

Social Media Toolkit: Mental Health Month & Stigmafree

NAMI KEY CONTACTS

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 Ryann Tanap, rtanap@nami.org, Manager, Social Media & Digital Assets
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OFFICIAL HASHTAGS

#StigmaFree
 #MentalHealthMonth
 #MentalHealthReform

NAMI SOCIAL MEDIA PLATFORMS

	https://www.facebook.com/NAMI/
Facebook	
	@NAMICommunicate
Twitter	
	@NAMICommunicate
Instagram	
	https://www.youtube.com/user/NAMIVideo/
YouTube	

EDITORIAL CALENDAR & CONTENT (OVERVIEW)

WEEK	DATE	THEME (AWARENESS)	PAGE	THEME (ADVOCACY)	PAGE
1	May 1-7	Take the Pledge	2		
2	May 8-14	Share	3		
3	May 15-21	Show You're #StigmaFree	4	Pass #MentalHealthReform	6
4	May 22-28	Donate	5		

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Social Media Posts: Awareness

WEEK 1, MAY 1-7: “TAKE THE PLEDGE”

FACEBOOK & TWITTER GRAPHIC

Download the following graphics here: [Dropbox - MHM NAMI Social Media Toolkit](#)



(week1-takethepledge-fb-twitter.jpg)

INSTAGRAM GRAPHIC



(week1-takethepledge-insta.jpg)

SAMPLE FACEBOOK POST

1. This #MentalHealthMonth, I am pledging with thousands of others to be stigma free. You should pledge to be #stigmafree too! <http://bit.ly/NAMISTigmaFree>

SAMPLE TWEETS

1. Stand with me to see the person, not the condition. Be #StigmaFree. Learn more from my friends @NAMICommunicate <http://bit.ly/NAMISTigmaFree>
2. 1 in 5 adults in the U.S. experience a #mentalhealth condition. Learn more and take the pledge to be #StigmaFree: <http://bit.ly/NAMISTigmaFree>
3. I'm sharing my #mentalhealth story to remind others that they're not alone. Show you're #StigmaFree: <http://bit.ly/NAMISTigmaFree>

WEEK 2, MAY 8-14

“SHARE”

SELF-TAPE YOUR OWN PSA

1. **Film your PSA.** Please see attached [NAMI_Self Tape Guidelines_Apr2016.pdf](#) for more instructions. You may also download it at: [Dropbox - MHM NAMI Social Media Toolkit](#)
2. **Upload and share your PSA** to your personal platform of choice. For example: your website, Facebook, Instagram, YouTube, Vimeo, etc.

Title / Hashtags for your video:

#StigmaFree

#MentalHealthMonth

Suggested text to include alongside your video:

“Nuts. Wacko. Loony. These words surrounding mental health are not only hurtful—they are also untrue. In a country where 1 in 5 is affected by a mental health condition, we need to understand that not all pain or condition can be seen.

(If comfortable, talent adds personal story here)

Stand with me to see the person, not the condition. Pledge to be stigma free.”

3. **Send a URL (YouTube, Vimeo, etc.) or original file of your PSA to Ryann Tanap rtanap@nami.org** to be included on the NAMI Mental Health Month homepage, <http://www.nami.org/mhm>. This will be a repository of all Mental Health Month videos sent in by generous supporters like you!
4. **Ask others to pledge to be #StigmaFree.** Encourage them to join you as you spread awareness during Mental Health Month.

SAMPLE VIDEO SHOT ([WATCH VIDEO](#))



WEEK 3, MAY 15-21

“SHOW YOU’RE #STIGMAFREE”

#STIGMAFREE SELFIE

1. **Write #StigmaFree on the palm of your hand.** Use a dark marker and make sure it’s legible.
2. **Take a selfie, or have a friend take a photo of you.** You may include your face in the shot.
3. **Upload and share your photo** to your personal platform of choice. For example: your website, Facebook, Instagram, Twitter, etc.

Hashtags for your photo:

#StigmaFree

#MentalHealthMonth

Suggested text to include alongside your photo:

“Nutcass. Wacko. Loony. These words surrounding mental health are not only hurtful—they are also untrue. In a country where 1 in 5 is affected by a mental health condition, we need to understand that not all pain or c can be seen.

(If comfortable, talent adds personal story here)

Stand with me to see the person, not the condition. Pledge to be stigma free.

<http://bit.ly/NAMISTigmaFree>”

5. **Ask others to pledge to be #StigmaFree.** Encourage them to join you as you spread awareness during Mental Health Month.

