

Mental Health Awareness Month Toolkit

Mental Health Awareness Month Social Media Toolkit

Created by York County System of Care

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Background

In an effort to leverage the power of social media reach and support the young people of York, The York County System of Care team engaged a team of social media experts, Kylee Social, to develop a unique social media campaign for this year's Mental Health Awareness Month activities. The social team met with focus groups of students grades 7-12 across numerous school districts, Avidum clubs, and more to connect directly with young adults about their relationship to mental health.

1. Based on the feedback these students provided, we developed two key social media resources for Mental Health Awareness Month. The first is an interactive TikTok challenge to help spread awareness of connection and community that **ANYONE** can participate in, called the #GotYourBackChallenge. **We are inviting you to participate, share, and invite your communities to join the challenge this month!**
1. The second is a PSA-style video created as a resource for parents of young adults. The video features students and counselors from York County shedding light on what they wish parents/guardians knew about mental health. **We are asking you to share this resource on your organization and/or personal social media pages to reach as many parents as possible with this powerful message!**

How to Use This Toolkit

As a provider, an educator, a parent advocate, thought leader/expert in the field, or an influencer, these resources are built to make your life easier. Here are a few ways you can use these resources:

- Create your own submission for the #GotYourBackChallenge and share it on your social channels.
- **Take the #GotYourBackChallenge back to your communities for an easy way to use social media to reach young people during Mental Health Awareness Month!** Invite student groups, Avidum and Hope Squad clubs, youth groups, clubs, organizations, sports teams, etc. to participate.
- Share the Parent PSA video on your social media platform, through e-blasts and with your stakeholders as an educational tool and conversation starter among parents and young people about the importance of discussing mental health together.

- Share the #GotYourBackChallenge flyer or instructions with school leaders, post on community boards, and more.

Campaign Webpage

Find mental health resources for parents and young people, a description of the Got Your Back Challenge, and the Parent PSA video ALL on our Mental Health Awareness Month Landing Page here: tinyurl.com/GotYourBackChallenge
Are you on TikTok? Follow us [@GotYourBackChallenge!](https://www.tiktok.com/@gotyourbackchallenge)

How to Participate in the #GotYourBackChallenge

It's as easy as 1-2-3.

Step 1: Film Your Video

Find a fun way to say or show "I've got your back" Get creative! Recruit friends or family members to join in. *Need ideas or inspiration? Check out [@gotyourbackchallenge](https://www.tiktok.com/@gotyourbackchallenge) on TikTok!*

Pro Tip: Many TikTok challenges will utilize the same "sound" (background song). Though it is not required, we are suggesting the use of ELO's Mr. Blue Sky [which can be found on TikTok here.](https://www.tiktok.com/sound/6789012345678901234)

Step 2: Post Your Video

Post your creation to your personal TikTok channel and use the hashtag #GotYourBackChallenge. You can also tag us at @GotYourBackChallenge on TikTok, and @YorkCountyHumanServices on Facebook or Instagram so we can share your video. If you are not a TikTok user, don't worry! You can still participate by sharing your video on any other social platform you already have, such as Facebook or Instagram.

Step 3: Spread the Word

Encourage others to participate by tagging them in your post or sending your video to them to inspire their own #GotYourBackChallenge video — use the pre-written social media post below to easily and quickly spread the word!

Ready to try your hand at the challenge? Here's a few ideas for your video!

- Find a clever way to display the words "I've Got Your Back"
- Get personal - share your story and let others know why you'll be there for them, too
- Get crafty - make a fun shirt, poster board, scrapbook page, art project or collage. Film the process!
- Tell a story of a time someone else was there for you
- Write a song, share a poem or do a dance around the Got Your Back theme
- Show how you have other's backs in real life - deliver a coffee to a friend, text a loved one, etc.
- On a team or in a club? Film a video all together!

Use one of these pre-formatted post captions when sharing your video, or create your own:

- May is Mental Health Awareness Month, and I want you to know I have your back! Now it's your turn - show me how you show up for the #GotYourBackChallenge @GotYourBackChallenge

- In honor of Mental Health Awareness Month, it's important to know that we can all have each other's backs when it comes to mental health. I'm here for you!
#GotYourBackChallenge
- I'm participating in the #GotYourBackChallenge during Mental Health Awareness Month. I want you to know I've got your back whenever you need me, no matter how close we are! @GotYourBackChallenge
- Here's how I've #GotYourBackChallenge in honor of Mental Health Awareness Month.
@GotYourBackChallenge
- When we share about mental health with others, we can help break the stigma. I want you to know I #GotYourBackChallenge! @GotYourBackChallenge
- We've got your back at [insert org name here]! Mental health is something we all face — you're not alone. Join in and show how you've got others' backs in the #GotYourBackChallenge with us!

Social Post — Instructions, How to Participate

Invite your communities to join the challenge! Share these posts on your personal or organization social media channels.

Caption Option 1: Let others know that you're here to support them during Mental Health Awareness Month and beyond by participating in the #GotYourBackChallenge on TikTok! For more on how to participate, visit @gotyourbackchallenge on TikTok and find more Mental Health resources at tinyurl.com/GotYourBackChallenge.

