Minnesota Department of Health
You Matter Talk to us 1-800-273-8255 or text MN to 741741

# #StayConnectedMN – Social Media Guide

for mental health awareness month

Connection is one of the most important things for our mental well-being. Staying connected during the pandemic has been one of the greatest challenges. These messages focus on the importance of staying connected to ourselves; friends, neighbors, and loved ones; and building community to survive and thrive.

These quick posts can be used for social media posts each week. Add in your own experiences about the mental health benefits you receive from the different types of connections. For more on language and images to use, please view the Safe Messaging about Mental Health and Suicide guide.

**Call to Action:**

* Promote Crisis Resources
  + National Suicide Prevention Lifeline: 1-800-273-8255
  + Crisis Text Line: Text MN to 741741
* Keep it trending! Use the following hashtags throughout the month of May:
  + #StayConnectedMN
  + #YouMatter

## Week 1: Build casual connections

### Quick posts for Week 1

* **Those warm fuzzies you get from helping others helps your health, too!** Make today your good deed day! Shovel a neighbor’s walk. Buy a stranger a cup of coffee. Smile at a passerby. Check in on someone who is isolated. Extend a sincere thank you, or apology. Donate a book to a little library. Ask your friends about their favorite good deeds! Still unconvinced about the importance of casual connections? #StayConnectedMN #YouMatter
* **Even brief and kind interactions with strangers can generate some meaningful sense of connection and value.** How many people can you greet with a smile or hold a casual conversation with to spread good cheer today? #StayConnectedMN #YouMatter
* **Find ways to show kindness to your neighbors.** The neighborhoods we live in have a big impact on our health and well-being. Fostering relationships with our neighbors through small acts of kindness is not only beneficial to them, but is also good for us, the giver. When you display kindness, you increase dopamine to the brain, leaving you feeling happier and more energized. A bonus: kindness is contagious! #StayConnectedMN #YouMatter

## Week 2: Foster close connections

### Quick posts for Week 2

* **Now more than ever, it is important to take time to nurture close friendships**. Host a gathering, meet for coffee, send a handwritten note, call someone. Making time for your friends reduces stress and promotes mental well-being.  #StayConnectedMN #YouMatter
* **Our family is our first community – they may be the people who are always there to love and support us.** One of the biggest challenges for families staying connected is the busy pace of life. Make time to foster relationships with your immediate and extended family members. Social connections like these not only provide us joy and happiness, but they also contribute to our mental health and well-being. #StayConnectedMN #YouMatter
* **Connecting with people who share your interests or passions can improve your mental and overall well-being.** Not only does it allow you to do activities you love, you develop social connections that can grow into lasting friendships. You may even step outside your comfort zone! Experiences like these can change your life in a positive way. #StayConnectedMN #YouMatter
* **When connecting with those who are close to you, remember that it is OK to talk about how you feel**. In fact, we should talk about our feelings. It is OK not to be OK. Reach out to friends, family, neighbors, a warm line, or a crisis line if you want to talk. No concern is too small. Help is available and hope is possible. For help, try these resources:
  + - Crisis Text Line: text MN to 741741
    - National Suicide Prevention Lifeline: 1-800-273-8255

#StayConnectedMN #YouMatter

## Week 3: Connect with community

### Quick posts for Week 3

* **Contributing to your community helps your well-being too!** Volunteering as a family is also a great tradition. Find a volunteer opportunity that is meaningful to you. Check out this website: <https://engage.pointsoflight.org/> #StayConnectedMN #YouMatter
* **Being part of something bigger than ourselves is important at any age!** What matters most to you? Is it your culture, your faith, a social cause, the purpose you find in your work?#StayConnectedMN #YouMatter
* **Being part of the change that we want to see can be a healing endeavor**, especially when you have experienced collective trauma like racism or heterosexism. Look for outlets in local cultural newspapers or radio programs. #StayConnectedMN #YouMatter
* **Strong emotional connections to colleagues improves productivity and well-being.** Create a team environment! Help each other and ask for help. #StayConnectedMN #YouMatter

