

## **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)
  - Lauren Cook, [lcook@psych.org](mailto:lcook@psych.org)
  - Zhuoyin Yang, [zyang@psych.org](mailto:zyang@psych.org)

## Consultations Facebook Post #1

URL:

<http://ow.ly/Asw950ud0Fx>

Copy:

Ask questions and get answers about schizophrenia, recurrent major depression, and bipolar disorder. Submit your questions to SMI Adviser's national experts and receive FREE and CONFIDENTIAL guidance fast (within one business day). Open to ALL mental health professionals. One-stop access for the answers you need!

#MissionForBetter

## Consultations Facebook Post #2

URL:

<http://ow.ly/Asw950ud0Fx>

Copy:

Have questions about conditions associated with serious mental illness (SMI), such as schizophrenia, recurrent major depression, and bipolar disorder? A web search will not get you in touch with SMI experts, but SMI Adviser's FREE consultation service can! It takes just two minutes to submit a question. Get answers that are confidential, completely free, and evidence based.

#MissionForBetter

### Consultations Facebook Post #3

URL:

<http://ow.ly/Asw950ud0Fx>

Copy:

Find and apply the best evidence-based treatments for individuals who have serious mental illness (SMI). Through the SMI Adviser website, all mental health professionals can submit questions about SMI and get answers from national experts in SMI.

This is a completely free service and **[INSERT YOUR ORGANIZATION NAME]** recommends that you use it!

#MissionForBetter

### Consultations Facebook Post #4

URL:

<http://ow.ly/Asw950ud0Fx>

Copy:

**[INSERT YOUR ORGANIZATION NAME]** is one of 30+ national mental health organizations that help guide an initiative called SMI Adviser.

Through the SMI Adviser website, mental health professionals can submit questions about serious mental illness (SMI) and get answers from national experts in SMI.

Ask for answers to questions like these:

- If a patient has visual changes with clozapine, such as blurry vision or contrast sensitivity, should I be concerned, what should I do?
- What types of peer support services are available outside of the clinical treatment setting that could be helpful to support the clinical treatment plan?
- Do you have suggestions for engaging the family/support person in the treatment process when they are reluctant to get involved, even though the patient has agreed to include them?

#MissionForBetter

## Twitter Posts

Copy:

SMI Adviser lets you ask questions & get answers on schizophrenia, depression, bipolar disorder & more. Ask us about psychopharmacology, therapies, recovery supports, family engagement, education, & more. <http://ow.ly/Asw950ud0Fx> #MissionForBetter #doctors #nursing #socialwork

Copy:

Ask questions and get answers about serious mental illness! Submit your questions to SMI Adviser and receive FREE & CONFIDENTIAL guidance fast (within one business day). Open to ALL mental health professionals. <http://ow.ly/Asw950ud0Fx> #MissionforBetter

Copy:

Did you know that #mentalhealth professionals can submit questions & receive evidence-based guidance from national experts for FREE? It takes just 2 minutes to submit a question. Confidential & completely free! <http://ow.ly/Asw950ud0Fx> #MissionForBetter

Copy:

If you're in #mentalhealth, ever have questions on medications, recovery support, or family engagement? SMI Adviser lets you ask questions about serious mental illness (SMI) & get answers from experts. Give it a try! <http://ow.ly/Asw950ud0Fx> #MissionForBetter

Copy:

Work in #mentalhealth? SMI Adviser lets you submit questions about serious mental illness & within 1 business day receive guidance from national experts in #SMI. Curious? Learn more here: <http://ow.ly/Asw950ud0Fx> #MissionForBetter #psychtwitter

## **Consultations LinkedIn Post #1**

URL:

<http://ow.ly/Asw950ud0Fx>

Copy:

Did you know that all mental health professionals can submit questions about schizophrenia, major depression, and bipolar disorder and receive guidance from national experts for FREE? It takes just two minutes to submit a question. Get answers that are confidential, completely free, and evidence based.

Ask us about psychopharmacology, therapies, recovery supports, patient and family engagement, education, & much more.

#MissionForBetter

## **Consultations LinkedIn Post #2**

URL:

<http://ow.ly/Asw950ud0Fx>

Copy:

We are one of 30+ national partners that help guide a new initiative called SMI Adviser. It lets all mental health professionals – psychiatrists, psychologists, psychiatric nurses, social workers, counselors, and peer specialists – submit questions about SMI and receive guidance from national experts in SMI.

It's confidential, free, and very easy to use.

#MissionForBetter