



Mental Health Action Day

MAY 18, 2023

Social Media Toolkit for Employers

**Mental Health
Action Day**

HAA
HEALTH ACTION
ALLIANCE

IN COLLABORATION WITH



AMERICAN
PSYCHOLOGICAL
ASSOCIATION



WITH ADDITIONAL SUPPORT FROM

Sample Social Media Posts

Thank you for being an official partner of Mental Health Action Day! We encourage you to promote how your company is empowering others to take one hour of mental health action.

Download our customizable social media graphics and create a caption using our sample copy options for Twitter, Instagram, LinkedIn or Facebook. You can also branch out and create content that incorporates your own company mental health campaign with Mental Health Action Day.

HEALTH ACTION ALLIANCE ORGANIZING PARTNERS

POWERED BY



Use our customizable social media graphics and sample posts to promote your company's partnership with Mental Health Action Day (MHAD).

When: **Thursday, May 18, 2023**

Where: LinkedIn, Facebook, Twitter, Instagram

Hashtags: Primary: **#MentalHealthAction**
Secondary: **#MentalHealthIsHealth**
#HealthActionAlliance

Tags: Twitter: [@healthaction](https://twitter.com/healthaction)
LinkedIn: [linkedin.com/company/health-action-alliance](https://www.linkedin.com/company/health-action-alliance)

Graphics: [Customizable Graphic General Graphics and Video GIFs](#)

TWITTER/INSTAGRAM

[Download our customizable graphics](#) 

Sample Caption Option 1

Thank you for being an official partner of Mental Health Action Day! We encourage you to promote how your company is empowering others to take one hour of mental health action.

Download our customizable social media graphics and create a caption using our sample copy options for Twitter, Instagram, LinkedIn or Facebook. You can also branch out and create content that incorporates your own company mental health campaign with Mental Health Action Day.

Note - Include partners in photo tag: @healthaction @AdCouncil @MTV @uofu_hmhi @OneMindOrg @apa

Sample Caption Option 2

At [Company Name], we believe that #MentalHealthIsHealth. Join us in celebrating #MentalHealthAction Day by sharing your favorite #workplace self-care activity in the comments.

Note - Include partners in photo tag: @healthaction @AdCouncil @MTV @uofu_hmhi @OneMindOrg @apa

Sample Caption Option 3

Studies have shown that people who volunteer have a higher sense of satisfaction in life. This #MentalHealthAction Day, take one hour for your mental health by giving back to your community.

Note - Include partners in photo tag: @healthaction @AdCouncil @MTV @uofu_hmhi @OneMindOrg @apa

Sample Caption Option 4

This #MentalHealthAction Day, prioritize your mental health by taking one hour of your day to get connected with nature. From a scenic walk to a meal outdoors, exposure to nature has proven benefits to physical and psychological well-being.

Note - Include partners in photo tag: @healthaction @AdCouncil @MTV @uofu_hmhi @OneMindOrg @apa

Sample Caption Option 1

At [Company Name], we know that productivity is directly linked to how we feel. Our mental health affects how we show up for work—and whether we show up at all. This #MentalHealthAction Day, [Company Name] is encouraging our team to take one hour for their mental health by [insert action here].

Note - Include partners in photo tag: @healthaction @AdCouncil @MTV @uofu_hmhi @OneMindOrg @apa

Sample Caption Option 2

At [Company Name], we know that a healthy workplace culture leads to healthier, happier workers. In honor of #MentalHealthAction Day, we plan to help our employees take one hour for their mental health by [insert action here].

Note - Include partners in photo tag: @healthaction @AdCouncil @MTV @uofu_hmhi @OneMindOrg @apa

Sample Caption Option 3

Studies have shown that people who volunteer have a higher sense of satisfaction in life. This #MentalHealthAction Day, take one hour for your mental health to give back to your community.

Volunteer ideas:

- Help out at church, temple or mosque
- Get involved in your school's Parent Teacher Association
- Donate money, books, clothing, etc.
- Assist a neighbor with a chore
- Clean up your local park, beach, etc.
- Encourage voter registration in your community

Note - Include partners in photo tag: @healthaction @AdCouncil @MTV @uofu_hmhi @OneMindOrg @apa

Sample Caption Option 4

This #MentalHealthAction Day, prioritize your mental health by taking one hour of your day to get connected with nature, which has been proven to positively benefit physical and psychological well-being.

Ideas for connecting with nature:

- Try a walking meeting
- Enjoy a meal outdoors
- Take your pet to the park
- Go for a swim
- Visit a local nature preserve or garden

Note - Include partners in photo tag: @healthaction @AdCouncil @MTV @uofu_hmhi @OneMindOrg @apa