



## 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 Social Media Manager, Vanessa Bertone: [vanessab@jedfoundation.org](mailto:vanessab@jedfoundation.org).

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## April

No big Spring Break plans? Plan a self-care staycation and do things you enjoy and that help you relieve stress, so you enter the last stretch of the school year feeling refreshed.

### JED Resources

- [Practice Self-Care](#)

Alcohol is a big part of our social lives, but outdated ideas about what it means to struggle with it can make it hard for people to get help when they need it. This **Alcohol Awareness Month**, join JED as we support teens and young adults in changing their relationship with alcohol.

### JED Resources

- [How Do I Tell My Parents I Have a Drinking Problem?](#)
- [Do I Have to Quit Alcohol Entirely?](#)
- [10 Steps to Cut Back On Drinking](#)

### JED Voices (via YouTube)

- [Keith Powers | My anxiety was making me feel like taking a drink before going out](#)

### Expert Videos (via YouTube)

- [Is My Drinking a Problem?](#)

For **National Stress Awareness Month**, JED is focused on academic and financial stress. Share resources and advice for teens and young adults on taking care of themselves during testing season, managing stress around money, and building a hopeful financial future.

### JED Resources

- [Managing the Stress of Financial Crises](#)
- [Tips for Managing Stress](#)
- [5 Ways to Stay Calm When You're Stressed About School](#)
- [6 Ways to Take Care of Yourself During Exam Time](#)

## Timeline

### Alcohol Awareness Month:

- Share the assets on social media **starting April 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)
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  - On Facebook:
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    - Tag [@The Jed Foundation - JED](#)

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## 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. If there are assets you may need to edit, please reach out to Vanessa Bertone ([vanessab@jedfoundation.org](mailto:vanessab@jedfoundation.org)).



### Alcohol Awareness Month:


Platform	Timing	Suggested Copy	Additional Notes
 <b>Instagram</b> <b>In-feed</b>	Starting April 1st	<p>Alcohol is a big part of our social lives, but outdated ideas about what it means to struggle with it can make it hard for people to get help when they need it.</p> <p>For #AlcoholAwarenessMonth check out resources from <a href="#">@jedfoundation</a> to support teens and young adults in changing their relationship with alcohol.</p> <p><b>JED Voices Specific Copy (IG Story share)</b>            For #AlcoholAwarenessMonth 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 <a href="#">@jedfoundation</a> in the post.</p> <p>For JED Voices videos, please tag talent: Keith Powers @keithpowers</p> <p>Suggested hashtags to add to your post:            #MentalHealth            #MentalHealthMatters            #AlcoholAwarenessMonth</p>
 <b>Facebook</b> <b>In-feed</b>	Starting April 1st	<p>Alcohol is a big part of our social lives, but outdated ideas about what it means to struggle with it can make it hard for people to get help when they need it.</p> <p>For #AlcoholAwarenessMonth check out resources from <a href="#">@The Jed Foundation - JED</a> to support teens and young adults in changing their relationship with alcohol.</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 <a href="#">@The Jed Foundation - JED</a> in the post.</p> <p>For JED Voices videos, please tag talent: Keith Powers N/A</p>

		<p><b>JED Voices Specific Copy</b> For #AlcoholAwarenessMonth hear from [name of the person in the video] as they share [topic being covered]</p>	<p>Suggested hashtags to add to your post: #MentalHealth #MentalHealthMatters #AlcoholAwarenessMonth</p>
 <b>Twitter</b>	<p>Starting April 1st</p>	<p>For #AlcoholAwarenessMonth, we are sharing resources from <a href="https://jedfoundation.org">@jedfoundation</a> to support teens &amp; young adults in changing their relationship with alcohol.</p> <p><b>JED Voices Specific Copy</b> For #AlcoholAwarenessMonth hear from [name of the person in the video] as they share [topic being covered]</p>	<p>Please tag <a href="https://jedfoundation.org">@jedfoundation</a> in the tweet.</p> <p>For JED Voices videos, please tag talent: Keith Powers @KeithTPowers</p> <p>Suggested hashtags to add to your post: #MentalHealth #MentalHealthMatters #AlcoholAwarenessMonth</p>

