

Mental Health Awareness Month Campaign

Social Media Posting Guide

Easy-to-share social media graphics and copy uniquely designed to provide youth and their families with more information on mental health concerns & guidance.



This campaign was made possible by the Illinois Department of Public Health's Office of Women's Health.



Thank you for downloading the **Mental Health Awareness Month** **Social Media Campaign!**

Use this toolkit for quickly creating posts on Facebook, Instagram, or your other social media platforms. In addition, you can also use these assets on your website and in e-mails to patients.

This toolkit includes:

- Guidance on when to post on each platform for maximum reach
- Copiable social media post text
- Downloadable graphics to pair with the social media post text

How To Use This Guide:

- 1 Review social media best practices and posting guidance in this PDF to determine the best time to post for your audience.
- 2 Find the post you'd like to share on your social media platforms in this PDF and copy the post text.
- 3 Open the "Social Media Graphics" folder and find the corresponding graphic(s) to the post you'd like to use.
- 4 Open your social media platform of choice, paste your copied text in the posting area.
- 5 Upload the corresponding graphic(s) and post.



Make the Most of Your Social Media Platforms

Best Practices for Identifying the Most Impactful Platforms

Each social media platform has a unique audience with equally unique engagement habits. To make the most impact with this social media toolkit, please consider the following:

There are five commonly agreed upon generations currently identified in the United States. Each of these generations leverage specific social media platforms, including:

- **Gen Z, iGen, or Centennials:** Born 1996 – TBD
 - ▷ TikTok, SnapChat, YouTube
- **Millennials or Gen Y:** Born 1977 – 1995
 - ▷ Instagram, Facebook, Pinterest
- **Generation X:** Born 1965 – 1976
 - ▷ Facebook, LinkedIn
- **Baby Boomers:** Born 1946 – 1964
 - ▷ Facebook
- **Traditionalists or Silent Generation:** Born 1945 and before
 - ▷ NA

When choosing where to post, consider your patient roster, and select the appropriate platform accordingly.

Best Practices for Hitting High-Traffic Posting Windows

Each social media platform has specific peak-traffic times based on their unique user base. If you intend to mass post across platform, it's best to choose the most highly-trafficked times. Use this data to make the most informed posting decisions.

Highest-Traffic Windows Across Platform:

7 am to 9 am CT | 1 pm to 3 pm CT | 7 pm to 9 pm CT

Highest-Traffic Days Across Platform:

Wednesday | Thursday | Tuesday | Friday

Platform Specific Posting Windows

If you are choosing to post on a single platform like Facebook, Instagram, or LinkedIn, use the timetables below to schedule your posts for maximum impact:

Facebook:

- **Monday:** 5 am to 3 pm CT
- **Tuesday:** 6 am to 3 pm CT
- **Wednesday:** 6 am to 3 pm CT
- **Thursday:** 5 am to 3 pm CT
- **Friday:** 6 am to 3 pm CT
- **Saturday:** 7 am to 2 pm
- **Sunday:** 10 am to 3 pm

Instagram:

- **Monday:** 9 am to 10 am CT
- **Tuesday:** 9 am to 10 am CT
- **Wednesday:** 5 am, 11 am, or 3 pm CT
- **Thursday:** 12 pm or 5 pm CT
- **Friday:** 9 am to 10 am or 5 pm to 6 pm CT
- **Saturday:** 8 am to 12 pm CT
- **Sunday:** 10 am to 2 pm CT

LinkedIn:

- **Monday:** 1 pm CT
- **Tuesday:** 8 am to 10 am CT
- **Wednesday:** 2 pm CT
- **Thursday:** 4 pm CT
- **Friday:** 10 am CT
- **Saturday:** 6 am to 7 am CT
- **Sunday:** 8 pm CT

AAP Guidance for Social Media Use

Explore the American Academy of Pediatrics' [Glossary of Digital Media Platforms](#) for a one-stop shop with detailed information about video sharing, social media, and gaming platforms commonly used by children and teenagers.

