

I care about ~~by~~ _____.

Social Media Kit for Mental Health Awareness Month

The *I Care By* Campaign

Facebook Post/Website brief

Let's show our youth we care about their mental health during Mental Health Awareness Month! Go to www.ICareBy.org, watch a one-minute video, and take a simple action. The website contains actions and resources for educators, parents, policy makers, students, and the general public—all created to support students with emotional and behavioral challenges. The “I Care By” Campaign is a joint effort of the National Association of School Psychologists (NASP) and the Institute on Disability at the University of New Hampshire.

May is Mental Health Awareness Month and you can make a difference in the life of a young person! Educators, students, parents, policy makers, and the general public, go to www.ICareBy.org, watch a one-minute video, and take a simple action to support students struggling with emotional or behavioral challenges. The “I Care By” Campaign is a joint effort of the National Association of School Psychologists (NASP) and the Institute on Disability at the University of New Hampshire.

Twitter Outreach (please use as many as possible)

It's #mentalhealth Awareness month! Join @nasponline & @icareby & take action to help kids with emotional challenges: icareby.org

May is #mentalhealthawarenessmonth. Take a pledge to care about kids at icareby.org. From @nasponline + @icareby #mentalhealth

This #mentalhealth month @nasponline teams with @icareby. Share

what you do to help students w/emotional challenges: icareby.org

If you care, you act. Take an action on icareby.org to help kids w/emotional challenges. From @nasponline + @icareby + @wcakelsey

Students with hidden disabilities need action, not sympathy. Take action at icareby.org from @nasponline + @icareby #mentalhealth

Share your voice at icareby.org. Tell us how you care about kids who struggle in school from @nasponline + @icareby #mentalhealth

Over 50% of students with emotional disabilities drop out. Take action at icareby.org, from @nasponline + @icareby #mentalhealth

65% of students with emotional challenges are in segregated classrooms. Take action at icareby.org, from @nasponline + @icareby