



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.

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

May

May is [Mental Health Awareness Month](#), a time to come together to drive mental health awareness and actions. Join JED in sharing one powerful message: You don't have to go it alone. Connection is key to emotional well-being. Below you'll find ways to increase awareness of youth mental health and help teens and young adults find and connect with their people, with care, and with their communities.

Below you'll find activities and resources to help empower you so you, in turn, can empower your communities. Check out [our landing page](#), and stay tuned as exciting virtual and in-person events, such as artist and influencer conversations and social takeovers, become available later in May.

Activities

- **Learn the facts.** See the latest evidence to support our work, and learn why taking action for youth mental health is so urgent. [Get the stats](#).
- **Amplify on social.** Use the suggested copy and social graphics at the end of this post on your social media channels to celebrate Mental Health Awareness Month and share ways teens and young adults can connect and support each other. Don't forget to use

the hashtags #MentalHealthAwarenessMonth and #JEDCares and tag The Jed Foundation.

Make sure to follow us on [TikTok](#) and [Snapchat](#) to watch our latest videos, and on [Pinterest](#) to save and share helpful pins for educators and caregivers.

- **DIY!** Customize a fundraising page with [Hue-spressions](#). This Hue-nique approach to Mental Health Awareness Month invites you to show off your creativity through colors: Paint your nails, host a runway show, run a race, or honor someone you love. Don't forget to tell friends and family how your color theme expresses who you are—and why you care about supporting youth mental health and JED. Then, encourage them to donate and join your activities!
- **[Find ways to connect through self-care](#)**. Learn why connection is one of the most powerful forms of self-care and get inspired by teens and young adults who take care of themselves by connecting with others.

Then join JED x PINK for weekly self-care practices that will help you tap into your playful side, embrace joy, and create meaningful connection.

- **Help teens and young adults find their people.**
 - **[Online](#)**: Atlantic senior editor Lenika Cruz takes us into K-pop fandom to share how this unique community offers connection, inclusion, validation, and joy to teens and young adults around the world. Discover how online fandoms offer teens and young adults ways to find connection.
 - **[In the LGBTQIA+ community](#)**: If you are a part of the LGBTQIA+ community, connecting with others who love you unconditionally and because of your queerness is one of the best ways to nurture your mental health. Learn and share how LGBTQIA+ teens and young adults can find their people no matter where they live, and share this helpful guide to getting connected.
- **Join JED for MTV's Mental Health Day of Action on May 18**. Exciting announcements to come! For more information about Mental Health Day of Action, visit [mentalhealthaction.network](#).

- **Sound Mind Music Festival for Mental Health on May 20 in New York City.** If you are in Brooklyn, come out for the Sound Mind Music Festival for Mental Health! Iron & Wine, Hiss Golden Messenger, Langhorne Slim, Kamauu, and Pom Pom Squad will perform at the festival, which brings together musicians, music lovers, and forward-thinking organizations to foster community, open dialogue, and action around mental health through the power of music. Learn more at soundmindlive.org.
- Finally, check out our article [Taking Care of Your Mental Health Through Activism](#) and discover how activism can be healing in hard times.

Timeline

Mental Health Awareness Month

- Share the assets on social media **starting May 1**.
 - On Instagram:
 - Post graphic and text to feed (see copy and assets below).
 - Tag [@jedfoundation](#).
 - Share via Stories with a link to the resource or video being shared.
 - On Twitter:
 - Tweet graphic and text to feed (see copy and assets below).
 - Tag [@jedfoundation](#).
 - On Facebook:
 - Post graphic and text to feed (see copy and 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 graphics can be found and downloaded [here](#) for use. If there are assets you may need to edit, please reach out to Vanessa Bertone (vanessab@jedfoundation.org).

Mental Health Awareness Month

Platform	Timing	Suggested Copy	Additional Notes
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 <p>Instagram In-feed</p>	<p>Starting May 1</p>	<p>Today marks the start of #MentalHealthAwarenessMonth 🍀</p> <p>Connection is the key to our well-being. Whether it's your roommates, your family, or members of your fandom, you can flourish when you have people you can rely on no matter how tough things get. Check out the tips and tools from @jedfoundation to find ways to connect with others.</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: N/A</p> <p>Suggested hashtags to add to your post: #MentalHealth #MentalHealthMatters #MentalHealthAwarenessMonth #JEDCares</p>
 <p>Facebook In-feed</p>	<p>Starting May 1</p>	<p>Today marks the start of #MentalHealthAwarenessMonth 🍀</p> <p>Connection is the key to our well-being. Whether it's your roommates, your family, or members of your fandom, you can flourish when you have people you can rely on no matter how tough things get. Check out the tips and tools from @jedfoundation to find ways to connect with others.</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: N/A</p> <p>Suggested hashtags to add to your post: #MentalHealth #MentalHealthMatters #MentalHealthAwarenessMonth #JEDCares</p>
 <p>Twitter</p>	<p>Starting May 1</p>	<p>Today starts #MentalHealthAwarenessMonth 🍀 Whether it's your roommates, your family, or members of your fandom, you can flourish when you have people you can rely on no matter how tough things get. Check out the tips & tools from @jedfoundation to find ways to connect w/ others.</p>	<p>Please tag @jedfoundation in the tweet.</p> <p>For JED Voices videos, please tag talent: N/A</p> <p>Suggested hashtags to add to your post: #MentalHealth #MentalHealthMatters #MentalHealthAwarenessMonth #JEDCares</p>

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