

SAMPLE SOCIAL MEDIA POSTS

The 2019 #BackToSchool toolkit is here! This year's toolkit includes:

- 4 fact sheets
- Key messages
- Sample social media posts/graphics
- A drop-in article
- Radio PSA scripts
- And more!

Download the toolkit here: [<http://www.mentalhealthamerica.net/back-school>]

Did you know that left unaddressed, chronic loneliness can cause the same amount of damage to your lifespan as smoking 15 cigarettes a day?

Download the 2019 #BacktoSchool toolkit to learn more: [<http://www.mentalhealthamerica.net/back-school>]

They may look fine, but many children/teens feel stressed and lonely. Learn more about how stress and loneliness can impact not just a young person's #mentalhealth, but their overall wellness, too. Download the 2019 #BackToSchool toolkit: [<http://www.mentalhealthamerica.net/back-school>]

Nearly half of 11-17 year olds are very stressed out. The top reason for their stress was getting good grades. So, how can school personnel and parents better support young people's #mentalhealth? Download the 2019 #BackToSchool toolkit to find out: [<http://www.mentalhealthamerica.net/back-school>]

Top 5 Ways Teens De-Stress

- Listen to music
- Browse online/social media
- Eat
- Watch movies/TV
- Play video games

Learn more about the impact of stress on #mentalhealth & what teens are doing about it with the 2019 #BackToSchool toolkit: [<http://www.mentalhealthamerica.net/back-school>]

83% of teens say they do not have an adult in their life who understands what they are going through. How can adults better support the young people in their lives? Learn more with the 2019 #BackToSchool toolkit: [<http://www.mentalhealthamerica.net/back-school>]

Only 16% of kids thought they had an adult in their life that truly understands what they're going through. How can you better support a young person in your life who might be struggling? Learn more in our 2019 #BackToSchool toolkit: [<http://www.mentalhealthamerica.net/back-school>]

Top 5 Causes of Stress in Teens

- Getting good grades
- Appearance/body image
- Preparing for the future
- Loneliness
- Juggling priorities

Learn more about teen mental health with the 2019 #BackToSchool toolkit: [<http://www.mentalhealthamerica.net/back-school>]

Hashtags

Best practices:

- For Facebook and Twitter, use no more than one or two strategic hashtags per post.
- For Instagram use at least 10 hashtags per post.

Here are our suggested hashtags for this year's Back to School campaign:

- #backtoschool
- #backtoschool19
- #backtoschool2019
- #student
- #studentmentalhealth
- #teenmentalhealth
- #mentalhealth
- #mentalhealthawareness
- #mentalillness
- #stress
- #lonely
- #loneliness
- #school
- #b4stage4