



Social Media Toolkit for Partners

Join us to promote #Vote4MentalHealth this fall using your social media accounts. Below are links to sample graphics and posts.

[Find sample graphics here.](#)

General Awareness of the #Vote4MentalHealth Campaign

- Understand how your vote impacts mental health. Learn how you can #Vote4MentalHealth this fall at www.Vote4MentalHealth.org
- Is mental health important to you? #Vote4MentalHealth this fall by learning how different issues impact mental health care in your community. Learn more at www.Vote4MentalHealth.org
- Voters are motivated by different issues—but every issue impacts mental health. Do you already #Vote4MentalHealth? Learn more at www.Vote4MentalHealth.org
- You can't #Vote4MentalHealth if you don't cast a ballot. Are you registered to vote? Visit www.Vote4MentalHealth.org to learn how to register in your state!
- Mental health is on the ballot in 2020. Learn how you can #Vote4MentalHealth this fall at www.Vote4MentalHealth.org
- Together, we can make mental health a priority in the 2020 elections. Join us to #Vote4mentalHealth this fall: www.Vote4MentalHealth.org
- Your vote has an impact. Make it count for mental health. Learn more at www.Vote4MentalHealth.org

I'm ___ and I #Vote4MentalHealth (social sharing campaign)

*Pre-filled in graphics available [here](#)

*Printable signs to be filled in by an individual are available [here](#)

- Will you #Vote4MentalHealth this election? Let your family and friends know! Find graphics and a printable sign to share on social media at www.vote4mentalhealth.org/get-involved

- Together, we can make a difference this election for everyone affected by mental health conditions. Pledge to #Vote4MentalHealth and download a graphic to share on social media. www.vote4mentalhealth.org/get-involved
- Why do you #Vote4MentalHealth? Use one of our images or print-and-share your own to tell your friends and family why you care this election. www.vote4mentalhealth.org/get-involved

Sharing the Video on #Vote4MentalHealth

*Full version: <https://www.youtube.com/watch?v=ZYfcT59E6WY&feature=youtu.be>

*Short (58 second) You Are Not Alone version:

<https://www.youtube.com/watch?v=Rau687zwWSA&feature=youtu.be>

- [short version] Now more than ever, we need to stand up together to fight for better mental health support for everyone. Take the pledge to [#Vote4MentalHealth](https://www.vote4mentalhealth.org): [vote4mentalhealth.org](http://www.vote4mentalhealth.org) <https://youtu.be/Rau687zwWSA>
- [full version] Your choices at the ballot box touch everyone impacted by mental health conditions. Will you pledge to [#Vote4MentalHealth](https://www.vote4mentalhealth.org)? Watch to learn more: <https://youtu.be/ZYfcT59E6WY>

Know the Key Issues

- #Vote4MentalHealth is about more than a single policy issue. It's about knowing how difficult issues affect people with mental health conditions. Learn more: www.Vote4MentalHealth.org/key-issues
- Voters routinely list issues like health care, the economy, education and housing as key issues when they go to the ballot box. But do you know how these issues impact people with mental health conditions? #Vote4MentalHealth www.Vote4MentalHealth.org/key-issues
- Did you know you're already voting on mental health when you cast your ballot? Find out more about how different traditional campaign issues intersect with mental health. #Vote4MentalHealth www.Vote4MentalHealth.org/key-issues

Voter Registration

- You can't #Vote4MentalHealth if you don't cast a ballot. Are you registered to vote? Visit www.Vote4MentalHealth.org/Voter-Resources to learn how to register in your state!
- Did you move recently and forget to update your voter registration? There's still time to make sure you can #Vote4MentalHealth! Go to www.Vote4MentalHealth.org/Voter-Resources and find out how to update your registration.

Get-Out-The-Vote (GOTV)

- There's a lot of conflicting information out there about how you can cast your ballot this election. Do you know your options to #Vote4MentalHealth? Learn more at www.Vote4MentalHealth.org/Voter-Resources
- Do you know your polling place location and hours? Do you need to bring any form of ID? Is early voting available to avoid the long lines on Election Day? Make a plan to #Vote4MentalHealth. Start at www.Vote4MentalHealth.org/Voter-Resources
- Today's the day! Election Day (11/3) is here. If you haven't already, go vote! After you vote, share a selfie with your sticker using #Vote4MentalHealth

Engaging Candidates

- Understanding how different policymakers impact mental health services and support — and what you can do to educate them about mental illness — is critical to #Vote4MentalHealth. Learn more: www.Vote4MentalHealth.org/engaging-candidates
- Elected officials—from your members of Congress to your local school board—make decisions that impact people with mental health conditions. Do you know how they play a role in your community? www.Vote4MentalHealth.org/engaging-candidates
- There are lots of ways to learn about candidates and their positions, and to share why you #Vote4MentalHealth. Here are a few ideas on how to engage with your local candidates about mental health —> www.Vote4MentalHealth.org/engaging-candidates

Promoting the #Vote4MentalHealth Pledge

- Mental health is on the ballot in 2020 because every policymaker makes decisions that impact mental health in our communities. Take the pledge to #Vote4MentalHealth: www.Vote4MentalHealth.org
- Across the country, one issue is on every ballot: mental health. During this election, your vote can send a message that mental health matters. Take the pledge to #Vote4MentalHealth! www.Vote4MentalHealth.org
- Together, we can make mental health a priority in the 2020 elections. Join us. Pledge to #Vote4mentalHealth this fall: www.Vote4MentalHealth.org

[Click here to access sample graphics for social media posts.](#)