MHANYS Mental Health Matters Day
March 13, 2019
Social Media Toolkit

The Mental Health Association in New York State, Inc (MHANYS) would like to thank you for your participation in our annual Mental Health Matters Day event. Through the years, schools have played an important role in raising mental health awareness in the New York State Legislature. In fact, they have joined MHANYS for past Mental Health Matters Days that helped pass New York State laws such as Mental Health Education in NYS schools, anti-stigma campaigns, and Timothy’s Law (Mental Health Parity).

In preparation for the 2019 Mental Health Matters Day, MHANYS created this social media toolkit. It provides a suggested timeline for posting content about Mental Health Matters Day and offers tips on using social media. A Youth Mental Health Fact sheet and other suggested social media content is included for you to share.

Thank you for giving a voice to your New York State community through your advocacy. We hope this will be a memorable experience for you and your school community. If you have any questions, please contact schools@mhanys.org.

Suggested Timeline

The following are social media use suggestions for before, during, and after Mental Health Matters Day. Language will be provided along with other information to use in social media posts.

BEFORE
- Make an announcement that you will be participating in Mental Health Matters Day on social media. We have provided a fact sheet and sample language to assist your posts.
- Research who your local legislative representatives are and find their social media handles for use before, during, and after Mental Health Matters Day.
DURING

- Craft social media posts; don’t be shy about posting and sharing updates throughout the day! There are examples included in the toolkit to provide you with suggestions along with a Youth Mental Health fact sheet.
- Live tweet the event.
- Use our Snapchat filter! It will be available from 7 am to 4 pm during the event.

What is live-tweeting?

Live-tweeting is when users post about current events as they are happening. For Mental Health Matters Day you can promote engagement between students, educators, and government officials by live-tweeting the event. Invite students and educators to tweet what they feel and are experiencing throughout their participation in Mental Health Matters Day. Live-tweeting is a good way to keep students engaged throughout the day.

Other ways to use Twitter during Mental Health Matters Day includes:

- Having students tweet to speakers, legislative representatives, and their teachers/educators.
- Using our hashtag #myMentalHealthMatters to explain why mental health is important to them.

AFTER

- Thank the legislative representatives your group met with through handwritten notes and on social media. We will have suggested letters for those who are unable to attend the event. These can be sent at your convenience a day after the event. When posting social media please remember to ask permission from your representatives first when wanting to post their pictures.
- Educators can share photos and suggested language with the School Information Officer for the school website, school social media accounts, and/or in school newsletters.
- Students and teachers can utilize Twitter on their way home from the event whether they participated in live-tweeting or not. Educators can invite students to answer questions they tweet.
  - “Teacher 1 - Q1 What is one thing you learned at today’s event? #MentalHealthMattersNYS
  - “Student 1 - @teacher A1: I learned....”
  - “Student 2 - @teacher A1: I was able to learn that...”
About MHANYS

Mental Health Association in New York State, Inc. (MHANYS) strives to improve the lives of individuals, families, and communities by raising mental health awareness and promoting wellness and recovery. We work towards our mission through advocacy, policy, education, training, connecting people to help, and providing services.

MHANYS and its MHA is a network comprised of 26 affiliates serving 50 NYS counties.

- Follow us!
  - On Facebook: @MHANYSinc
  - On Twitter: @MHAacrossNYS

Mental Health Matters Day Webpage:
https://mhanys.org/events-main/mental-health-matters-day

- Hashtags to use for this event:
  - #myMentalHealthMatters
  - #MentalHealthMattersNYS

About MHANYS Mental Health Matters Day

Mental Health Matters Day is a free annual legislative advocacy event in Albany, New York sponsored by the Mental Health Association in New York State, Inc. (MHANYS). Every March, advocates travel from across the state to the New York State capital to discuss critical legislative initiatives impacting mental health policies. All are invited to attend and participate by sharing why mental health matters to them and to their loved ones. Optionally, attendants can be briefed on pertinent policies before meeting with legislators.

