

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

Chatbot Facebook Post #1

URL:

<http://ow.ly/mYOP50wILqZ>

Copy:

Looking for resources on serious mental illness (SMI)? Have a question to submit to one of our national experts? SMI Adviser's chatbot lets you quickly access any topic on SMIadviser.org. Ask a question and get to the right answer fast! Try it today.

#MissionForBetter

Chatbot Facebook Post #2

URL:

<http://ow.ly/mYOP50wILqZ>

Copy:

SMI Adviser's chatbot is your personal guide to find answers about schizophrenia, major depression, bipolar disorder, and more. Get quick and convenient access to every topic on SMIadviser.org. Ask about clozapine, psychiatric advance directives, stigma, therapies, and many other topics. Available to both clinicians & individuals/families. Try it today!

#MissionForBetter

Twitter Posts

Copy:

Looking for resources on serious mental illness (SMI)? SMI Adviser's chatbot lets you quickly access any topic on SMIadviser.org. Ask a question and get to the right answer fast! Try it today

<http://ow.ly/H8MY50wIGZX> #mentalillness #mentalhealth #psychiatric

Copy:

SMI Adviser's chatbot is your personal guide to find answers about schizophrenia, depression, bipolar disorder & more. Ask about #clozapine, #psychiatric advance directives, & many other topics. [http://](http://ow.ly/H8MY50wIGZX)

ow.ly/H8MY50wIGZX #MissionforBetter #mentalhealth

Copy:

Get quick & convenient access to every topic on SMIadviser.org. Our chatbot is your personal guide to answers about #schizophrenia & much more. Open to all #mentalhealth professionals & individuals/families. Can we help you? <http://ow.ly/H8MY50wIGZX> #MissionforBetter

Chatbot LinkedIn Post

URL:

<http://ow.ly/H8MY50wIGZX>

Copy:

SMI Adviser's chatbot is your personal guide to find answers about serious mental illness (SMI). Get quick and convenient access to every topic on SMIadviser.org.

Ask about clozapine, psychiatric advance directives, stigma or a number of other topics. Ask a question and get to the right answer fast.

Available for both clinicians and individuals/families. Try it today!

#MissionForBetter