

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

General Brand Facebook Post #1

URL:

<http://ow.ly/PsgP50ucYVf>

Copy:

More than 10 million adults in the U.S. suffer from serious mental illness (SMI) each year.

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

SMI Adviser helps clinicians provide better care and support to people who have SMI. Its mission is to advance the use of a person-centered approach to care that ensures people who have SMI find the treatment and support they need.

#MissionForBetter

General Brand Facebook Post #2

URL:

<http://ow.ly/PsgP50ucYVf>

Copy:

SMI Adviser helps clinicians provide better care and support to people who have serious mental illness (SMI).

This initiative is funded by the Substance Abuse and Mental Health Services Administration (SAMHSA) and administered by the American Psychiatric Association (APA). The APA leads a broad team of experts and 30+ national mental health organizations who work on SMI Adviser. This includes **[INSERT YOUR ORGANIZATION NAME]**.

SM Adviser is completely free to use. Learn more today!

#MissionForBetter

General Brand Facebook Post #3

URL:

<http://ow.ly/PsgP50ucYVf>

Copy:

Ever have questions about how to care for individuals who have serious mental illness (SMI)? Now there's a way to find answers.

SMI Adviser is a new initiative that supports clinical practice with consultation, education, and data.

[INSERT YOUR ORGANIZATION NAME] recommends that you take advantage of these free services and features right now.

- Request a Consultation – through the SMI Adviser website, all mental health professionals can submit questions about SMI and get answers from experts.
- Access free online courses on a variety of topics related to SMI – all courses are CME-certified, and CNE and CE credit is offered for select courses.
- Use a searchable Knowledge Base with hundreds of questions and resources on SMI.

#MissionForBetter

General Brand Facebook Post #4

URL:

<http://ow.ly/FgJg50ud06V>

Copy:

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

SMI Adviser is funded by the Substance Abuse and Mental Health Services Administration (SAMHSA) and administered by the American Psychiatric Association (APA). Its mission is to advance the use of a person-centered approach to care that ensures people who have SMI find the treatment and support they need.

#MissionForBetter

Mission For Better Facebook Post #1

URL:

<http://ow.ly/mYOP50wILqZ>

Copy:

Join SMI Adviser's #MissionForBetter. Submit questions and get answers directly from experts. Access 50+ free online courses. Find answers that help create better.

Better clinical support. Better resources for families. Better care for people who have bipolar disorder, major depression, and schizophrenia.

So they can find better lives.

Mission For Better Facebook Post #2

URL:

<http://ow.ly/mYOP50wILqZ>

Copy:

Are you part of SMI Adviser's #MissionForBetter?

Sign up for the SMI Adviser newsletter right now and learn about all the great resources that SMI Adviser offers. All completely FREE!

SMI Adviser helps clinicians provide better care and support to people who have serious mental illness.

So they can find better lives.

Twitter Posts

Copy:

We are proud to be one of 30+ national partners on SMI Adviser! It's funded by @samhsagov & offers #mentalhealth professionals free education, consultations & data on evidence-based treatments for serious mental illness (#SMI). <http://ow.ly/MMP450ud2NA> #MissionForBetter

Copy:

Do you know that we are one of 30+ national #mentalhealth organizations on an initiative called SMI Adviser? It helps clinicians provide better care & support to people who have serious mental illness (#SMI). Join our #MissionForBetter now! <http://ow.ly/MMP450ud2NA> #psychtwitter

Copy (post on Mondays):

More than 10 million adults in the U.S. suffer from serious mental illness (#SMI) each year. SMI Adviser helps clinicians provide better care & support to these individuals & their families. Join the #MissionForBetter & learn more here: <http://ow.ly/MMP450ud2NA> #mondaymotivation

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 (post on Fridays):

Hear about the new initiative that helps #mentalhealth clinicians find answers about serious mental illness (#SMI)? It's called SMI Adviser. We are one of 30+ national partners!

<http://ow.ly/MMP450ud2NA> #MissionForBetter #fridayfeeling #medtwitter

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:

SMI Adviser is a new initiative that offers evidence-based answers on serious mental illness (#SMI). It's funded by @samhsagov & administered by @APAPsychiatric. We're proud to be one of 30+ national partners. <http://ow.ly/MMP450ud2NA> #MissionForBetter #mentalhealth

Copy (post on Mondays):

Enhance your clinical practice for bipolar disorder, major depression, schizophrenia & more. Check out SMI Adviser: <http://ow.ly/H8MY50wIGZX> Join the #MissionForBetter & access FREE evidence-based resources. #MondayMotivation #mentalhealth **[insert either #psychtwitter or #socialwork or #psychnursing]**

Copy (post on Wednesdays):

Join SMI Adviser's [#MissionForBetter](http://ow.ly/MMP450ud2NA)! Find answers to clinical challenges on bipolar disorder, major depression, schizophrenia, comorbidities, medication side effects, & more. <http://ow.ly/H8MY50wIGZX> Access tons of FREE evidence-based resources. [#WednesdayWisdom](http://ow.ly/H8MY50wIGZX) **[insert either #psychtwitter or #socialwork or #psychnursing]**

General Brand LinkedIn Post #1

URL:

<http://ow.ly/lpUr50ud1Bg>

Copy:

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

The mission of SMI Adviser is simple: to advance the use of a person-centered approach to care that ensures people who have serious mental illness (SMI) find the treatment and support they need.

SMI Adviser is funded by the Substance Abuse and Mental Health Services Administration (SAMHSA) and administered by the American Psychiatric Association (APA). It is completely free to use. It offers free online education on SMI and an online Knowledge Base with hundreds of answers about SMI. It also lets any mental health professional submit questions about SMI and receive guidance from national experts.

All clinicians should take advantage of this free and innovative service!

#MissionForBetter

General Brand LinkedIn Post #2

URL:

<http://ow.ly/lpUr50ud1Bg>

Copy:

More than 10 million adults in the U.S. suffer from serious mental illness (SMI) each year.

That is why **[INSERT YOUR ORGANIZATION NAME]** is one of 30+ national partners that help guide a new initiative called SMI Adviser.

SMI Adviser lets all mental health professionals – psychiatrists, psychologists, psychiatric nurses, social workers, counselors, and peer specialists – submit questions about SMI and receive guidance from a Clinical Expert Team of national experts in SMI.

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

#MissionForBetter

General Brand LinkedIn Post #3

URL:

<http://ow.ly/n8TY50ud1cR>

Copy:

Serious mental illness (SMI) involves complex conditions, and mental health professionals often have questions.

Now there's a way to find specific, evidence-based answers. SMI Adviser offers an online Knowledge Base with hundreds of questions and answers about SMI.

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

#MissionForBetter