



Social Media Toolkit

Suicide Prevention Month, September 2020

activeminds.org/yourvoice

Your Voice is Your Power

Even before the pandemic, research showed a rise in mental health issues for students.

Experts and research suggest mental health challenges will continue to rise this fall. Suicide is the second leading cause of death for young adults and, sadly, [the CDC recently reported 1 in 4 young adults say they've considered suicide in the past month because of the pandemic.](#)

While a supportive mental health culture is important for all young adults, we know BIPOC students face especially high systemic and culture barriers to care for their mental health. And, their mental health struggles will almost certainly be exacerbated due to disproportionate harm by the pandemic, police violence, and racial discrimination.

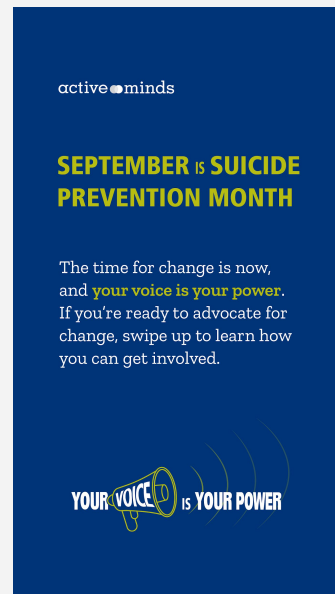
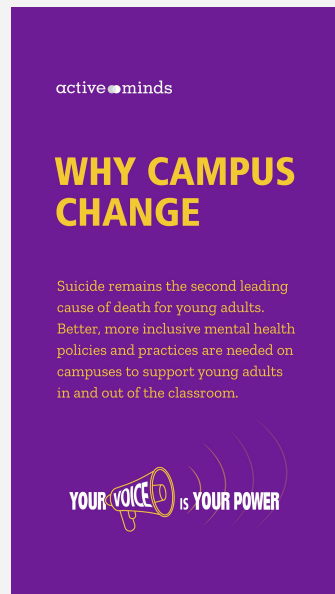
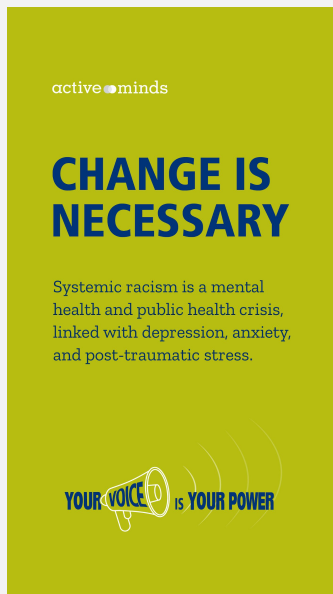
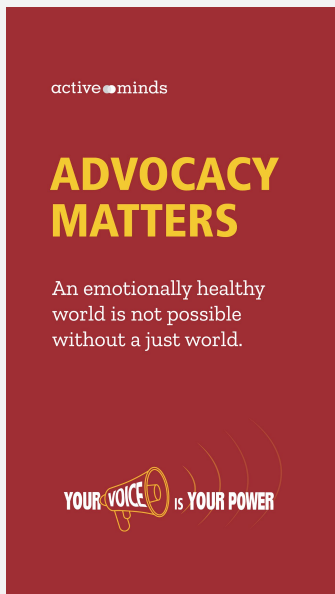
The time to prioritize BIPOC student wellbeing is now. An emotionally healthy world is not possible without a just world.

This September, aligned with Suicide Prevention Month, Active Minds is launching a major advocacy challenge encouraging young adults to use their voices to create change. You can help. Join us by using this toolkit and its sample social media posts to encourage participation in Active Minds' [Your Voice Is Your Power](#) campaign.