Key topics include:

- Default privacy settings
- Screen time management
- Feed customization options
- Messaging and friend controls
- Parental controls

Using the Glossary

The AAP's Glossary of Digital Media Platforms has a user-friendly interface designed to support easy navigation to the content you're looking for on each platform page. This includes information on advertising and tips on how to manage notifications.

Additional Guidance

Review the AAP's latest media article "[How pediatric practices can use the new AAP social media tool](#)" to review practical tips on how to introduce the Glossary to families in clinic.

Review the included [Dictionary of Common Digital Media Terms](#) to better understand the words related to social media and other digital media platforms that you may come across.



This tool will continue to evolve as new platforms are added and as existing platforms change their settings and parental controls.



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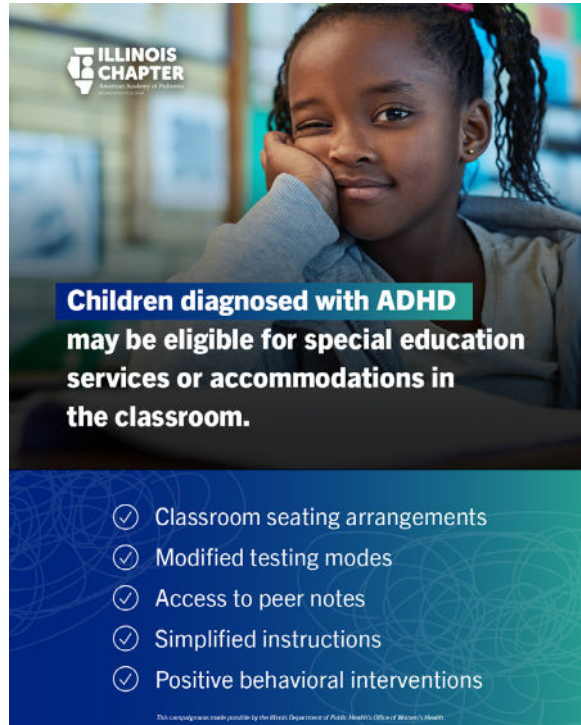
POST 01 *Intro*

Post Copy:

Mental Health Awareness Month is the perfect time to recognize the importance of prioritizing mental wellness - not only for the children and families you serve but also for yourselves.

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POST 02 *Accommodations*

Post Copy:

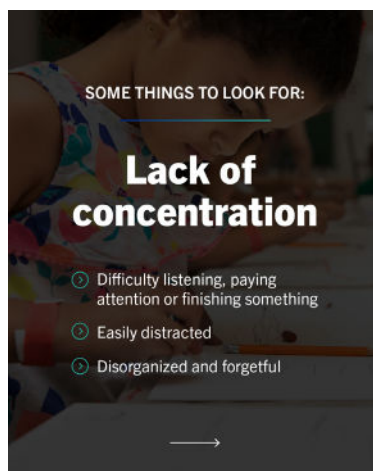
The information you provide to families can make a difference! Make sure they know about the different resources available, including the 504 plan at school.

URL: [Attention Deficit Hyperactivity Disorder \(ADHD\)](#)

(right click and copy link address)

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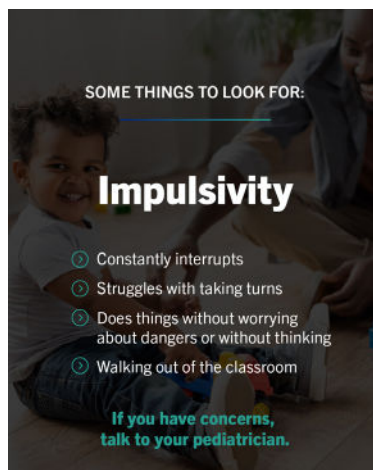
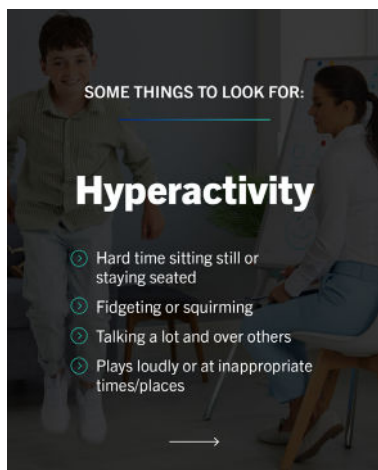
POST 03 ADHD

Post Copy:

ADHD is more than just being “hyper” or “distracted”. As a parent or caregiver, you are the key to helping your child thrive. Early support can make a lifelong difference!

