

TOGETHER AGAINST STIGMA: EACH MIND MATTERS

Empowering Community Mental Health through
Research, Practice, Policy and Advocacy

SOCIAL MEDIA GUIDE

The purpose of this guide is to provide you tips and tools to use on your social media channels to help promote the Together Against Stigma: Each Mind Matters conference, taking place February 17-20, 2015 in San Francisco. This guide will provide you with sample tweets, Facebook posts and other creative ways to help promote the conference to your networks.

Use these suggested hashtags and handles to keep the conversation going:

1. #Stigma2015
2. #EachMindMatters
3. @intlconf
4. @eachmindmatters

Sample Twitter and Facebook Posts

Facebook

Encourage your colleagues and friends to join in the fight against stigma on your Facebook page. Here are some examples of what to post:

1. Standing up and learning about stigma at the 7th International Together Against Stigma Conference, in San Francisco! #stigma2015 #eachmindmatters <http://bit.ly/1ugcuCV>
2. Stigma isn't exclusive to any culture or country—it's pervasive. Exploring that and other concepts at the 2015 International Together Against Stigma Conference. #stigma2015 #eachmindmatters <http://bit.ly/1ugcuCV>
3. Joining @EachMindMatters at the 7th International "Together Against Stigma" Conference. Helping others find a path to hope, resilience, and recovery! <http://bit.ly/1ugcuCV>

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Twitter

Here are tweets you can use to get your network excited about attending the Together Against Stigma: Each Mind Matters conference.

1. Just heard the best speaker @IntlConf #Stigma2015! <http://bit.ly/1ugcuCV>
2. #EachMindMatters means that everyone has a voice to @JaneDoe. @IntlConf <http://bit.ly/1ugcuCV>
3. Just took this selfie to fight stigma @IntlConf #Stigma2015! @EachMindMatters <http://bit.ly/1ugcuCV>

Other Ways to Get Involved:

1. Tweet about the event using the event hashtag #Stigma2015 and/or #EachMindMatters
2. Follow @IntlConf on Twitter for updates. Or visit the conference's website, www.TogetherAgainstStigma.com, to learn more about the event.
3. Share information regarding the event to all of your followers, and fans.
4. Encourage your networks to repost conference info to help spread the word.
5. 'Like' the Each Mind Matters Facebook page to engage and learn more about efforts to reduce stigma.