



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 Associate Director of Social Media, Vanessa Bertone: vanessab@jedfoundation.org.

August

August is a busy time of year as our summer days wane and students begin to go back to school. Throughout the month, we'll share timely content to help students, caregivers, and educators prepare and prioritize youth mental health. We'll also share opportunities to cheer on students and find inspiration from popular artists.

in

- [Preparing To Manage Mental Health In College](#)
- [Planning for Mental Health Challenges on Campus](#)
- [Establish Your College Mental Health Resource Team](#)
- [Researching College Disabilities Accommodations](#)
- [College Dorm Life](#)

JED Voices

- Stay tuned for our next MINDSET x JED Collection featuring K-rock band, The Rose. Be sure to follow [JED on Instagram](#) to find the latest releases from this unique and powerful storytelling collaboration.

Timeline

Back To School:


- Share the assets on social media **starting August 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](#)
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Social Media Guide

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Back To School:

Platform	Timing	Suggested Copy	Additional Notes
 Instagram In-feed	Starting August 1st	<p>#BackToSchool season is a perfect time to help students, caregivers, and educators prepare and prioritize mental health.</p> <p>Check out—and share— these timely and helpful resources.</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 #BackToSchool</p>

	<p>Starting August 1st</p>	<p>#BackToSchool season is a perfect time to help students, caregivers, and educators prepare and prioritize mental health.</p> <p>Check out—and share— these timely and helpful resources.</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 #BackToSchool</p>
	<p>Starting August 1st</p>	<p>.#BackToSchool season is a perfect time to help students, caregivers, & educators prepare and prioritize mental health. Check out—& share— these timely & helpful resources.</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 #BackToSchool</p>

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July

This Minority Mental Health Awareness Month, join JED’s campaign to extend care and community to all BIPOC teens and young adults. Let’s celebrate our cultures, explore ways to advocate for one another, and support our mental well-being.

Featured JED Resources

- [Celebrating Your Black Identity Is Self-Care](#)
- [How Exploring Your Black Identity Can Improve Your Mental Health](#)
- [Making Mental Health an Open Conversation In Your Latiné Family](#)
- [Finding and Creating a Supportive Latiné Community](#)
- [How to Talk About Mental Health With Your AAPI Parents or Family](#)
- [Finding Culturally Competent, Affordable AAPI Mental Health Care](#)

JED Voices

- MINDSET x JED Collection | Korean rock band, THE ROSE. Releasing new content each week throughout the month. Be sure to follow us on social media for the latest news on episodes and info.

Timeline

Minority Mental Health Awareness Month:


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Minority Mental Health Awareness Month:

Platform	Timing	Suggested Copy	Additional Notes
 Instagram In-feed	Starting July 1st	July is #MinorityMentalHealthAwareness Month or #BIPOCMentalHealthMonth. Throughout the month, let’s celebrate our cultures, advocate for one another, and support our mental well-being.	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.

			<p>For JED Voices videos, please tag talent: N/A</p> <p>Suggested hashtags to add to your post: #MentalHealth #MentalHealthMatters #BIPOCMentalHealthMonth #MinorityMentalHealthAwarenessMonth</p>
	Starting July 1st	<p>July is #MinorityMentalHealthAwareness Month or #BIPOCMentalHealthMonth. Throughout the month, let's celebrate our cultures, advocate for one another, and support our mental well-being.</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 #BIPOCMentalHealthMonth #MinorityMentalHealthAwarenessMonth</p>
	Starting July 1st	<p>July is #MinorityMentalHealthAwareness Month or #BIPOCMentalHealthMonth. Throughout the month, let's celebrate our cultures, advocate for one another, & support our mental well-being.</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 #BIPOCMentalHealthMonth #MinorityMentalHealthAwarenessMonth</p>

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June

This Pride, help JED explore how LGBTQIA+ teens and young adults can nurture their identities in the face of discrimination and violence, and how tapping into the strengths of their own experiences and community can support their emotional well-being.

JED Resources

- [Finding Your People in the LGBTQIA+ Community](#)
- [How to Take Care of Yourself When Your Identity Is Not Supported](#)
- [Taking Care of Your Mental Health When You Are Deciding About Coming Out](#)
- [Suicide in the LGBTQIA+ Community: What You Need to Know](#)
- [How to Find a Queer-Friendly or Gender Affirming Therapist](#)
- [Where To Find LGBTQIA+ Support When You Can't Find Therapy](#)

JED Voices (via YouTube)

- [Lauren Sanderson on Exploring LGBTQ Identity with the Internet](#)
- [Anna Akana's Experience of Coming Out as Bisexual | JED Voices](#)
- [Bringing hope to queer youth shelters - Yves Mathieu](#)

Amplification Opportunities

- Seize The Awkward IG Live (Date and time to come)

Timeline

Pride Month:



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Pride Month:

