# Overview

The following information is to be used by partners and advocates of 4-H to promote the Youth Mental Health Survey, a survey commissioned by National 4-H Council to explore teens’ perceptions and experiences around mental health. Partners are free to use messaging as they see fit in relevant social media and email communications.

**Use the official hashtag in all social media posts:**

* **#MentalHealth**
* Secondary 4-H brand hashtags you’ll see in messaging where appropriate:
	+ #InspireKidstoDo
	+ #4HatHome
	+ #4H

**Tag National 4-H in your posts:**

* Facebook: @4-H
* Instagram: @National4H
* Twitter: @4H

**Web Destinations**

* Mental Health Survey Landing Page: <https://4-h.org/about/research/#!healthy-living>
* Tracking Link to append:

*?utm\_campaign=4HMentalHealth&utm\_source=PARTNERNAME&utm\_medium=social\_partner#!healthy-living*

* + Example:

*https://4-h.org/about/research/?utm\_campaign=4HMentalHealth&utm\_source=Google&utm\_medium=social\_partner#!healthy-living*

## Graphics

You’ll find social media graphics and imagery supporting the Mental Health Survey promotion [here](https://www.dropbox.com/sh/qvd9dzdpsvlexhk/AAAuYewLEJ98CWtYHeWtjZkOa?dl=0).

## Sample Posts

*All sample posts are written using the Facebook specific tag, @4-H. Please adapt for the channels and placements using the information above.*

7 in 10 teens are struggling with #mentalhealth. In a new survey from National @4-H Council, an overwhelming number of teens report feeling anxious, stressed or depressed amidst COVID-19. Join 4-H in starting a conversation on teen mental health. Learn more about the survey and view full findings: [LINK]

Nearly 55% of teens deal with increased levels of stress, uncertainty, sadness, and so many other feelings. We must give them a safe space to be open about their #mentalhealth. Here’s how teens are feeling today: [SURVEY LINK] #InspireKidstoDo

According to the @4-H Youth Mental Health Survey, 82% of teens surveyed are calling on America to talk more openly and honestly about mental health issues in this country. Read more survey findings: [LINK]

Despite the stress and pressures teens face in today’s climate, they want to change the conversation about mental health in this country. Check out the new @4-H Youth Mental Health Survey to learn what’s important to young people. [LINK]

Now more than ever, young people need a safe and inclusive space to talk and learn about their #mentalhealth. And in the @4-H Youth Mental Health Survey, teens express ways they can be supported. Read the full findings: [LINK]

Teens are ready to lead and play a major role in the ongoing dialogue about #mentalhealth, and @4-H is helping to uplift the voices of teens who are already actively participating and driving change in their communities. Learn by checking out the @4H Youth Mental Health Survey: [LINK]