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

### National Stress Awareness Month:

Platform	Timing	Suggested Copy	Additional Notes
 <b>Instagram In-feed</b>	<p>Starting April 1st</p>	<p>If you're feeling stressed lately, you're not alone.</p> <p>For #NationalStressAwarenessMonth, we're sharing resources &amp; advice for teens &amp; young adults on taking care of themselves during testing season, managing stress around money, and building a hopeful financial future.</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 <a href="https://jedfoundation.org">@jedfoundation</a> 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 #NationalStressAwarenessMonth</p>
 <b>Facebook In-feed</b>	<p>Starting April 1st</p>	<p>If you're feeling stressed lately, you're not alone.</p> <p>For #NationalStressAwarenessMonth, we're sharing resources &amp; advice for teens &amp; young adults on taking care of themselves during testing season, managing stress around</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 <a href="https://jedfoundation.org">@The Jed Foundation - JED</a> in the post.</p> <p>For JED Voices videos, please tag talent:</p>

		money, and building a hopeful financial future.	N/A  Suggested hashtags to add to your post: #MentalHealth #MentalHealthMatters #NationalStressAwarenessMonth
	Starting April 1st	Feeling stressed lately? You're not alone. For #NationalStressAwarenessMonth, we're sharing resources & advice for teens & young adults on taking care of themselves during testing season, managing stress around money, and building a hopeful financial future.	Please tag <a href="https://www.jedfoundation.org">@jedfoundation</a> in the tweet.  For JED Voices videos, please tag talent: N/A  Suggested hashtags to add to your post: #MentalHealth #MentalHealthMatters #NationalStressAwarenessMonth

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## March

March is **Self-Harm Awareness Month**. Join JED in an honest conversation about what [self-injury](#) is, why people do it, and how you can stop.

### JED Resources

- [How to Tell Someone You Are Self-Injuring and Ask for Help](#)
- [What to Do If You Think Someone Is Self-Injuring](#)
- [4 Things You Can Do Instead Of Self-Injure](#)

### Expert Videos (via YouTube)

- [Self-harm can be treated](#)
- [5 Things you can do instead of self-harm](#)

March is also the start of **testing season** when many students feel immense pressure to perform well. Join JED in giving students tips to manage test anxiety and practice self-care.

### JED Resources

- [Student Stress 101: Understanding Academic Stress](#)
- [Tips for Managing Academic Stress](#)

Getting good sleep is one of the best ways to improve mental health. This **Sleep Awareness Week (March 13-19)**, share effective ways teens and young adults with your audiences.

### JED Resources

- [The High Schoolers' Guide to Getting Good Sleep](#)
- [Goodnight to All-Nighters: Your Guide to Actually Getting Sleep in College](#)
- [What to Do When You Can't Sleep](#)
- [How to Get Your Teen to Sleep](#)

### Amplification Opportunities

**Neon Nights | Let's Glow for Mental Health:** The Jed Foundation is excited to share its brand new signature fundraising event "[Neon Nights](#)". This glowful parade and dance party will light up campuses everywhere for mental health, starting at **Stevens Institute of Technology in Hoboken, NJ on March 30th**. Follow [NeonNights\\_lets glow](#) on Instagram to stay connected on upcoming events and highlights.

For information about how to bring Neon Nights to a campus near you, email: [neonnights@jedfoundation.org](mailto:neonnights@jedfoundation.org).

**Seize the Awkward | 3/31: Let's Be Real, Conectemonos!** (Coming Soon) *Seize The Awkward*, a peer-to-peer campaign created by JED and AFSP in collaboration with the Ad Council is hosting an Instagram Live (in Spanglish) featuring leading Latiné advocates, influencers, and celebrities to encourage Latiné young adults to reach out and check in on friends who may be struggling with their mental health.

## Timeline

### Self-Harm Awareness Month:

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- On Facebook:
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**Sleep Awareness Week (March 13-19):**


- Share the assets on social media **starting March 13th.**
  - On Instagram:
    - Post graphic + text to feed (see copy + assets below)
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### Self-Harm Awareness Month:

Platform	Timing	Suggested Copy	Additional Notes
 <b>Instagram In-feed</b>	Starting March 1st	<p>If you are self-injuring—or know someone who may be—it’s important to learn about it and find other ways to work through difficult emotions or experiences.</p> <p>For #SelfHarmAwarenessMonth check out resources from <a href="#">@jedfoundation</a> about what this common issue is, why people do it, and how you can stop or help someone else stop. Visit <a href="https://jedfoundation.org/self-injury-101/">https://jedfoundation.org/self-injury-101/</a> for more.</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 <a href="#">@jedfoundation</a> 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</p>



