

# SAMPLE SOCIAL MEDIA POSTS

## *Download the Toolkit*

Because of Twitter's new 280 character limit, all of these work for Facebook and Twitter.

- Half of all #mentalhealth conditions start by 14. Understanding how #trauma can trigger mental health issues in youth can help parents, teachers, and young people prevent crises #b4stage4. [bit.ly/mhabts] #B2S18
- About 75% of all #mentalhealth conditions begin by the age of 24. We can do more for young people through early identification and intervention. Download the #B2S18 toolkit as part of your #backtoschool prep: [bit.ly/mhabts]
- The #BackToSchool Toolkit helps increase understanding of how traumatic events can trigger #mentalhealth issues and provides materials on the topic for parents, school personnel, and young people: [bit.ly/mhabts] #B2S18
- #BackToSchool season is upon us! Are you keeping #mentalhealth in mind as part of your preparations? Download the toolkit to learn more about youth #mentalhealth: [bit.ly/mhabts] #B2S18
- Making the transition #backtoschool is all about preparation. Is #mentalhealth a part of yours? Download the toolkit for #B2S18: [bit.ly/mhabts]
- How do young people cope with #trauma? What can you do to support the students in your life this #backtoschool season? Download the free toolkit to learn more: [bit.ly/mhabts] #B2S18
- #Trauma can happen to anyone, at any age. It's important to be aware of how trauma can trigger #mentalhealth issues in young people and prevent #mentalillness before crisis - #b4stage4. [bit.ly/mhabts] #B2S18
- How does #trauma trigger #mentalhealth issues in young people? Don't be unprepared this #backtoschool season. Our young people shouldn't suffer in silence. Learn what you can do to help: [bit.ly/mhabts] #B2S18
- Young people deal with a lot, and #backtoschool season may be conjuring up a lot of #anxiety. It's important to understand how to talk about #mentalhealth this school year. [bit.ly/mhabts] #B2S18
- While we can't completely shield young people from all the #trauma they may face, we can help them learn to recognize when they need help dealing with mental health. Download the #backtoschool toolkit: [bit.ly/mhabts] #B2S18

## Calls to Action

- Free, confidential, and anonymous screening tools are available at [MHAScreening.org](https://www.MHAScreening.org) for parents and youth to find out if a young person may have symptoms of a behavioral, emotional or cognitive disorder. [[MHAScreening.org](https://www.MHAScreening.org)] #B2S18
- If something just doesn't "feel right" and you aren't sure why, it's important to know the signs and symptoms of mental health issues and seek help. You can get started with a #mentalhealth screen: [[MHAScreening.org](https://www.MHAScreening.org)] #B2S18
- If you're concerned that your child may be dealing with a #mentalhealth issue, reach out. Don't assume it's just "kids being kids" if your gut tells you it may be something more. Consider taking the parents' screen at [MHAScreening.org](https://www.MHAScreening.org) to check symptoms that you see. #B2S18
- Telling someone "I'm not okay" can be easier said than done. MHA's 2018 mPower winners developed the NotOK App to make that process easier. You can download the app to prepare for #backtoschool: [<https://www.notokapp.com/>] #B2S18

## Hashtags

- #backtoschool
- #backtoschool2018
- #B2S18
- #B2S

## Links

- URL: <http://www.mentalhealthamerica.net/bts>
- Shortened: [bit.ly/mhabts](http://bit.ly/mhabts)