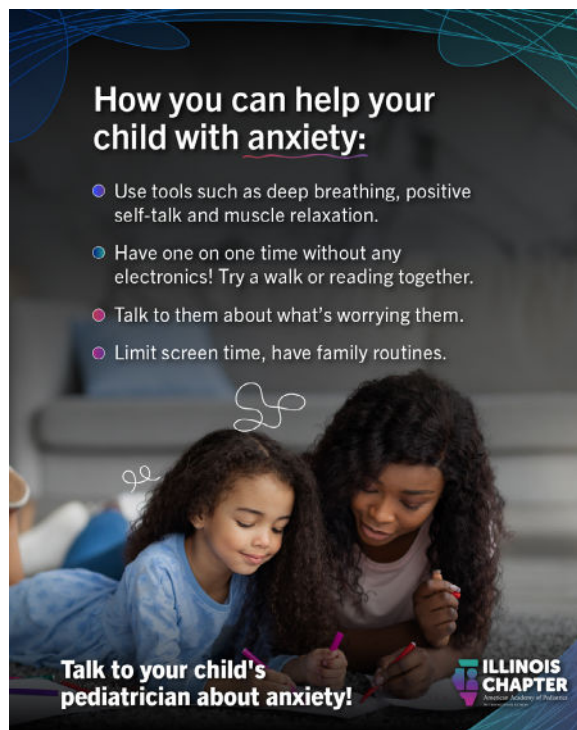
URL: [Understanding ADHD: Information for Parents](#)

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POST 04 Anxiety

Post Copy:

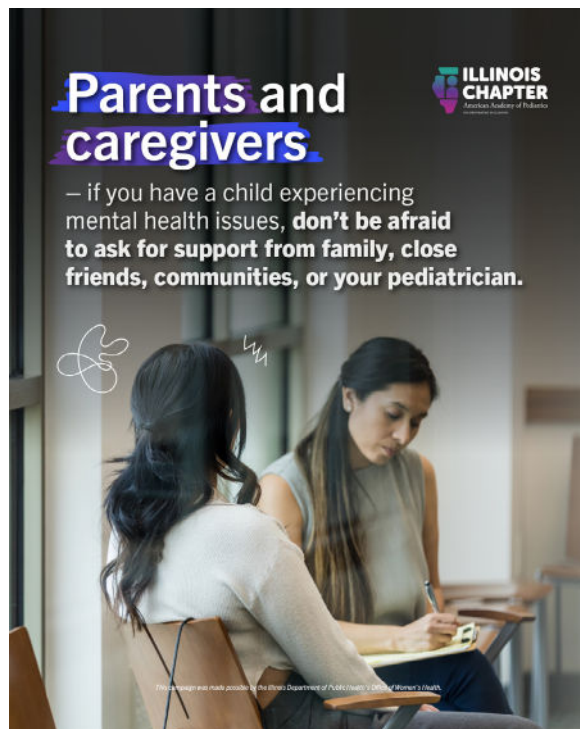
Some anxiety is normal, but if it starts to get in the way of everyday activities for a child, it might be time to look for extra support! Talk to your pediatrician today.

URL: [How to Talk About Mental Health With Your Child and Their Pediatrician](#)

(right click and copy link address)

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POST 05 *Depression*

Post Copy:

Pediatricians are an important first resource for parents and caregivers who are worried about a child's emotional and behavioral health.

