

## **Purpose of This Template**

To provide social media content that you can easily use for your organization's social media channels.

## **Guidelines**

- All information in this document is already reviewed and approved by the SMI Adviser Staff Team, so you may use this information in designated social media channels as needed.
- We ask that you do not edit or alter the copy and links when you use this approved information about SMI Adviser.
- We encourage all partner organizations to run social media posts as often as possible. This helps SMI Adviser reach the broadest possible audience of stakeholders who are impacted by serious mental illness (SMI).
- This document contains general posts about SMI Adviser, as well as posts about specific services and features of the initiative. This allows you to vary the kind of content you post each time.
- You may use one of the pre-approved social media images for SMI Adviser along with any of the posts in this document.
  
- If you have any questions, concerns, or need other information for use in social media channels, simply contact:
  - Glenn Laudenslager, [glenn@chargeaheadmarketing.com](mailto:glenn@chargeaheadmarketing.com)
  - Ben Buchholz, [bbuchholz@psych.org](mailto:bbuchholz@psych.org)
  - Zhuoyin Yang, [zyang@psych.org](mailto:zyang@psych.org)

## **My Mental Health Crisis Plan Facebook Post #1**

URL:

[https://www.smiadviser.org/mymhcp?utm\\_source=Partner\\_Action\\_Toolkit&utm\\_medium=Social\\_Media](https://www.smiadviser.org/mymhcp?utm_source=Partner_Action_Toolkit&utm_medium=Social_Media)

Copy:

My Mental Health Crisis Plan lets individuals in your care create and share a psychiatric advance directive (PAD) so they are prepared in case of a crisis.

Empower people to advocate at a time when individuals need it most.

#MissionForBetter

## **My Mental Health Crisis Plan Facebook Post #2**

URL:

[https://www.smiadviser.org/mymhcp?utm\\_source=Partner\\_Action\\_Toolkit&utm\\_medium=Social\\_Media](https://www.smiadviser.org/mymhcp?utm_source=Partner_Action_Toolkit&utm_medium=Social_Media)

Copy:

Serious mental illness (SMI) involves complex situations. That means mental health clinicians often make complex choices during a crisis. My Mental Health Crisis Plan is a new app from SMI Adviser that helps individuals in your care create a crisis plan.

This app can improve continuity of care. Enhance the therapeutic alliance. Involve family members in treatment. And empower people to advocate at a time when individuals need it most.

#MissionForBetter

## My Mental Health Crisis Plan Twitter Posts

URL:

[https://www.smiadviser.org/mymhcp?utm\\_source=Partner\\_Action\\_Toolkit&utm\\_medium=Social\\_Media](https://www.smiadviser.org/mymhcp?utm_source=Partner_Action_Toolkit&utm_medium=Social_Media)

Copy:

Download the NEW My Mental Health Crisis Plan app. It helps individuals in your care create and share a #psychiatric advance directive (PAD) so they are prepared in case of a crisis. – [insert shortened URL]

#mentalhealthcrisis #mentalhealthmatters #MissionForBetter

Copy:

The My Mental Health Crisis Plan app can improve continuity of care. Enhance the therapeutic alliance. And empower people to advocate at a time when individuals need it most. – [insert shortened URL]

#mentalhealthcrisis #mentalhealth #mentalhealthmatters #MissionForBetter

## **My Mental Health Crisis Plan LinkedIn Post**

URL:

[https://www.smiadviser.org/mymhcp?utm\\_source=Partner\\_Action\\_Toolkit&utm\\_medium=Social Media](https://www.smiadviser.org/mymhcp?utm_source=Partner_Action_Toolkit&utm_medium=Social_Media)

Copy:

Serious mental illness (SMI) involves complex situations. That means mental health clinicians often make complex choices during a crisis. My Mental Health Crisis Plan is a new app from SMI Adviser that helps individuals in your care create a crisis plan.

#MissionForBetter #mentalhealth