

Suicide 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 youth suicide risk, rates, and how to seek support.



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

For Pediatric Clinicians and Healthcare Providers

Post Copy:

September is Suicide Prevention Awareness Month. Pediatric clinicians play a crucial role in recognizing warning signs, addressing risk factors, and empowering families with protective factors. To support this work, ICAAP has curated a wide range of resources tailored for pediatric healthcare providers. Explore clinical tools, risk and protective factor guidance, and family-centered materials to strengthen your ability to respond with compassion and confidence.

Access the full resource hub here: <https://illinoisAAP.org/suicide-prevention/>

Hashtags:

#SuicidePreventionAwarenessMonth #SuicidePrevention
#PediatricCare #Pediatricians #HealthcareProviders
#ChildHealth #MentalHealthAwareness
#ProtectiveFactors #RiskFactors #ICAAP

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SOCIAL MEDIA POSTING GUIDE



POST 02

For Families (Awareness, Signs, Hotline)

Post Copy:

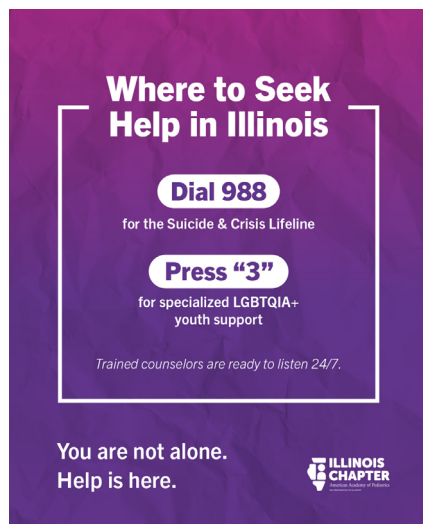
September is Suicide Prevention Awareness Month. Every family deserves to know the signs, and where to turn for help. If you notice changes in your child's words, mood, or behavior, don't wait. Call 988, the Suicide & Crisis Lifeline. They even have dedicated support for LGBTQIA+ youth – just press "3" when they ask. These services are available 24/7. Hope and help are just a call away.

Learn more about warning signs and what you can do:

<https://illinoisAAP.org/suicide-prevention/#resources-for-parents>

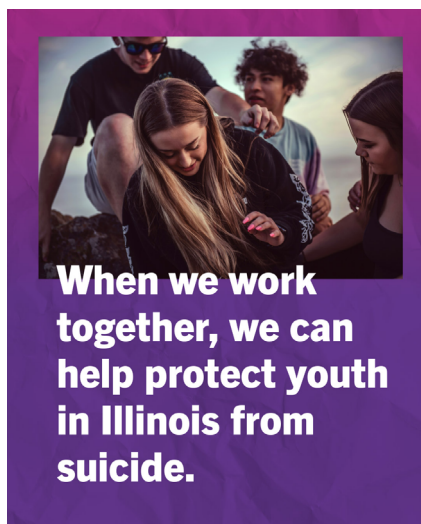
Hashtags:

#SuicidePreventionAwarenessMonth #SuicidePrevention
#YouthMentalHealth #988Lifeline #LGBTQIAYouth
#IllinoisFamilies #YouAreNotAlone #HopeAndHelp



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POST 03

For Everyone (World Suicide Prevention Day Sept. 10)

Post Copy:

Today is World Suicide Prevention Day. This year's theme, Change the Narrative, reminds us that suicide prevention is not just the role of clinicians, it's something we can all take part in.

As family members, friends, healthcare providers, and community members, we each play a role in reducing risk and creating protective, supportive environments for youth in Illinois.

Together, we can change the narrative and offer hope.

Find resources here: <https://illinoisAAP.org/suicide-prevention/>

Hashtags:

#WorldSuicidePreventionDay #WSPD2025
#ChangeTheNarrative #SuicidePrevention
#YouthMentalHealth #HopeAndHelp #ProtectiveFactors
#IllinoisFamilies #ICAAP