

## **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)

## **Infographic Facebook Post #1**

URL:

<http://ow.ly/Fiz750wIVYS>

Copy:

The 3 W's of Serious Mental Illness (SMI): What is it? Why does it matter? Where can you turn?  
Download SMI Adviser's Infographic to learn more.

#MissionForBetter

## **Infographic Facebook Post #2**

URL:

<http://ow.ly/Fiz750wIVYS>

Copy:

Serious Mental Illness (SMI) is more common than you might think. 1 in 25 adults has SMI in a given year, that's 4.2% of the U.S. population age 18 or older, or 10.4 million adults. SMI Adviser's infographic tells you more.

#MissionForBetter

## Twitter Posts

Copy:

The 3 W's of Serious Mental Illness (SMI): What is it? Why does it matter? Where can you turn?  
Download SMI Adviser's #Infographic to learn more. <http://ow.ly/MhWk50wIX3W> #MissionforBetter  
#mentalhealth #saludmental **[insert two or three: #psychtwitter or #socialwork or #psynursing or  
#psychology or #psychiatry]**

Copy:

Serious Mental Illness (SMI) is more common than you might think. 1 in 25 adults has SMI in a given  
year, that's 10.4 million people! Learn more about #SMI and SMI Adviser's #MissionForBetter.  
<http://ow.ly/MhWk50wIX3W> #MissionforBetter #mentalhealth #saludmental

## Infographic LinkedIn Post

URL:

<http://ow.ly/Fiz750wIVYS>

Copy:

Serious Mental Illness (SMI) is more common than you might think. 1 in 25 adults has SMI in a given year, that's 4.2% of the U.S. population age 18 or older, or 10.4 million adults.

Download SMI Adviser's infographic to learn more about SMI and how SMI Adviser can help!

#MissionForBetter