## Week 4: Finding support and help

### Quick posts for Week 4

* **Staying connected to your support system is especially important for those in recovery.** Reach out to your support system or those you know who are struggling and plan to connect regularly. It is OK to seek help. Reach out to a friend, family, neighbor, or crisis line; there is help, there is hope.
* National Suicide Prevention Lifeline: 1-800-273-8255 or text MN to 741741. #StayConnectedMN #YouMatter
* **It can be intimidating to find a therapist, or even difficult to know where to start.** Use your employee assistance program if you have one. You can contact a health care provider or your health insurance company. Some people find personal referrals helpful. You may be surprised what you learn when you start asking around. For information on mental health and substance use disorder resources in Minnesota, go to: <https://www.fasttrackermn.org/> #StayConnectedMN #YouMatter
* **Warm lines and peer support can be valuable for those who are managing stress.** You do not need to be in immediate crisis to call the warm line. Anyone seeking support may call the Minnesota Warm Line for Peer Support connection at 844-739-0369, from 5 p.m. to 9 a.m. If you want something more interactive, check out the Virtual Peer Support Network, every day from 10 a.m. to 4 p.m. It offers online activities every hour. For more information, visit:  [Wellness in the Wood: Transforming Wellness into Reality (mental health advocacy) (mnwitw.org)](https://mnwitw.org/). Mental Health Minnesota also offers a warmline, their services are available Monday - Saturday, noon to 10 p.m. Call 1-877-404-3190 or text Support to 85511. [Minnesota Warmline – Mental Health Minnesota (mentalhealthmn.org)](https://mentalhealthmn.org). #StayConnectedMN #YouMatter
* **Check in on your friends and family.** If you notice a friend behaving differently or seeming distressed, do not be afraid to ask your friend or loved one if they are thinking about killing themselves or thinking about suicide. Asking about suicide does not make someone suicidal. In fact, talking openly about mental health and suicide can help create an honest conversation and connection. Take a moment to learn the signs of someone thinking about suicide.
* For support and resources, call the National Suicide Prevention Lifeline at 1-800-273-8255, or text “MN” to 741 741 to get help with any crisis. For more information on suicide prevention, go to: <https://www.health.state.mn.us/communities/suicide/basics/index.html> #StayConnectedMN #YouMatter

## Additional Resources:

* [National Suicide Prevention Lifeline (https://suicidepreventionlifeline.org/)](https://mn365.sharepoint.com/sites/MDH_SuicideTaskforceProjects/Shared%20Documents/Communications%20Committee/Projects%20for%20Communications%20Committee/Mental%20Health%20Awareness%20Month/National%20Suicide%20Prevention%20Lifeline%20(https:/suicidepreventionlifeline.org/))
* [Crisis Text Line (https://www.crisistextline.org/)](https://www.crisistextline.org/)
* [Minnesota Farm and Rural Helpline (https://www.mda.state.mn.us/about/mnfarmerstress)](https://www.mda.state.mn.us/about/mnfarmerstress)
* [Teen Line (https://www.teenline.org/)](https://www.teenline.org/)
* [The Trevor Project (https://www.thetrevorproject.org/)](https://mn365.sharepoint.com/sites/MDH_SuicideTaskforceProjects/Shared%20Documents/Communications%20Committee/Projects%20for%20Communications%20Committee/Mental%20Health%20Awareness%20Month/The%20Trevor%20Project%20(https:/www.thetrevorproject.org/))
* [NAMI Minnesota (https://namimn.org/)](https://namimn.org/)

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[health.suicideprev.mdh@state.mn.us](mailto:health.suicideprev.mdh@state.mn.us)   
[www.health.state.mn.us](http://www.health.state.mn.us/)

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To obtain this information in a different format, call: 651-201-5400