SAMPLE PHOTOS



WEEK 4, MAY 22-28

“DONATE”

FACEBOOK, TWITTER AND INSTAGRAM GRAPHIC

Download the following graphic here: [Dropbox - MHM NAMI Social Media Toolkit](#)



(week4-donate.jpg)

SAMPLE FACEBOOK/INSTAGRAM POST

1. We know that the mental health care system is broken. That doesn't mean we can't do anything about it. Join me by donating to NAMI today to provide support and advocacy to those who need it. <http://www.nami.org/mhmdonate>

SAMPLE TWEETS

1. Let's improve our broken mental health system. Join me and my friends @NAMICommunicate nami.org/mhmdonate #MentalHealthMonth
2. Join me for #MentalHealthMonth and donate to @NAMICommunicate nami.org/mhmdonate
3. I donated to @NAMICommunicate to bring support to those who need it. nami.org/mhmdonate #MentalHealthMonth

Social Media Posts: Advocacy

WEEKS 3-4 (MAY 15-28) "PASS #MENTALHEALTHREFORM"

FACEBOOK, TWITTER AND INSTAGRAM GRAPHICS

Download the following graphics here: [Dropbox - MHM NAMI Social Media Toolkit](#)



(week3-mentalhealthreform-1.jpg)



(week3-mentalhealthreform-2.jpg)



(week3-mentalhealthreform-3.jpg)



(week3-mentalhealthreform-4.jpg)



(week3-mentalhealthreform-5.jpg)

SAMPLE FACEBOOK & INSTAGRAM POSTS

- America's suicide rate is the highest it's been in 30 years. The Mental Health Reform Act of 2016 (S. 2680) will help by combating suicide in our schools and communities. Tell your Senator to pass #MentalHealthReform and fix the mental health system. <http://bit.ly/1Yds4fG>
- This bill will help fix the mental health system, but only if it passes. Tell your Senator to pass the #MentalHealthReform Act of 2016 now. <http://bit.ly/1Yds4fG>

SAMPLE TWEETS

- Sign the petition to tell your Senator that you want #MentalHealthReform now <http://bit.ly/1rlwsgi>
- Tell your Senator to pass #MentalHealthReform now. Here's how <http://bit.ly/1Nm0Hje>
- [your @Senator Twitter handle] 1 in 5 Americans are affected by #mentalillness. Don't turn your back on mental health. Pass #MentalHealthReform

About Mental Health Month

About Mental Health Month

Nearly 60 million people in the United States face the day-to-day reality of living with a mental health condition. Throughout the year, but particularly during Mental Health Month each May, NAMI, the National Alliance on Mental Illness, launches campaigns to raise awareness of mental health conditions. Such campaigns fight stigma, provide support, educate the public and advocate for equal care.

NAMI will integrate its popular *stigmafree* pledge initiative into many Mental Health Month activities. The *stigmafree* campaign fights to end the stigma of mental health conditions through education, increased awareness and social action. In 2016, NAMI will launch the “*stigmafree* company” initiative, which will include an employee engagement kit and special recognition for the first 10 national companies to join the movement.

What is Stigma?

Stigma is a sign or sense of disgrace that sets someone apart from others. When people living with a mental health condition are defined or labeled by their condition, they may become part of a stereotyped group that experiences shame, blame and secrecy. Social stigma may include prejudice, exclusion and discrimination toward individuals with mental health issues. NAMI is committed to replacing stigma with hope and encourages everyone to take the *stigmafree* pledge.

The *Stigmafree* Pledge:

Step 1. Learn about Mental Health Issues: Everyone knows a little about mental health issues, but knowing the facts about mental health conditions can help you educate others and reject stigmatizing stereotypes. Mental health issues are not the result of personal weakness, lack of character or poor upbringing. Understanding mental health isn't only about being able to identify symptoms and having a name for these conditions but dispelling many false ideas about mental health conditions as well.

Step 2. See the Person, Not the Condition: 1 in 5 Americans lives with a mental health condition, and they all have their own story, path and journey that says more about them than their diagnoses. Whether you live with mental health condition or are a friend, family member, caregiver or medical professional, getting to know a person and treating them with kindness and empathy means far more than just knowing what they are going through.

Step 3. Take Action on Mental Health Issues: Our mental health care systems have been in crisis for far too long and often keep treatment and recovery out of the hands of many who need it. We can take action now as we push for better legislation and policies to improve lives for everyone. By lending your support you can show that this cause is important to you and desperately needed for millions of Americans.

Other Messaging

- *Stigmafree*. Live it. Share it. Show it. [This tagline appears as part of direct conversion paths (e.g., “share it” invites people to submit a personal story; “show it” encourages people to join NAMI)]
- #StigmaFree, #MentalHealthMonth

Additional Inspiration & Samples

- NAMI's Mental Health Month page: <http://www.nami.org/mentalhealthmonth> or www.nami.org/mhm
- NAMI's *stigmafree* page: <http://www.nami.org/stigmafree>