Caption Option 2: The more we share about mental health, the better we can lift each other up. During Mental Health Awareness Month, let's spread the message to others — we are here for you, and we have your back. Create a TikTok letting others know that you're here for them this month and post to your own TikTok channels. Visit @gotyourbackchallenge on TikTok to get inspired, and tap into more Mental Health resources for parents and young adults at tinyurl.com/GotYourBackChallenge.

[DOWNLOAD ALL SOCIAL MEDIA IMAGES HERE.](#)



#GOTYOURBACKCHALLENGE

Mental Health Awareness Month

How to join the challenge:

1

FILM: Find a fun way to **say or show** "I've got your back" Get creative! Need ideas? Check out @gotyourbackchallenge on TikTok!

2

POST: Post your creation to your personal TikTok channel (or any social media page) and use the hashtag #GotYourBackChallenge

3

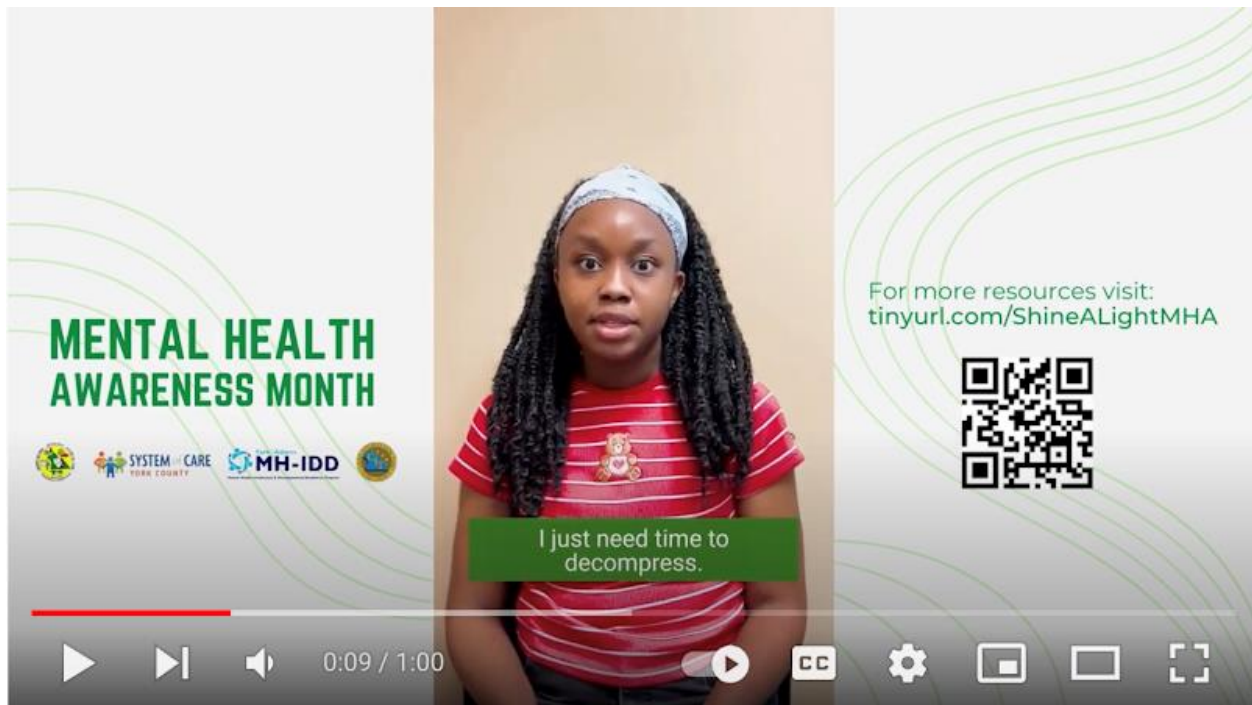
SPREAD THE WORD: Encourage others to participate by tagging them in your post or sending your video to them to inspire their own #GotYourBackChallenge TikTok!



@GotYourBackChallenge

+
I'VE GOT
YOUR
BACK.

Social Post — Share Parent PSA Video (See the video
HERE: <https://www.youtube.com/watch?v=bkdVvQMckgk>)



Post option 1: Parents: our children are telling us what they wish we knew about their mental health. Now, it's on us to listen. Share this video and visit [tinyurl.com/ShineALightMHA](https://www.youtube.com/watch?v=bkdVvQMckgk) to find helpful resources on being a mental health advocate for young people.

#MentalHealthAwarenessMonth #ShineTheLightOnMentalHealth. <https://www.youtube.com/watch?v=bkdVvQMckgk>

Post option 2: Be a mental health advocate for young adults by educating yourself - we've got you covered! Check out our Mental Health resources list to help you start the conversation at home: [tinyurl.com/ShineALightMHA](https://www.youtube.com/watch?v=bkdVvQMckgk) #MentalHealthAwarenessMonth

#ShineTheLightOnMentalHealth <https://www.youtube.com/watch?v=bkdVvQMckgk>

E-blast — Invite Your ListSerts to Join The Got Your Back Challenge



Dear NAME,

May is #MentalHealthAwarenessMonth — and this year, we want to #ShineALightOnMentalHealth using the power of social media!

