



## Mental Health Social Media Toolkit

Be sure to visit [CharihoYouth.org/mh](https://charihoyouth.org/mh) to familiarize yourself with the resources  
Tag [@CharihoYouth](https://www.facebook.com/CharihoYouth) on Facebook and Instagram!

### Below the Surface Campaign:

**BTS 1:** Sometimes anxiety lies just below the surface. Visit [charihoyouth.org/mh](https://charihoyouth.org/mh) to learn more about mental health and stress reduction resources #MentalHealthMonth

**BTS 2:** Sometimes emptiness lies just below the surface. Visit [charihoyouth.org/mh](https://charihoyouth.org/mh) to learn more about mental health and stress reduction resources #MentalHealthMonth

**BTS 3:** Sometimes hurt lies just below the surface. Visit [charihoyouth.org/mh](https://charihoyouth.org/mh) to learn more about mental health and stress reduction resources #MentalHealthMonth

**BTS 4:** Sometimes sadness lies just below the surface. Visit [charihoyouth.org/mh](https://charihoyouth.org/mh) to learn more about mental health and stress reduction resources #MentalHealthMonth

### MENTAL HEALTH MONTH POSTS:

#### Week one

##### **Post 1 - intro stand up to stigma**

In honor of #MentalHealthMonth the Chariho Youth Task Force is relaunching the “Stand Up To Stigma: Let’s talk about mental health” campaign. Stay tuned all month long as we share facts and resources around mental health!

##### **Post 2 misconceptions, stigma stereotypes**

Mental health challenges can be hard to see and sometimes even harder to understand. When we are able to keep an open mind we can help break down the barriers that stigma creates.  
#MentalHealthMonth

##### **Post 3 MH v MI**

Mental health refers to the overall emotional and mental well being of an individual, how we think and how we feel. Mental illness is a diagnosed illness that affects how we think and how we feel. Research shows that 1 in 5 people have a mental illness, but we all have mental health.  
#MentalHealthMonth



## **Week 2**

### **Post 4 appearance, social norms, ideals**

Many of us may have to deal with the stress of being or feeling different. The stress to hide your identity, the stress to blend in, or the stress to stand out. Depending on who you are, what you look like or what you represent it can directly impact your mental health. Check out [charihoyouth.org/every-body-is-beautiful](http://charihoyouth.org/every-body-is-beautiful) to learn more #MentalHealthMonth

### **Post 5 Why talk about stress**

We often don't take the time to consider the effects of stress on our bodies and our minds. It's common in our society to feel stressed and to just ignore it and keep going, but it does more than just affect our mood. It also affects our physical health. Looking for destressors? Visit [charihoyouth.org/mh](http://charihoyouth.org/mh) #MentalHealthMonth

## **Week 3**

### **Post 6 Stress reduction**

We aren't able to eliminate all stress, but we can equip ourselves with the tools to make it easier. We need a combination of stress reduction techniques to help us relieve, prevent or deal with stress in the moment in a healthy way. What do you do to cope with stress? #MentalHealthMonth

### **Post 7 healthy distraction-coloring**

Sometimes taking a break or keeping our hands busy can be very helpful. Try out some free coloring pages for an easy healthy distraction at [charihoyouth.org/healthy-distractions](http://charihoyouth.org/healthy-distractions) #MentalHealthMonth

## **Week 4**

### **Post 8 engaging senses**

Engaging our senses is important for staying grounded in the moment. One great way to engage your senses is with guided imagery. Full video available at [CharihoYouth.org/engaging-senses](http://CharihoYouth.org/engaging-senses) #MentalHealthMonth

### **Post 9 comforts and encouragements**

Feeling safe, comforted and encouraged can make a huge difference when dealing with stress. It is important to know who you can contact and what you can do in your time of need. Visit [charihoyouth.org/comforts](http://charihoyouth.org/comforts) to learn more. #MentalHealthMonth



## Week 5

### [Post 10 stress reduction kit](#)

Nothing is worse than being stressed and not knowing what to do about it. Having a stress reduction first aid kit can be a pleasant reminder of what you can do. #MentalHealthMonth

### [Post 11 what works for you part 1](#)

We are all unique and how we approach stress relief is different. We asked our community what they did, and here are their responses! What works for you? #MentalHealthMonth

### [Post 12 what works for you part 2](#)

We are all unique and how we approach stress relief is different. We asked our community what they did, and here are their responses! What works for you? #MentalHealthMonth