



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.

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](#)
- The Other All-Nighter: Your Guide to Actually Getting Sleep in College (To come)
- [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 3rd**. Follow [NeonNights_letsglow](#) 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.

Seize the Awkward | 3/23: 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:

- Share the assets on social media **starting March 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:
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Sleep Awareness Week (March 13-19):


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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).


Self-Harm Awareness Month:



| Platform | Timing | Suggested Copy | Additional Notes |
|--|--------------------|--|--|
|  Instagram In-feed | 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 @jedfoundation about what this common issue is, why people do it, and how you can stop or help someone else stop.</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:</p> |

| | | | |
|--|--------------------|--|--|
| | | Visit https://jedfoundation.org/self-injury-101/ for more. | #MentalHealth #MentalHealthMatters #SelfHarmAwarenessMonth |
|  | Starting March 1st | 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. For #SelfHarmAwarenessMonth checkout resources from @The Jed Foundation - JED talking about what this common issue is, why people do it, and how you can stop or help someone else stop. Visit https://jedfoundation.org/self-injury-101/ for more. | Please share your in-feed post to your Facebook Story with a link sticker driving to the resource or video being shared. Please tag @The Jed Foundation - JED in the post. For JED Voices videos, please tag talent: N/A Suggested hashtags to add to your post: #MentalHealth #MentalHealthMatters #SelfHarmAwarenessMonth |
|  | Starting March 1st | If you are self-injuring—or know someone who may be—it’s important to learn about it & find other ways to work through difficult emotions or experiences. For #SelfHarmAwarenessMonth visit JED’s self-injury resource pg: https://jedfoundation.org/self-injury-101/ | Please tag @jedfoundation in the tweet. For JED Voices videos, please tag talent: N/A Suggested hashtags to add to your post: #MentalHealth #MentalHealthMatters #SelfHarmAwarenessMonth |

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Sleep Awareness Week (March 13-19):

| Platform | Timing | Suggested Copy | Additional Notes |
|--|---------------------|--|---|
|  | Starting March 13th | During #SleepAwarenessWeek we’re highlighting the importance of sleep on our #mentalhealth. Check out @jedfoundation 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 Instagram Story with a link sticker driving to the resource or video being shared. Please tag @jedfoundation in the post. For JED Voices videos, please tag talent: N/A |

| | | | |
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| | | | Suggested hashtags to add to your post: #MentalHealth #MentalHealthMatters #SleepAwarenessWeek |
|  | Starting March 13th | <p>During #SleepAwarenessWeek we're highlighting the importance of sleep on our #mentalhealth.</p> <p>Check out @jedfoundation 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 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 #SleepAwarenessWeek</p> |
|  | Starting March 13th | <p>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 @jedfoundation.</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 #SleepAwarenessWeek</p> |

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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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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 |
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|  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</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:</p> |

| | | | |
|---|-----------------------|--|---|
| | | share [topic being covered] (<i>add link sticker to video</i>) | #MentalHealth #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 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 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: 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 | <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>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> |

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|--|---|---|--|
| | | <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) For #NationalEatingDisorderAwarenessWeek hear from [name of the person in the video] as they share [topic being covered] (<i>add link sticker to video</i>)</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> |
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