

WV GREEN BANDANA INITIATIVE

SOCIAL MEDIA PRESS KIT

The messaging focus for February 28 - March 4 is to introduce the WV Green Bandana initiative and promote opportunities for students to sign up for mental health training

WV GREEN BANDANA INITIATIVE POSTS

To share Facebook, Twitter and Instagram posts directly from HEPC's Social Press Kit, visit <https://thesocialpresskit.com/cfwv> and click on the Campus Mental Health tab for Green Bandana Initiative posts.

FACEBOOK:



MENTAL HEALTH MATTERS!



Would you like to be a mental health advocate and help your fellow classmates cope with mental health issues?

[Campus Name] is participating in the statewide Green Bandana Initiative to encourage awareness of student mental health and provide students with mental health training opportunities. For details and a list of training dates this spring, visit <https://bit.ly/3Hf8xaY>.

#WVGBI

INSTAGRAM (using same photo as above):

Attention all [campus mascot, name ie. Mountaineers]! Be a campus mental health advocate and confidant to your peers.

[Campus Name] is participating in the statewide Green Bandana Initiative to encourage awareness of student mental health and provide students with mental health training opportunities. For details and a list of training dates this spring, visit <https://bit.ly/3Hf8xaY>.

#mentalhealthawareness #WVGBI

TWITTER:



Challenges with mental health can affect anyone. You can help your fellow peers by becoming a mental health advocate through the Green Bandana Initiative. Learn more and sign up for training here: <https://bit.ly/3Hf8xaY>

MENTAL HEALTH MATTERS!

#MentalHealthAwareness #WVGBI

MENTAL HEALTH AND SUICIDE PREVENTION AWARENESS

SGAs at schools participating in the Green Bandana Initiative might also wish to share general mental health awareness posts during the week of February 28–March 4. Key messages, sample posts and pages to share are included below to assist you in posting safe and positive mental health messages. Be sure to check out the best practices for mental health posts on page 3.

You are not alone

- Share post from HEPC's Social Press Kit: <https://thesocialpresskit.com/cfwv> click on Campus Mental Health tab

#bethelto (Suicide Prevention Lifeline)

- Learn more about this campaign at Bethelto Website
- Choose a graphic kit - <https://www.bethelto.com/join/>
- Sample Social Media Posts
 - Most of us would take action if we knew someone close to us was thinking about suicide or in other mental health crisis. But many of us don't know what to do. Check out this hand-drawn explainer video for 5 steps you can take to #BeThe1To help save a life. <https://bit.ly/3yi55rG>
 - #BeThe1To share these warning signs with everyone you know. Knowledge and awareness can help save lives. <https://bit.ly/3DgYSQi>
 -

#keepgoing (American Foundation for Suicide Prevention) <https://afsp.org/how-do-you-keepgoing>

- As we all protect our mental health and cope with uncertainty, it's more important than ever to be there for each other and take steps to prevent suicide. You don't have to be a mental health professional to make a difference. #KeepGoing
- Create a shareable image at https://afsp.org/how-do-you-keepgoing_and_post_to_your_social_network.

MENTAL HEALTH AND SUICIDE PREVENTION AWARENESS (continued)

#youmatter (Suicide Prevention Lifeline) <https://www.facebook.com/youmatterlifeline/>

- This page compiles student voices about mental health. Any post on this page would be good to share, but especially the links to <https://youmatter.suicidepreventionlifeline.org/>

College Student Mental Health Accounts to share

- [Active Minds](#)
- [Seize the Awkward](#)

BEST PRACTICES AND RESPONSES TO POSTS

Social media is a wonderful tool for spreading awareness and hope, but all posts should adhere to the four components of the Framework for Successful Messaging (strategy, positive narrative, safety and guidelines). To help keep students who interact with your posts safe, check out this new toolkit Support for Suicidal Individuals on Social and Digital Media developed by the staff of the National Suicide Prevention Lifeline to establish social media safety policies for helping individuals in suicidal crisis.

For accounts making mental health-related posts, be sure to indicate that your page/account is not monitored 24/7 and that help is available by contacting one of the following: your campus counseling center, Crisis Text Line, National Suicide Prevention Lifeline, or HELP4WV.

- **Crisis Text Line:** Text START to 741741 and you'll be connected to a trained Crisis Counselor. Crisis Text Line provides free, text-based support 24/7.
- **National Suicide Prevention Lifeline:** Free and confidential emotional support to people in suicidal crisis or emotional distress 24 hours a day, 7 days a week, across the United States. Call 1-800-273-8255. Chat at suicidepreventionlifeline.org
- **HELP4WV:** Offers 24/7 call, chat, and text line that provides immediate help for any West Virginian struggling with an addiction or mental health issue. The helpline staff offers confidential support and resource referrals, including self-help groups, out-patient counseling, medication-assisted treatment, psychiatric care, emergency care, and residential treatment. The helpline provides assistance for those who need help themselves, and guidance for those seeking help for loved ones.
 - Text 844-435-7498
 - Call 844-HELP4WV or 304-356-5840
 - Chat online at www.help4wv.com
 - Email HELP4WV@1STCHS.COM