			#SelfHarmAwarenessMonth
	Starting March 1st	<p>If you are self-injuring—or know someone who may be—it’s important to learn about it and find other ways to work through difficult emotions or experiences.</p> <p>For #SelfHarmAwarenessMonth checkout resources from <a href="#">@The Jed Foundation - JED</a> talking about what this common issue is, why people do it, and how you can stop or help someone else stop. Visit <a href="https://jedfoundation.org/self-injury-101/">https://jedfoundation.org/self-injury-101/</a> for more.</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 <a href="#">@The Jed Foundation - JED</a> 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 #SelfHarmAwarenessMonth</p>
	Starting March 1st	<p>If you are self-injuring—or know someone who may be—it’s important to learn about it &amp; find other ways to work through difficult emotions or experiences. For #SelfHarmAwarenessMonth visit JED’s self-injury resource pg: <a href="https://jedfoundation.org/self-injury-101/">https://jedfoundation.org/self-injury-101/</a></p>	<p>Please tag <a href="#">@jedfoundation</a> 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 #SelfHarmAwarenessMonth</p>

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### Sleep Awareness Week (March 13-19):

Platform	Timing	Suggested Copy	Additional Notes
	Starting March 13th	<p>During #SleepAwarenessWeek we’re highlighting the importance of sleep on our #mentalhealth.</p> <p>Check out <a href="#">@jedfoundation</a> resources and tips on how to help teens and young adults find the time they need to rest and actually get good sleep.</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 <a href="#">@jedfoundation</a> in the post.</p> <p>For JED Voices videos, please tag talent: N/A</p> <p>Suggested hashtags to add to your post: #MentalHealth</p>



			#MentalHealthMatters #SleepAwarenessWeek
	Starting March 13th	During #SleepAwarenessWeek we're highlighting the importance of sleep on our #mentalhealth.  Check out <a href="https://jedfoundation.org">@jedfoundation</a> resources and tips on how to help teens and young adults find the time they need to rest and actually get good sleep.	Please share your in-feed post to your Facebook Story with a link sticker driving to the resource or video being shared.  Please tag <a href="https://jedfoundation.org">@The Jed Foundation - JED</a> in the post.  For JED Voices videos, please tag talent: N/A  Suggested hashtags to add to your post: #MentalHealth #MentalHealthMatters #SleepAwarenessWeek
	Starting March 13th	During #SleepAwarenessWeek we're highlighting the importance of sleep on our #mentalhealth. Check out these resources and tips on how to help teens and young adults find the time they need to rest from <a href="https://jedfoundation.org">@jedfoundation</a> .	Please tag <a href="https://jedfoundation.org">@jedfoundation</a> in the tweet.  For JED Voices videos, please tag talent: N/A  Suggested hashtags to add to your post: #MentalHealth #MentalHealthMatters #SleepAwarenessWeek

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## 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):

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    - Share via Stories with a link to the resource or video being shared
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  - On Facebook:

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


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**Black History Month (Feb. 1-28):**



Platform	Timing	Suggested Copy	Additional Notes
 <b>Instagram In-feed</b>	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><b>JED Voices Specific Copy (IG Story share)</b>            February is #BlackHistoryMonth. Hear from [name of the person in the video] as they</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 <a href="#">@jedfoundation</a> 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</p>

		share [topic being covered] ( <i>add link sticker to video</i> )	#MentalHealthMatters #BlackHistoryMonth
	Starting February 1st	<p>February is #BlackHistoryMonth and the @The Jed Foundation - JED is sharing resources for Black youth to feel understood and supported.</p> <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 <a href="http://jedfoundation.org">jedfoundation.org</a> for more helpful resources.</p> <p><b>JED Voices Specific Copy</b> February is #BlackHistoryMonth. 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 <a href="https://www.instagram.com/thejedfoundation">@The Jed Foundation - JED</a> 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>
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### National Eating Disorder Awareness Week (Feb. 27-Mar. 5):

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	Starting February 27 - March 5th	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>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 <a href="https://www.instagram.com/thejedfoundation">@jedfoundation</a> in the post.</p>

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