

## **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)

## Knowledge Base Facebook Post #1

URL:

<http://ow.ly/n8TY50ud1cR>

Copy:

**[INSERT YOUR ORGANIZATION NAME]** is one of 30+ national mental health organizations that help guide SMI Adviser. This initiative offers an online Knowledge Base with hundreds of questions about bipolar disorder, major depression, schizophrenia, and other topics related to serious mental illness (SMI). It is completely free to use!

#MissionForBetter

## Knowledge Base Facebook Post #1

URL:

<http://ow.ly/n8TY50ud1cR>

Copy:

Have questions about serious mental illness (SMI)?

Here is a way to find answers. SMI Adviser offers an online Knowledge Base with hundreds of questions about SMI. Find answers to questions like these:

- What is clozapine REMS?
- What are smoking cessation tools for those with schizophrenia?
- Are there support groups or help for families experiencing SMI?
- How are peer support services paid for? Is peer support Medicaid reimbursable?
- How much exercise should people with SMI get per week?

#MissionForBetter

## Twitter Posts

Copy:

Do you know that we are one of 30+ national #mentalhealth organizations on an initiative called SMI Adviser? Use its online Knowledge Base to find hundred of answers & resources on serious mental illness (#SMI). <http://ow.ly/n8TY50ud1cR> #MissionForBetter

Copy:

SMI Adviser offers tons evidence-based answers & resources on serious mental illness (SMI). Take a minute to check out its FREE online Knowledge Base! <http://ow.ly/n8TY50ud1cR> #MissionForBetter #mentalhealth **[insert two or three: #psychtwitter or #socialwork or #psychnursing or #psychology or #psychiatry]**

Copy:

Be a part of SMI Adviser's #MissionForBetter! Share the news about its online Knowledge Base. It has hundreds of questions & answers on bipolar disorder, schizophrenia & much more. Find answers you need! <http://ow.ly/n8TY50ud1cR> #mentalhealth **[insert two or three: #psychtwitter or #socialwork or #psychnursing or #psychology or #psychiatry]**

Copy:

Join SMI Adviser's #MissionForBetter right now! Share the news about its online Knowledge Base. It has hundreds of questions & answers on serious mental illness (SMI). Find answers you need! <http://ow.ly/n8TY50ud1cR> #mentalhealth **[insert two or three: #psychtwitter or #socialwork or #psychnursing or #psychology or #psychiatry]**

Copy:

Ever have questions on medications, recovery support, or family engagement? Check out the FREE online Knowledge Base from SMI Adviser & find tons of answers about serious mental illness (SMI). <http://ow.ly/n8TY50ud1cR> #MissionForBetter **[insert two or three: #psychtwitter or #socialwork or #psychnursing or #psychology or #psychiatry]**

## Knowledge Base LinkedIn Post

URL:

<http://ow.ly/n8TY50ud1cR>

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 a FREE online Knowledge Base with hundreds of evidence-based answers and resources on bipolar disorder, major depression, schizophrenia, and more.

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

#MissionForBetter