**How #mentalillnessfeelslike Works:**

Mental Health America will have a page on our website at mentalhealthamerica.net/feelslike where special software will collect Tweets, Pins (Pinterest), Vines and posts from Instagram and Tumblr tagged with #mentalillnessfeelslike that describe what it feels like when a person is living with a mental illness.

There will also be a place at mentalhealthamerica.net/feelslike where people can post videos, images or words describing their personal experience with mental illness directly to the site (anonymously and outside of social media).

Unfortunately, Facebook and Youtube posts that use #mentalillnessfeelslike will not automatically be collected on the page due to the privacy restrictions of these social media platforms.

• Use the “hand held #mentalillnessfeelslike card” from the toolkit at public events. Have people write or draw what life with a mental illness feels like to them, and then take a photo of them holding the card. Post the photos at mentalhealthamerica.net/feelslike or on your own social media pages (you can also send them to dfritze@mentalhealthamerica.net if there are bunches that you want to share with us).

• Post to your organization’s social media networks: Twitter, Pinterest, Instagram, Facebook, etc. to raise awareness of May as Mental Health Month. Make sure to use the May is Mental Health Month hashtag: #mentalillnessfeelslike and tag Mental Health America’s profile using the account information below so we can see it!

Twitter: @mentalhealtham

Instagram: @mentalhealthamerica

Pinterest: pinterest.com/mentalhealtham

Facebook: facebook.com/mentalhealthamerica (tag our profile using @mentalhealthamerica)

**SAMPLE TWEETS**

Celebrate Mental Health Month! Download the toolkit & spread awareness in your community about what

#mentalillnessfeelslike bit.ly/MayMH

What does it really feel like to live with a #mentalhealth condition? Share your thoughts using #mentalillnessfeelslike bit.ly/MayMH

There are many misconceptions about what #mentalillnessfeelslike. Learn about anxiety, depression, bipolar, psychosis & more: bit.ly/MayMH

Share what life with #anxiety feels like for you. Tag your posts with #mentalillnessfeelslike [call to action img]

Share what life with #depression feels like for you. Tag your posts with #mentalillnessfeelslike [call to action img]

Share what life with #bipolardisorder feels like for you. Tag your posts with #mentalillnessfeelslike [call to action

img]

Share what life with #psychosis feels like for you. Tag your posts with #mentalillnessfeelslike [call to action img]

What does #recovery look like? Share your journey - use #mentalillnessfeelslike [call to action img]

Clinical words often don’t do justice to what mental health conditions feel like. Share what #mentalillnessfeelslike to you. bit.ly/MayMH

#B4Stage4 means talking about what #mentalillnessfeelslike and acting on that information. bit.ly/MayMH

**SAMPLE FACEBOOK POSTS**

Celebrate Mental Health Month! Download the MHA toolkit, filled with information and resources, to help spread awareness in your community about what #mentalillnessfeelslike. bit.ly/MayMH

What does it really feel like to live with a #mentalhealth condition? Share your thoughts using

#mentalillnessfeelslike bit.ly/MayMH

There are a lot of misconceptions about what mental illness feels like. Learn about anxiety, depression, bipolar disorder, psychosis, and more with this year’s Mental Health Month fact sheets: bit.ly/MayMH

Share what life with #anxiety feels like for you. Tag your posts with #mentalillnessfeelslike [call to action img]

Share what life with #depression feels like for you. Tag your posts with #mentalillnessfeelslike [call to action img]

Share what life with #bipolardisorder feels like for you. Tag your posts with #mentalillnessfeelslike [call to action img]

Share what life with #psychosis feels like for you. Tag your posts with #mentalillnessfeelslike [call to action img]

What does #recovery look like? Share your journey - use #mentalillnessfeelslike [call to action img]

When mental illnesses or disorders are talked about, the language used to describe them is typically clinical and impersonal. These clinical words often don’t do justice to what life with a mental illness feels like. This Mental Health Month, share what #mentalillnessfeelslike in your own way. bit.ly/MayMH

#B4Stage4 means talking about what #mentalillnessfeelslike and then acting on that information by taking a screen or talking to a friend. bit.ly/MayMH

**Other ideas:**

Post tips from the Calendar or fact sheets!

Share Affiliate Exclusive graphics or social media images from the toolkit

Tag @MentalHealthAmerica