URL: [Depression in Children and Teens](#)

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POST 06 *Lifespan*

Post Copy:

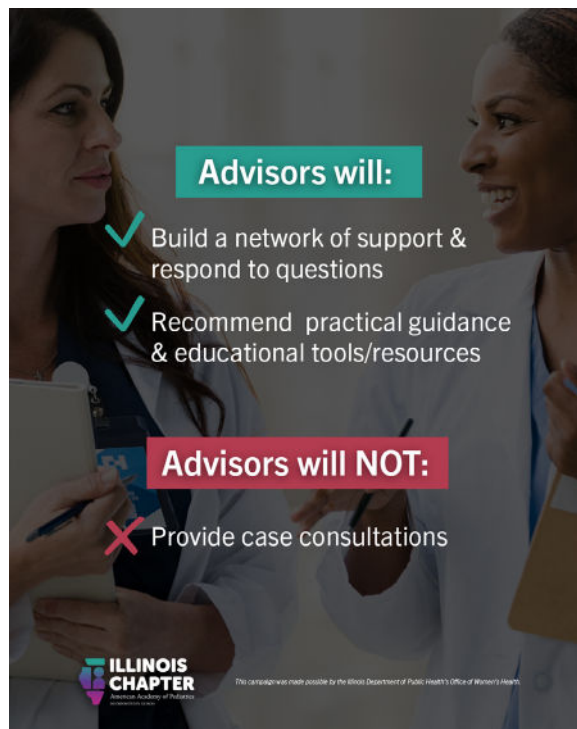
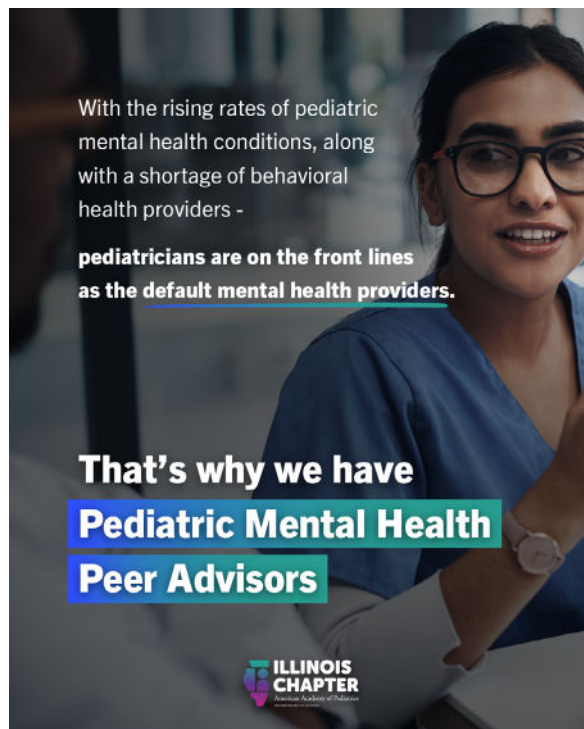
You, as pediatricians, play a key role in recognizing early signs of mental health concerns and collaborating across sectors to support families.

URL: [Navigating Stressors, Symptoms and Diagnoses](#)

(right click and copy link address)

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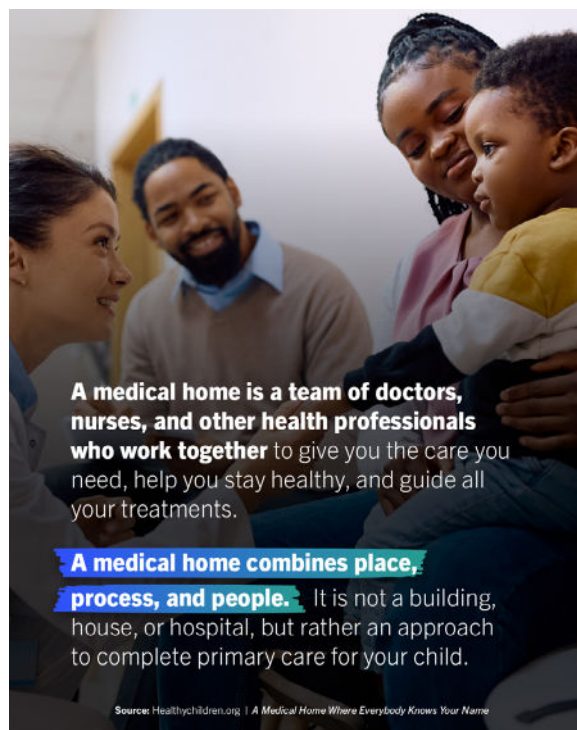
POST 07 *Health Advisors*

