

## **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/padapp?utm\\_source=Partner\\_Social\\_Media](https://www.smiadviser.org/padapp?utm_source=Partner_Social_Media)

Copy:

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

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

#MissionForBetter

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

URL: [https://www.smiadviser.org/padapp?utm\\_source=Partner\\_Social\\_Media](https://www.smiadviser.org/padapp?utm_source=Partner_Social_Media)

Copy:

With serious mental illness (SMI), crises can be difficult to predict. Sometimes there are no warning signs. That is why it is important to plan ahead and create a psychiatric advance directive (PAD). A PAD allows an individual to make their treatment preferences known. That way, if and when a crisis occurs, an individual has a voice in their own care.

#MissionForBetter

## My Mental Health Crisis Plan Twitter Posts

URL: [https://www.smiadviser.org/padapp?utm\\_source=Partner\\_Social\\_Media](https://www.smiadviser.org/padapp?utm_source=Partner_Social_Media)

Copy:

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

#mentalhealthcrisis #mentalhealthmatters #MissionForBetter

Copy:

The My Mental Health Crisis Plan app helps you plan ahead & create a psychiatric advance directive (PAD). That way, if and when a crisis occurs, you have a voice in your own care. – [insert shortened URL]

#mentalhealthcrisis #mentalhealth #mentalhealthmatters #MissionForBetter

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

URL: [https://www.smiadviser.org/padapp?utm\\_source=Partner\\_Social\\_Media](https://www.smiadviser.org/padapp?utm_source=Partner_Social_Media)

**Copy:**

With serious mental illness (SMI), crises can be difficult to predict. Sometimes there are no warning signs. My Mental Health Crisis Plan is a new app from SMI Adviser that helps you create a crisis plan. That way, if and when a crisis occurs, you have a voice in your own care.

#MissionForBetter #mentalhealth