

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
 - Lauren Cook, lcook@psych.org
 - Zhuoyin Yang, zyang@psych.org

Clozapine COE Facebook Post #1

URL:

<http://ow.ly/nFTv50wIVQU>

Copy:

SMI Adviser's Clozapine Center of Excellence provides FREE resources, education, consultation, tools and more on the use of clozapine for individuals with treatment-resistant schizophrenia. One-stop access for the answers you need!

#MissionForBetter

Clozapine COE Facebook Post #2

URL:

<http://ow.ly/nFTv50wIVQU>

Copy:

Do you treat individuals who have treatment-resistant schizophrenia? Join the SMI Adviser Clozapine Center of Excellence listserv right now. Share best practices on the use of clozapine with fellow psychiatrists, nurses, pharmacists, and other clinicians. Sign up and join the conversation!

#MissionForBetter

Twitter Posts

Copy:

Do you treat individuals who have treatment-resistant #schizophrenia? Join the SMI Adviser Clozapine Center of Excellence community! Share best practices with fellow clinicians. <http://ow.ly/gpfx50wIWKx>
#MissionForBetter #psychtwitter #psychiatry #psychnursing

Copy:

SMI Adviser's Clozapine Center of Excellence provides FREE access to CME/NCPD-certified online courses and resources on #clozapine. Join our listserv today! <http://ow.ly/gpfx50wIWKx>
#MissionForBetter #psychtwitter #psychiatry #psychnursing

Copy:

Have questions about using #clozapine for treatment-resistant #schizophrenia? Check out SMI Adviser's Clozapine Center of Excellence for FREE education, consultations & more! <http://ow.ly/gpfx50wIWKx>
#MissionForBetter #psychtwitter #psychiatry #psychnursing

Copy:

SMI Adviser lets you ask questions & get answers from experts in schizophrenia. Ask about starting #clozapine, adjusting dosage, blood test requirements, managing side effects, & more!
<http://ow.ly/gpfx50wIWKx> #MissionForBetter #psychtwitter #psychiatry #psychnursing

Clozapine COE LinkedIn Post

URL:

<http://ow.ly/nFTv50wIVQU>

Copy:

Even after 30 years, psychiatrists often have questions about using #clozapine with individuals who have treatment-resistant #schizophrenia. Clozapine is often underutilized because clinicians, patients and families alike all need access to the evidence that supports its use.

That's why we are proud to share information about the SMI Adviser Clozapine Center of Excellence. It provides FREE resources, education, consultation, tools, and more on the use of clozapine.

- Sign up for the Clozapine COE listserv and share best practices.
- Access FREE CME/CNE/CE-certified online courses on clozapine.
- Request a FREE, confidential consultation from national experts.

The Clozapine COE is led by SMI Adviser Physician Expert, Alexander Young, MD, MSHS, and SMI Adviser content partner National Association of State Mental Health Program Directors (NASMHPD).

#MissionForBetter