

## **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)

## Education Facebook Post #1

URL:

<http://ow.ly/sxgt50ud21D>

Copy:

Access dozens of FREE online courses on topics related to serious mental illness (SMI)!

If you provide care to individuals who have SMI, this is an ideal way to find education for a small practice or an entire staff in a community hospital or medical center.

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

#MissionForBetter

## Education Facebook Post #2

URL:

<http://ow.ly/sxgt50ud21D>

Copy:

A new initiative called SMI Adviser provides access to FREE online courses on serious mental illness (SMI), which includes bipolar disorder, major depression, and schizophrenia.

SMI Adviser offers live webinars each week. Learn about evidence-based practices and participate in live Q&A with faculty. Each webinar is also available in on-demand format.

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

#MissionForBetter

## Twitter Posts

Copy:

SMI Adviser offers FREE **[insert either CME or NCPD or CE]**-certified education on evidence-based treatments for serious mental illness. Find answers you need to provide the best possible care to individuals & families impacted by #SMI: <http://ow.ly/sxgt50ud21D> #MissionForBetter #mentalhealth #psychiatry

Copy:

Like FREE online education? SMI Adviser offers online courses on evidence-based treatments for serious mental illness (#SMI). Find answers you need to care for individuals & families!  
<http://ow.ly/sxgt50ud21D> #MissionForBetter #mentalhealth #socialwork #psychology

Copy:

Like FREE online education? SMI Adviser offers online courses on evidence-based treatments for serious mental illness (#SMI). Find answers you need to care for individuals & families!  
<http://ow.ly/sxgt50ud21D> #MissionForBetter #psychiatry #psychtwitter #psychnursing

Copy:

Many people have questions about #socialmedia & its impact on serious mental illness (#SMI). This free webinar helps shed some light: <http://ow.ly/kHeH50ud35M> #MissionForBetter #psychology #mentalhealth #socialwork #mentalhealthawareness

Copy:

Have questions about #socialmedia & its impact on serious mental illness (#SMI)? Check out this free webinar that helps shed some light: <http://ow.ly/kHeH50ud35M> #MissionForBetter #wednesdaywisdom #psychtwitter

Copy:

How do you know which smartphone app may help someone who has serious mental illness (SMI)? This free webinar helps shed some light: <http://ow.ly/HvEU50ud3af> #MissionForBetter #psychology #mentalhealth #socialwork #mentalhealthawareness

Copy:

Find answers about which smartphone app may help someone who has serious mental illness (#SMI). Check out his free webinar: <http://ow.ly/HvEU50ud3af> #MissionForBetter #psychiatry #mentalhealth #psychtwitter

## Education LinkedIn Post #1

URL:

<http://ow.ly/sxgt50ud21D>

Copy:

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

SMI Adviser offers FREE **[insert either CME or NCPD or CE]**-certified education on evidence-based treatments for bipolar disorder, major depression, schizophrenia, and more. Access 50+ online courses and find answers you need to provide the best possible care to individuals & families impacted by serious mental illness (SMI).

SMI Adviser is funded by the Substance Abuse and Mental Health Services Administration (SAMHSA) and administered by the American Psychiatric Association (APA).

#MissionForBetter