Post Copy:

To get support from a peer regarding your practices around pediatric mental health in the primary care setting, contact us today, or visit <https://illinoisAAP.org/mental-health/>

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POST 08 *Medical Homes - FOR PATIENTS*

Post Copy:

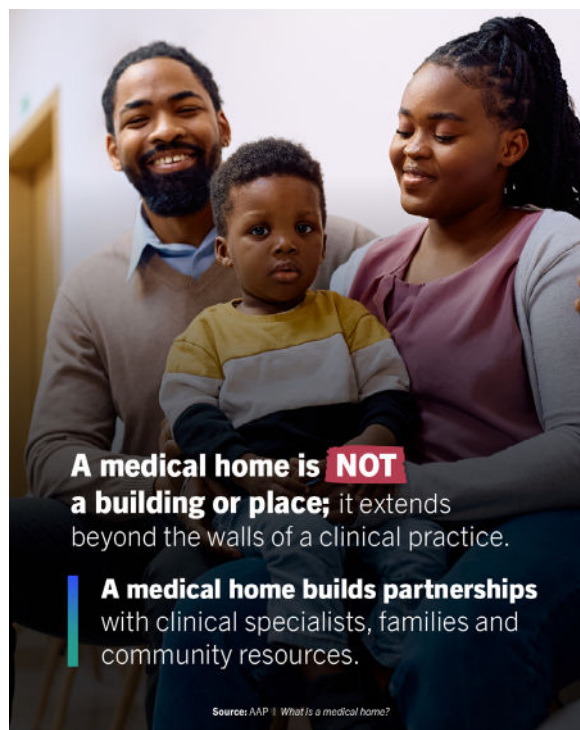
A medical home is an approach to providing comprehensive and high-quality primary care.

URL: [Medical Home](#)

(right click and copy link address)

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SOCIAL MEDIA POSTING GUIDE



POST 08 *Medical Homes - FOR PROVIDERS*

Post Copy:

A medical home is an approach to providing comprehensive and high-quality primary care.

URL: [Medical Home Professional Resources](#)

(right click and copy link address)

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POST 09 *Self-Care Tips*

Post Copy:

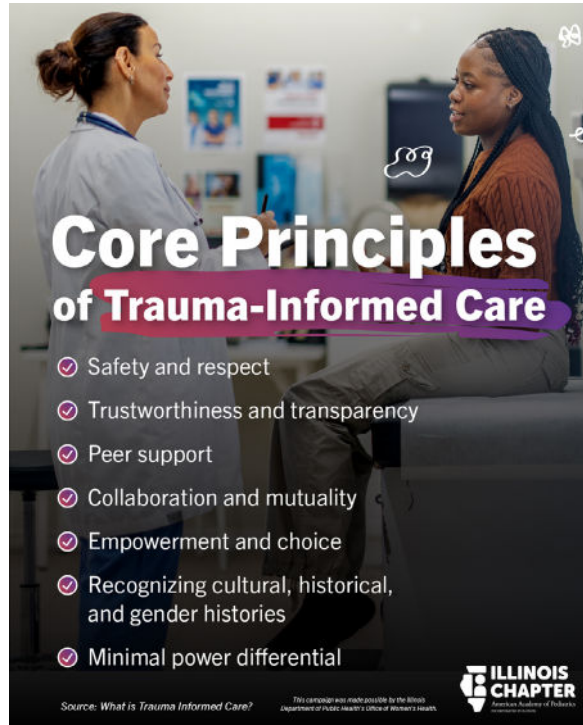
Create habits that support your well-being and help you stay connected to the joy of pediatric medicine.

URL: [Physician Health and Wellness](#)

(right click and copy link address)

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POST 10 *Trauma-Informed Care*

Post Copy:

During and post mental health crises, patients are most vulnerable; adopting a trauma informed care framework is essential.

URL: [What is Trauma-Informed Care?](#)

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