

turn to

TurnToSupportsTX.org

Social Media Toolkit

Texas Health and Human Services (HHS) is providing this social media toolkit to help reach as many Texans as possible with resources and guidance that people can turn to for support of mental health and substance use concerns. You can help bring awareness to the Turn To message and resources by using these posts on your organization's social media channels including Facebook, Instagram, and X (formerly Twitter).

You can copy and paste the social media post copy from this document to your social media channels. The images in this document are for reference only. Please download the high-resolution images from the [HHS Turn To website](https://www.turntosupportstx.org) to use on your organization's social media channels.

Social Media Posts

POST 1 – Turn To Campaign Awareness

When to post: Anytime

English Copy:

Is your loved one or close friend struggling with their mental health and you're unsure how to help? Consider these tips to support them during this time and visit [TurnToSupportsTX.org](https://www.turntosupportstx.org) for more resources. #TurnTo

English Asset File Name: TurnTo_Post1_English.jpg

Ways you can support a friend or loved one if they're struggling



Check in daily



Listen without
judgment



Lend a hand with
everyday tasks



Plan a
game night

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POST 2 – Turn To Campaign Awareness

When to post: Anytime

English Copy:

We all need help sometimes. If you need help, but can't find the right words to ask, consider using one of these messages to start a conversation.

TurnToSupportsTX.org #TurnTo

English Asset File name: TurnTo_Post2_English.jpg

turn to

**THREE TEXTS YOU CAN
SEND TO ASK FOR HELP:**

**“I haven’t been feeling my best.
Can we talk this week?”**

**“I’ve had some things on my mind.
Can I call you?”**

**“I’ve been feeling pretty low lately.
I could really use your help.”**



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Sources: UT Austin, Health Communication, Personality and Social Psychology Bulletin, Frontiers in Psychology, Communication Monographs

POST 3 – National Alcohol Awareness Month

When to post: April

English Copy:

How do you know if a friend or loved one may need someone to #TurnTo? Watch for these signs.

TurnToSupportsTX.org #AlcoholAwarenessMonth

English Asset File name: TurnTo_Post3_English.jpg

Signs your loved one may need support



Misuse of alcohol,
drugs or both



Social
withdrawal



Strong
mood changes



Excessive
worrying or fear

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Sources: UT Austin, Health Communication, Personality and Social Psychology Bulletin, Frontiers in Psychology, Communication Monographs

POST 4 – Mental Health Awareness Month

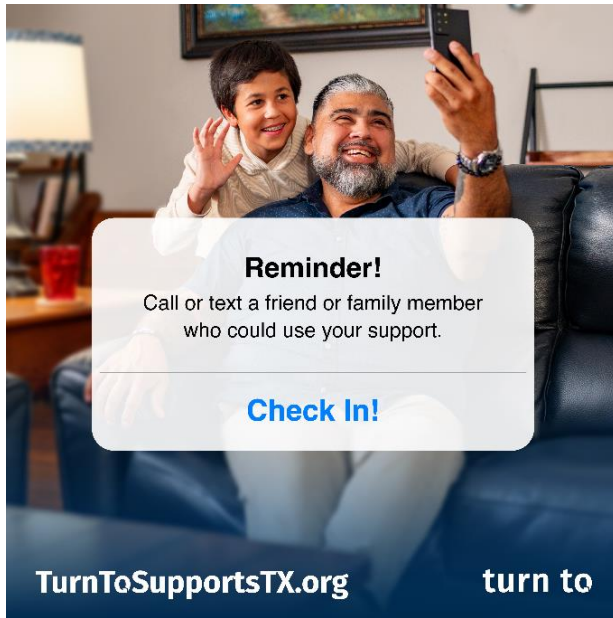
When to post: May

English Copy:

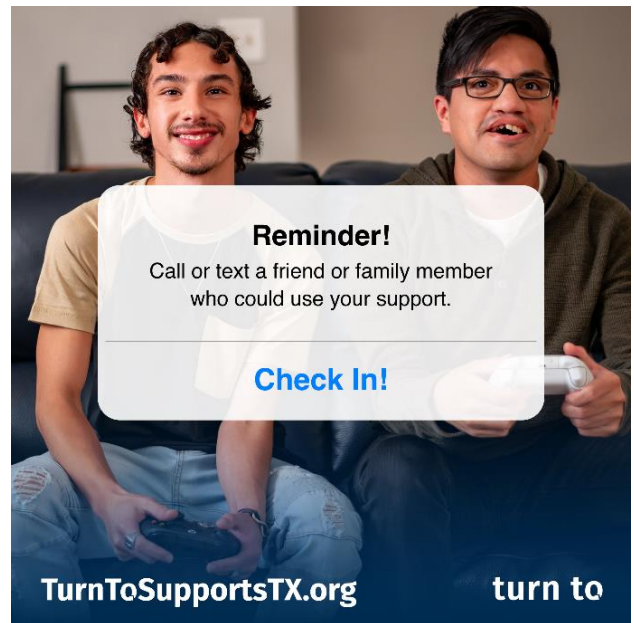
Everyone has someone relying on them – pets, family members, employers, or communities. Do the people relying on you know that they can #TurnTo you when they need help? Reach out and tell them. TurnToSupportsTX.org

#MentalHealthMonth

English Asset Option 1 File Name:
TurnTo_Post4_Option1_English.jpg



English Asset Option 2 File Name:
TurnTo_Post4_Option2_English.jpg



POST 5 – SAMSHA National Prevention Week

When to post: May 12-18, 2024 or anytime in May
English Copy:

To recognize when someone may have a substance use issue, you need to understand the signs. We all can do our part to prevent substance use. Educate yourself and reach out to those in need. Find resources at TurnToSupportsTX.org.
#TurnTo #SAMHSANationalPreventionWeek

English Asset File name: TurnTo_Post5_English.jpg

Signs of substance use:



Significant loss or increase of appetite



Displaying irrational behavior



Increased fatigue



Changes in sleep patterns

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POST 6 – National Minority Mental Health Month

When to post: July

English Copy:

Your mental health is just as important as your physical health. This #NationalMinorityMentalHealthAwarenessMonth, make sure you check in with your loved ones and friends. If you need help starting the conversation, find resources at TurnToSupportsTX.org. #TurnTo #MentalHealth

English Asset Option 1 File Name:
TurnTo_Post6_Option1_English.jpg

English Asset Option 2 File Name:
TurnTo_Post6_Option2_English.jpg