Social Media Language

The following language has been drafted for schools and educators to use before, during, and after Mental Health Matters Day. This section contains social media language for use on Twitter and Facebook. Provided are posts from a school point of view (POV), an educator point of view, and even a short post from a student point of view.
Language for Twitter

BEFORE

- SCHOOL POV
  - On March 13th our students will attend @MHAacrossNYS Mental Health Matters Day event to learn about mental health issues and advocacy. #MentalHealthMattersNYS
  - Our students from [ENTER SCHOOL NAME/CLASS] will be representing our school during Mental Health Matters Day. Check back for more updates and photos captured from the event! #MentalHealthMattersNYS

- EDUCATOR POV
  - Looking forward to visiting the state capital with my students [OR ENTER CLASS NAME] for Mental Health Matters Day #myMentalHealthMatters #MentalHealthMattersNYS

DURING

- SCHOOL POV
  - Proud to announce that our students are off to the state capital to interact with Legislators and practice hands-on advocacy at @MHAacrossNYS Mental Health Matters Day! #MentalHealthMatters

- EDUCATOR POV
  - Excited to be in our state capital with my students from @[ENTER SCHOOL NAME] to learn more about legislative advocacy. Then later in the day we will get to speak with our Legislator and use the skills learned. #MentalHealthMattersNYS
  - My class and I have made it safely to the state capital and just received our legislative materials. Delighted to be here with @MHAacrossNYS and other community members to learn how I can be a NYS advocate #MentalHealthMattersNYS
  - Looking forward to meeting @[ENTER LEGISLATOR HANDLE] to talk to them about issues on Mental Health Matters Day! #MentalHealthMattersNYS

AFTER

- SCHOOL POV
  - Thank you @MHAacrossNYS for providing our students with an educational and inspirational day on how to use their voice and advocate for their community. #MentalHealthMattersNYS

- EDUCATOR POV
  - Thank you @MHAacrossNYS for letting us be a part of Mental Health Matters Day and we can’t wait to share what we learned today about why Mental Health Matters with our schools and communities. #MentalHealthMattersNYS
Language for Facebook

BEFORE

• SCHOOL POV
  o Early mental health support can help a child before problems interfere with other developmental needs. Did you know that 60-90% of people who receive treatment experience positive outcomes? On March 13th students will be headed to @MHANYSinc Mental Health Matters day to learn more facts like this and to get hands-on experience with advocacy.

• EDUCATOR POV
  o We all have mental health just as we all have physical health. Mental health is how we think, how we feel, how we act. It is essential to our overall health. The World Health Organization defines health as a “State of complete physical, mental, and social well-being”. Let others know that mental health matters too by joining other students across NY State on March 13th for @MHANYSinc Mental Health Matters Day!
  o Be a part of the conversation and raise awareness so that what we say can support and encourage others to seek help because mental health matters. Be a part of the conversation by participating in MHANYS Mental Health Matters Legislative Day on March 13th.

• STUDENT POV
  o Like peanut butter and jelly, salt and pepper, your mental and physical health go together. You can’t have one without the other. My mind and body work together like……

DURING

• SCHOOL POV
  o We are here at Mental Health Matters Day, letting everyone know that there is help, support, and recovery. Did you know that 60 - 90% of people who receive treatment for mental health challenges experience positive outcomes? Students can’t wait to share everything they are learning about why Mental Health Matters and why it is important to find help and support!
  o Students from our school are attending Mental Health Matters Day where they will be connecting with other students and advocates from across the state as well as getting hands-on experience learning about advocacy and the legislative process. #MentalHealthMattersNYS

• EDUCATOR POV
  o If you get hurt when playing basketball, soccer or riding your bike, you know where to go and what to do to get help to feel better. But it can be hard to ask for help and to know where to go to feel better when you’re not quite feeling like yourself emotionally. Four out of five affected young people in the United States don’t receive help or treatment when they are experiencing mental health challenges. Today, students are learning that knowing where to go and who to talk to can really make a difference. #MentalHealthMattersNYS
AFTER
  • EDUCATOR POV
    o Thank you @MHANYSinc for letting us be a part of Mental Health Matters Day and we can’t wait to share what we learned today about why Mental Health Matters with our schools and communities.
    o What an exciting day it was being a part of Mental Health Matters Day from the beginning to end! Got the chance to interact with other educators and students from across New York State, learn more about mental health, grassroots advocacy, and me with State Legislators [@ENTER STATE LEGISLATOR HANDLE]. Thank you @MHANYSinc for providing this opportunity!
    o Thank you @MHANYSinc for giving us this opportunity to be a part of Mental Health Matters Day, along with other students across New York State!