Share on Social | *Call to Action on IG Story*

Please make sure to link to activeminds.org/yourvoice

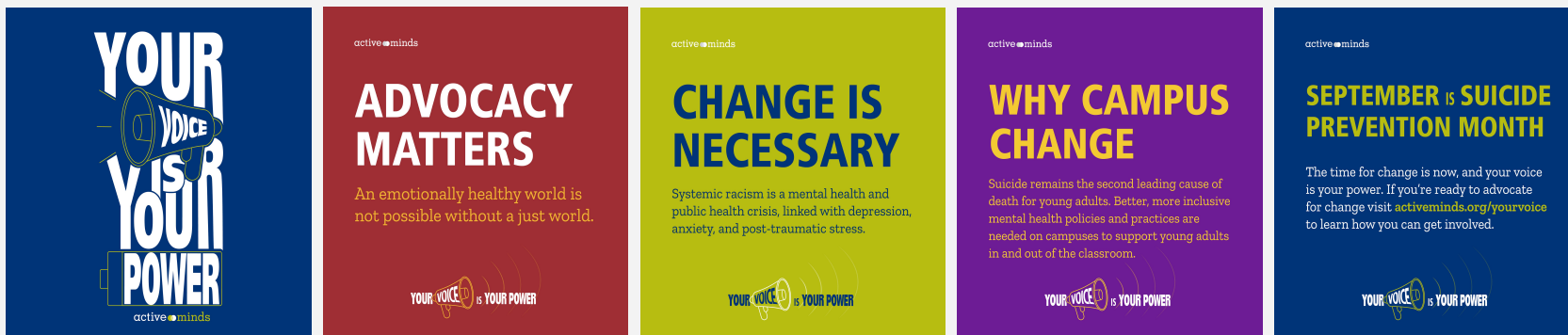


Share on Social | *Call to Action on IG Feed*

SAMPLE POST

Suicide remains the second leading cause of death for young adults. And, schools closing for the fall semester brings an added layer of anxiety for most students. Through @Active_Minds, young adults are being empowered to raise their voices to take action to support each other and ensure equitable access to mental health support and services on campuses nationwide. During Suicide Prevention Month **[I'm/we are]** raising **[my/our]** voice with them to say an emotionally healthy world is not possible without a just world. The time for change is now. **#YourVoiceYourPower**

Share on Social | *Call to Action on IG Feed*



See page 4 for sample post language.

Share on Social | *Call to Action on Facebook*

SAMPLE POST

Suicide is the second leading cause of death for young adults. As the fall semester continues to change daily, students - especially BIPOC students who face disproportionate cultural and systemic barriers to care - are feeling stress, anxiety, and anger. Through @ActiveMindsInc, young adults are being empowered to raise their voices to take action to support each other and ensure equitable access to mental health support and services on campuses nationwide. This September, as part of Suicide Prevention Month, **[I/WE] [am/are] raising [my/our] voice** with them to say an emotionally healthy world is not possible without a just world. The time for change is now. You can support these incredible student advocates at activeminds.org/supportvoices **#YourVoiceYourPower**

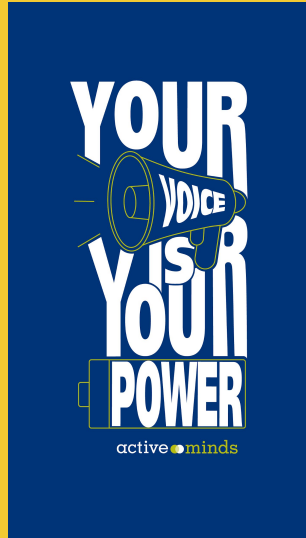
Share on Social | *Call to Action on Twitter*



SAMPLE POST

September is Suicide Prevention Month. This month @Active_Minds is inspiring thousands of young advocates to raise their voices to ensure equitable access to mental health support and services. Support these amazing advocates at activeminds.org/supportvoices **#YourVoiceYourPower**

Share on Social | *Animation Graphics*





THANK YOU

Have questions about the campaign?
Please don't hesitate to reach out to
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