



The Jed Foundation

[The Jed Foundation \(JED\)](#) is a nonprofit that protects emotional health and prevents suicide for our nation's teens and young adults, giving them the skills and support they need to thrive today and tomorrow.

Below you will find JED's social toolkit with suggested copy, resources (videos and articles), and downloadable links to assets for your organization to post on social media.

If you have any questions please email our Senior Manager of Social Media, Vanessa Bertone: vanessab@jedfoundation.org.

February

Join JED this **Black History Month (Feb. 1-28)** in connecting the dots between lived experience and mental health. Help us spread the message that representation matters everywhere, especially in mental healthcare. Help us spread the message that [finding a therapist who understands your cultural background and history can be a powerful path to healing](#) and help us connect Black youth to the resources to [help them find culturally-competent care](#).

JED Resources

- [How to Find a Culturally Competent Therapist](#)
- [The Benefits of a Therapist Who Understands Your Cultural Background](#)

JED Voices (via YouTube)

- **Keith Powers** | [Self Care For When You Feel Depressed, Anxious, or Down](#)
- **Alonzo Russell** | [Tips for Resiliency](#) OR [These Kids Give Me Hope](#)
- **Ant Clemons** | [How to Listen and be Heard](#)

During **National Eating Disorder Awareness Week (Feb. 27-Mar. 5)**, give teens and young adults the information they need to [reclaim their body image](#) from social media, [recognize an eating disorder](#) in themselves or someone else and the tools to [help themselves](#) and [support their friends](#).

JED Resources

- [How to Ask for Help for an Eating Disorder](#)
- [How to Help Someone with an Eating Disorder](#)
- [How Body Positivity and Body Neutrality Can Help with Body Image](#)

JED Voices (via YouTube)

- **Anastasia Vlasova** | [Former Influencer Opens Up About Eating Disorder](#)

Expert Videos (via YouTube)

- [The Secretive Eating Disorder: Bulimia Nervosa](#)
- [The REAL Cause of Binge Eating Disorder](#)
- [How can I help a friend with binge eating disorder?](#)

Timeline

Black History Month (Feb. 1 - 28):

- Share the assets on social media **starting February 1st**.
 - On Instagram:
 - Post graphic + text to feed (see copy + assets below)
 - Tag [@jedfoundation](#)
 - Share via Stories with a link to the resource or video being shared
 - On Twitter:
 - Tweet graphic + text to feed (see copy + assets below)
 - Tag [@jedfoundation](#)
 - On Facebook:
 - Post graphic + text to feed (see copy + assets below)
 - Tag [@The Jed Foundation - JED](#)

National Eating Disorder Awareness Week (Feb. 27-Mar. 5):

- Share the assets on social media **starting February 27th**.
 - On Instagram:



- Post graphic + text to feed (see copy + assets below)
- Tag [@jedfoundation](#)
- Share via Stories with a link to the resource or video being shared
- On Twitter:
 - Tweet graphic + text to feed (see copy + assets below)
 - Tag [@jedfoundation](#)
- On Facebook:
 - Post graphic + text to feed (see copy + assets below)
 - Tag [@The Jed Foundation - JED](#)


Social Media Guide

Below is an outline for your organization’s social media channels. Feel free to adjust the suggested copy to fit your organization’s voice so it best connects with your community.

Social assets can be found and downloaded [here](#) for use.


Black History Month (Feb. 1-28):



Platform	Timing	Suggested Copy	Additional Notes
 Instagram In-feed	Starting February 1st	<p>February is #BlackHistoryMonth and the @jedfoundation is sharing resources for Black youth to feel understood and supported.</p> <p>Help spread the message of the power of having a therapist who shares your background and tips on where to find one by visiting jedfoundation.org.</p> <p>JED Voices Specific Copy (IG Story share) February is #BlackHistoryMonth. Hear from [name of the person in the video] as they share [topic being covered] (<i>add link sticker to video</i>)</p>	<p>Please share your in-feed post to your Instagram Story with a link sticker driving to the resource or video being shared.</p> <p>Please tag @jedfoundation in the post.</p> <p>For JED Voices videos, please tag talent: Keith Powers @keithpowers Alonzo Russell @storyofalonzo Ant Clemons @antclemons</p> <p>Suggested hashtags to add to your post: #MentalHealth #MentalHealthMatters #BlackHistoryMonth</p>
 Facebook In-feed	Starting February 1st	February is #BlackHistoryMonth and the @The Jed Foundation - JED is sharing resources for Black youth to feel understood and supported.	Please share your in-feed post to your Facebook Story with a link sticker driving to the resource or video being shared.

