** | **May 5** |
| 10 AM - 12 PM | 2 PM - 4 PM |
| A picture containing text, person, outdoor, tree  Description automatically generated  May is Mental Health Matters Month! You can Take Action For Mental Health by finding out how to Check In, Learn More, and Get Support for yourself or anyone you know who is in  a mental health crisis. Visit <https://takeaction4mh.com/> and share this post to help grow the movement! | Graphical user interface, application  Description automatically generated  For Mental Health Matters Month, make the pledge to Take Action For Mental Health — for yourself, your friends, and your community. Make The Pledge now at <https://takeaction4mh.com/check-in-resources/>, and share your pledge with your network! |
| **May 10** | **May 13** |
| 3 PM - 5 PM | 8 AM - 10 AM |
| A screenshot of a person holding a basketball  Description automatically generated with low confidence  For Mental Health Matters Month, you can Take Action For Mental Health by finding out how to Check In on yourself and those you care about. Start a conversation to see how you can find help or offer support.<https://takeaction4mh.com/check-in-resources/> | Graphical user interface, application, website  Description automatically generated  Here's another action you can take for Mental Health Matters Month: Learn More about mental health needs and explore the self-care, services, and supports available to help find a path forward.  <https://takeaction4mh.com/learn-more-resources/> |
| **May 18** | **May 23** |
| 12 PM - 2 PM | 3 PM - 5 PM |
| A screenshot of a phone  Description automatically generated with low confidence  You can Get Support for your own mental health, or help someone else find help, by reaching out and connecting with resources available in your community! Take Action For Mental Health this Mental Health Matters  Month at<https://takeaction4mh.com/get-support-resources/> | A picture containing text, vector graphics, businesscard  Description automatically generated  If you are in distress, need emotional support, or are worried about a loved one, help is available. You can call the National Suicide Prevention Lifeline at 1-800-273-8255 24 hours a day/7 days a week for free and confidential crisis counseling.<https://takeaction4mh.com/find-help-now/> |
| **May 26** | **May 31** |
| 12 PM - 2 PM | 10 PM - 12 PM |
| A group of women holding a sign  Description automatically generated with medium confidence  Help grow the movement to Take Action For Mental Health in California! Share this post with your network, pledge to take action, and show  your support for people experiencing a crisis this Mental Health Matters Month — and every month!<https://takeaction4mh.com/> | Graphical user interface  Description automatically generated with medium confidence  Have you heard of the Mental Health Matters Month Scavenger Hunt? Get outside and discover places and activities that can help you engage in self care or support others. Visit <https://takeaction4mh.com/> for details. |

**Twitter**

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| --- | --- |
| **May 2** | **May 5** |
| 10 AM - 12 PM | 2 PM - 4 PM |
| A couple of women playing frisbee  Description automatically generated with low confidence  May is #MentalHealthMattersMonth! You can Take Action For Mental Health by finding out how to #CheckIn, #LearnMore, and #GetSupport for yourself or anyone you know who is in a mental health crisis. Visit<https://takeaction4mh.com/> #TakeAction4MH | Graphical user interface  Description automatically generated  This #MentalHealthMattersMonth, make the pledge to Take Action For Mental Health for yourself, your friends, and your community. Make your pledge now at <https://takeaction4mh.com/check-in-resources/>, (link in bio), and share your pledge with your network! #MakeThePledge #TakeAction4MH |
| **May 10** | **May 13** |
| 3 PM - 5 PM | 8 AM - 10 AM |
| A picture containing text  Description automatically generated  For #MentalHealthMattersMonth, you can #TakeAction4MH! #CheckIn on your mental health & the mental health of those you care about. Start a conversation to see how you can help or support yourself or others. Find out how at <https://takeaction4mh.com/check-in-resources/> | Graphical user interface, website  Description automatically generated  Here's another action you can take for #MentalHealthMattersMonth: Learn More about mental health needs. Explore the self-care, services & supports available. Visit <https://takeaction4mh.com/learn-more-resources/> to get started. #TakeAction4MH #MentalHealthAwarenessMonth |
| **May 18** | **May 23** |
| 12 PM - 2 PM | 3 PM - 5 PM |
| Graphical user interface, website  Description automatically generated  You can Get Support for your own mental health, or help someone else find help, by reaching out and connecting with resources available in your community! Visit <https://takeaction4mh.com/get-support-resources/> for helpful resources. #MentalHealthMattersMonth #TakeAction4MH | Diagram  Description automatically generated  If you are in distress, need emotional support, or are worried about a loved one, help is available. Call the National Suicide Prevention Lifeline at 1-800-273-8255 24/7 for free & confidential crisis counseling. #TakeAction4MH #MentalHealthMattersMonth |
| **May 26** | **May 31** |
| 12 PM - 2 PM | 10 PM - 12 PM |
| A group of people holding a sign  Description automatically generated with medium confidence  Help grow the movement to Take Action For Mental Health in California! RT to your network, Make The Pledge & show your support for people experiencing a crisis<https://takeaction4mh.com/> #MentalHealthMattersMonth #TakeAction4MH | Graphical user interface  Description automatically generated  Get ready for the #MentalHealthMattersMonth Scavenger Hunt! Get outside and discover places and activities that can help you engage in Self Care or support others. More here: <https://takeaction4mh.com/> #TakeAction4MH |

**CalMHSA’s Schedule**Below are the days and times that CalMHSA will be posting across all of Take Action for Mental Health’s social platforms. If you prefer to reshare some or all of the content, you can keep an eye out during these times to repost to your account.

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| --- | --- | --- | --- |
| **May 2** | **May 5** | **May 10** | **May 13** |
| 11:30 AM | 3 PM | 4:30 PM | 9:00 AM |
|  | Graphical user interface, application  Description automatically generated | A screenshot of a person holding a basketball  Description automatically generated with low confidence |  |
| **May 18** | **May 23** | **May 26** | **May 31** |
| 12:30 PM | 3 PM | 12 PM | 12 PM |
| A screenshot of a phone  Description automatically generated with low confidence | A picture containing text, vector graphics, businesscard  Description automatically generated | A group of women holding a sign  Description automatically generated with medium confidence |  |