

#Papaya -Youth Mental Health Social Media Campaign Toolkit

Thank you for downloading this social media campaign designed by teens for teens. This toolkit includes the post order, language, images, and hashtags. We would love it if you tagged us in the posts so we can engage with you.

Tag Us

Social Media Platform	TCADR	EPIC
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Twitter	@TCADR	
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Posts

Day	Image Name	Post
1	Papaya YMH Post 1	Meet #Papaya, the EPIC Mental Health Mascot. Follow Papaya to learn about mental health & resources to help people struggling. #empowerpeers #mentalhealthmatters #mentalhealthishealth #stigmafree
2	Papaya YMH Post 2A Papaya YMH Post 2B	What is mental health? It's our emotional, psychological, & social well-being. #Papaya says it affects how we think, feel, & act. #empowerpeers #mentalhealthmatters #mentalhealthishealth #stigmafree
3	Papaya YMH Post 3A Papaya YMH Post 3B	#Papaya says it's important to talk about feelings. Talking helps work to understand feelings, find support, & find our best self. #empowerpeers #mentalhealthmatters #mentalhealthishealth #stigmafree
4	Papaya YMH Post 4A Papaya YMH Post 4B Papaya YMH Post 4C Papaya YMH Post 4D Papaya YMH Post 4E	#Papaya says we all experience times when we need support. There are people around you to help – someone you trust or professionals. Papaya listed their favorites. #empowerpeers #mentalhealthmatters #mentalhealthishealth #stigmafree
5	Papaya YMH Post 5A Papaya YMH Post 5B Papaya YMH Post 5C	#Papaya says natural highs make you feel good strengthen your mental health. #Whatisyournaturalhigh (PS check out that campaign!) #empowerpeers #mentalhealthmatters #mentalhealthishealth #stigmafree

6	Papaya YMH Post 6A	#Papaya says there are ways to help improve your mental state. Try these tips that helped them when they needed it. #empowerpeers #mentalhealthmatters #mentalhealthishealth #stigmafree
7	Papaya YMH Post 7A	#Papaya speaks out against stigma! They know it can help instill courage to get help in others facing similar challenges. #empowerpeers #mentalhealthmatters #mentalhealthishealth #stigmafree
8	Papaya YMH Post 8A Papaya YMH Post 8B	#Papaya shared lots of information from their experiences. They want you to know that YOU are enough. YOU are powerful. YOU are valuable. YOU are strong. #empowerpeers #mentalhealthmatters #mentalhealthishealth #stigmafree

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