You are invited to join us in the [#GotYourBackChallenge](#) — a social media challenge created by the York County Human Services System of Care, which was developed after conducting a number of focus groups of students grades 7-12 across York County.

When asked about their relationship with mental health, these students bravely shared the challenges they face. Students shared that mental health challenges feel lonely and isolating. **They often feel like they are the only ones struggling, and asking for help from peers or family members is a challenge. Bringing it up seems weird, awkward or silly.**

But overwhelmingly, students also deeply desire to feel supported — and they want their peers to know that they are also here as a resource for them. To let others know, “I’ve Got Your Back.” Hence, the challenge theme was born.

Join us during Mental HealthAwarenessMonth and participate in the #GotYourBackChallenge. Here’s how:

Step 1: Film Your Video

Find a fun way to say or show "I've got your back" Get creative! Recruit friends or family members to join in. *Need ideas or inspiration? Check out [@gotyourbackchallenge](#) on TikTok!*

Step 2: Post Your Video

Post your creation to your personal TikTok channel and use the hashtag #GotYourBackChallenge. You can also tag us at @GotYourBackChallenge on TikTok, and @YorkCountyHumanServices on Facebook or Instagram so we can share your video. *If you are not a TikTok user, don't worry! You can still participate by sharing your video on any other social platform you already have, such as Facebook or Instagram.*

Step 3: Spread the Word

Encourage others to participate by tagging them in your post or sending your video to them to inspire their own #GotYourBackChallenge video — use the pre-written social media post below to easily and quickly spread the word!

We hope you will join us and share your #GotYourBackChallenge during the month of May! For more information about the challenge to find additional mental health resources, visit <https://www.yorkcountyhumanservices.org/mentalhealthmonth/>.

#GOTYOURBACKCHALLENGE

Mental Health Awareness Month

How to join the challenge:

1

FILM: Find a fun way to **say or show** "I've got your back" Get creative! Need ideas? Check out @gotyourbackchallenge on TikTok!

2

POST: Post your creation to your personal TikTok channel (or any social media page) and use the hashtag #GotYourBackChallenge

3

SPREAD THE WORD: Encourage others to participate by tagging them in your post or sending your video to them to inspire their own #GotYourBackChallenge TikTok!



@GotYourBackChallenge

+
I'VE GOT
YOUR
BACK.

MENTAL HEALTH AWARENESS MONTH

WE'VE
+ GOT
YOUR
BACK.

Dear NAME,

Did you know? May is Mental Health Awareness Month — an important designation that reminds us all to consider the role that mental health plays in our lives. Mental health challenges affect us all, including our young people. These are the facts:

- In 2020, 1 in 5 young people report that the pandemic had a significant negative impact on their mental health.
- 1 in 3 young adults have experienced a mental illness, and 1 in 10 reports that mental illness is serious.
- 3 million US adolescents aged 12-17 reported having serious thoughts of suicide in 2020. (Source: [NAMI, 2020](#).)

Mental health struggles are universal, but for young people, these challenges can feel especially isolating and lonely. And finding the words to speak up and ask for help? That can be just as much of a challenge.

During Mental Health Awareness Month, join us to Shine A Light on Mental Health by watching and sharing this PSA video, created by the York County Human Services System of Care, featuring real words of students sharing “what they wish their parents knew” about their experiences with mental health.

INSERT VIDEO LINK <https://youtu.be/bkdVvQMCKgk>

MENTAL HEALTH AWARENESS MONTH

For more resources visit:
tinyurl.com/ShineALightMHA

I wish our parents knew...

Today’s young people are communicating with us as best as they can — and it’s on all of us to listen and show up to support them.

We hope you'll share this resource with your own networks as a reminder that we can all lend a listening ear and voice of support to the amazing young people who need us most.

Learn more about [#MentalHealthAwarenessMonth](#) and find useful resources for discussing mental health with young people (as a parent or otherwise)

here: <https://www.yorkcountyhumanservices.org/mentalhealthmonth>

Flyer — #GotYourBackChallenge Promotion

Download, print, and share!

[DOWNLOAD PDF HERE](#)



#GOTYOURBACKCHALLENGE

Mental Health Awareness Month TikTok Challenge

The more we share about mental health, the better we can lift each other up. During Mental Health Awareness Month, we want to let others know we have their backs. Show us how YOU can have other's backs this month and post to your own TikTok channels.

How to Participate:

FILM: Find a fun way to say or show "I've got your back" Get creative! Need ideas? Check out @gotyourbackchallenge on TikTok!

POST: Post your creation to your personal TikTok channel (or any social media page) and use the hashtag #GotYourBackChallenge

SPREAD THE WORD: Encourage others to participate by tagging them in your post



@GotYourBackChallenge

No TikTok? No problem! You can still participate by sharing your video on any other social platform you have, such as Facebook, Instagram or LinkedIn.

For More Information or Support Please Contact :

paige@kyleesocial.com

+
I'VE GOT
YOUR
BACK.