		<p>We're helping spread the message about the power of having a therapist who shares your background and tips on where to find one. Visit jedfoundation.org for more helpful resources.</p> <p>JED Voices Specific Copy February is #BlackHistoryMonth. Hear from [name of the person in the video] as they share [topic being covered]</p>	<p>Please tag @The Jed Foundation - JED in the post.</p> <p>For JED Voices videos, please tag talent: Keith Powers N/A Alonzo Russell @ALONZO Ant Clemons N/A</p> <p>Suggested hashtags to add to your post: #MentalHealth #MentalHealthMatters #BlackHistoryMonth</p>
 Twitter	<p>Starting February 1st</p>	<p>February is #BlackHistoryMonth. The @jedfoundation is sharing resources for Black youth to feel understood and supported. Visit jedfoundation.org to check these resources and more.</p> <p>JED Voices Specific Copy February is #BlackHistoryMonth. Hear from [name of the person in the video] as they share [topic being covered]</p>	<p>Please tag @jedfoundation in the tweet.</p> <p>For JED Voices videos, please tag talent: Keith Powers @KeithTPowers Alonzo Russell N/A Ant Clemons @AntClemons</p> <p>Suggested hashtags to add to your post: #MentalHealth #MentalHealthMatters #BlackHistoryMonth</p>

Be sure to follow The Jed Foundation on social media to tune in, repost, retweet, and share our weekly and daily activations.

National Eating Disorder Awareness Week (Feb. 27-Mar. 5):

Platform	Timing	Suggested Copy	Additional Notes
 Instagram In-feed	<p>Starting February 27 - March 5th</p>	<p>For #NationalEatingDisorderAwarenessWeek the @jedfoundation has created resources and tips to help anyone who may be struggling with body image or an eating disorder find the resources and support they need to heal.</p> <p>Check out JED's tips on how to reach out to someone you are worried about and how to have a conversation with someone who is struggling by visiting jedfoundation.org.</p> <p>JED Voices Specific Copy (IG Story share)</p>	<p>Please share your in-feed post to your Instagram Story with a link sticker driving to the resource or video being shared.</p> <p>Please tag @jedfoundation in the post.</p> <p>For JED Voices videos, please tag talent: Anastasia Vlasova @sia_vlasova</p> <p>Suggested hashtags to add to your post: #MentalHealth #MentalHealthMatters</p>

		For #NationalEatingDisorderAwarenessWeek hear from [name of the person in the video] as they share [topic being covered] (<i>add link sticker to video</i>)	#NationalEatingDisorderAwarenessWeek
	Starting February 27 - March 5th	<p>For #NationalEatingDisorderAwarenessWeek the @The Jed Foundation - JED has created resources and tips to help anyone who may be struggling with body image or an eating disorder find the resources and support they need to heal.</p> <p>Visit jedfoundation.org to check out tips and resources on how to reach out and have a conversation with someone who is struggling.</p> <p>JED Voices Specific Copy For #NationalEatingDisorderAwarenessWeek hear from [name of the person in the video] as they share [topic being covered]</p>	<p>Please share your in-feed post to your Facebook Story with a link sticker driving to the resource or video being shared.</p> <p>Please tag @The Jed Foundation - JED in the post.</p> <p>For JED Voices videos, please tag talent: Anastasia Vlasova N/A</p> <p>Suggested hashtags to add to your post: #MentalHealth #MentalHealthMatters #NationalEatingDisorderAwarenessWeek</p>
	Starting February 27 - March 5th	<p>For #NationalEatingDisorderAwarenessWeek the @jedfoundation has created resources & tips to help anyone who may be struggling with an eating disorder. Visit jedfoundation.org to find the resources & support they need to heal.</p> <p>JED Voices Specific Copy For #NationalEatingDisorderAwarenessWeek hear from [name of the person in the video] as they share [topic being covered]</p>	<p>Please tag @jedfoundation in the tweet.</p> <p>For JED Voices videos, please tag talent: Anastasia Vlasova @sia_vlasova</p> <p>Suggested hashtags to add to your post: #MentalHealth #MentalHealthMatters #NationalEatingDisorderAwarenessWeek</p>

Be sure to follow The Jed Foundation on social media to tune in, repost, retweet, and share our weekly and daily activations.