Platform	Timing	Suggested Copy	Additional Notes
 Instagram In-feed	Starting June 1st	<p>June is #PrideMonth 🏳️‍🌈 You deserve to be celebrated today and every day.</p> <p>During the month, we’ll amplify the voices of the LGBTQIA+ community and share tips and resources that support mental health.</p> <p>JED Voices Specific Copy (IG Story share) For #PrideMonth 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 and include the respective links: Lauren Sanderson @laurensanderson <ul style="list-style-type: none"> • Exploring LGBTQ Identity with the Internet Anna Akana @annaakana <ul style="list-style-type: none"> • Experience Coming Out as Bisexual Yves Mathieu @the_yvesdropper <ul style="list-style-type: none"> • Bringing Hope to Queer Youth Centers <p>Suggested hashtags to add to your post: #MentalHealth #MentalHealthMatters #PrideMonth #LovesLove #LGBTQIA</p> </p>
 Facebook In-feed	Starting June 1st	<p>June is #PrideMonth 🏳️‍🌈 You deserve to be celebrated today and every day.</p> <p>During the month, we’ll amplify the voices of the LGBTQIA+ community and share tips and resources that support mental health.</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>JED Voices Specific Copy For #PrideMonth hear from [name of the person in the video] as they share [topic being covered]</p>	<p>For JED Voices videos, please tag talent: Lauren Sanderson N/A Anna Akana N/A Yves Mathieu N/A</p> <p>Suggested hashtags to add to your post: #MentalHealth #MentalHealthMatters #PrideMonth #LovesLove #LGBTQIA</p>
 Twitter	<p>Starting June 1st</p>	<p>June is #PrideMonth 🏳️‍🌈 You deserve to be celebrated today & every day. During the month, we'll amplify the voices of the LGBTQIA+ community & share tips & resources supporting #mentalhealth.</p> <p>JED Voices Specific Copy For #PrideMonth 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: Lauren Sanderson @LaurenSanderson</p> <ul style="list-style-type: none"> • Exploring LGBTQ Identity with the Internet <p>Anna Akana @AnnaAkana</p> <ul style="list-style-type: none"> • Experience Coming Out as Bisexual <p>Yves Mathieu N/A</p> <ul style="list-style-type: none"> • Bringing Hope to Queer Youth Centers <p>Suggested hashtags to add to your post: #MentalHealth #MentalHealthMatters #PrideMonth #LovesLove #LGBTQIA</p>

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May

Mental Health Awareness Month activations can be found [here](#).

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](#)

Amplification Opportunities

Seize the Awkward | 4/21 at 12 pm ET: We Can Talk About It: College Edition: [Seize The Awkward](#), the peer-to-peer campaign created by JED and AFSP in collaboration with the Ad Council kicks off its collegiate conversation series with the Atlanta University Center Consortium and HBCU member institutions. JED Advisory Board Member Dr. Kadijah Booth-Watkins, celebrity guests, and racial justice professionals will engage Black teenagers, students, and young adults ages 18 to 24 to have honest, thought-provoking, and culturally responsive conversations about mental health in the Black community.

Tune in to [@ClarkAtlantaUniversityCAU](#) for a YouTube Live on Friday, April 21 at 12:00 pm ET

Timeline

Alcohol Awareness Month:

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 - On Facebook:
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National Stress Awareness Month:




- Share the assets on social media **starting April 1st.**
 - On Instagram:
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 - Share via Stories with a link to the resource or video being shared
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Alcohol Awareness Month:

Platform	Timing	Suggested Copy	Additional Notes
 Instagram In-feed	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 @jedfoundation to support teens and young adults in changing their relationship with alcohol.</p> <p>JED Voices Specific Copy (IG Story share) 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 @jedfoundation 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>
 Facebook In-feed	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 @The Jed Foundation - JED to support teens and young adults in changing their relationship with alcohol.</p> <p>JED Voices Specific Copy For #AlcoholAwarenessMonth 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</p> <p>Suggested hashtags to add to your post: #MentalHealth #MentalHealthMatters #AlcoholAwarenessMonth</p>
 Twitter	Starting April 1st	<p>For #AlcoholAwarenessMonth, we are sharing resources from @jedfoundation to support teens & young adults in changing their relationship with alcohol.</p> <p>JED Voices Specific Copy</p>	<p>Please tag @jedfoundation 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</p>

	For #AlcoholAwarenessMonth hear from [name of the person in the video] as they share [topic being covered]	#AlcoholAwarenessMonth
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National Stress Awareness Month:

Platform	Timing	Suggested Copy	Additional Notes
 Instagram In-feed	Starting April 1st	<p>If you're feeling stressed lately, you're not alone.</p> <p>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.</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 #NationalStressAwarenessMonth</p>
 Facebook In-feed	Starting April 1st	<p>If you're feeling stressed lately, you're not alone.</p> <p>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.</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 #NationalStressAwarenessMonth</p>
 Twitter	Starting April 1st	<p>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</p>	<p>Please tag @jedfoundation in the tweet.</p> <p>For JED Voices videos, please tag talent: N/A</p>

		money, and building a hopeful financial future.	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_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 | 3/31: 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:

- Share the assets on social media **starting March 1st**.
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Sleep Awareness Week (March 13-19):

- Share the assets on social media **starting March 13th**.
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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. Visit https://jedfoundation.org/self-injury-101/ 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 @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 #SelfHarmAwarenessMonth</p>
 Facebook 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 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</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:</p>

		https://jedfoundation.org/self-injury-101/ for more.	#MentalHealth #MentalHealthMatters #SelfHarmAwarenessMonth
 Twitter	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
 Instagram In-feed	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 Suggested hashtags to add to your post: #MentalHealth #MentalHealthMatters #SleepAwarenessWeek
 Facebook In-feed	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 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 #SleepAwarenessWeek
 Twitter	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 @jedfoundation .	Please tag @jedfoundation 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):

- Share the assets on social media **starting February 1st**.
 - On Instagram:
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 - Tag [@jedfoundation](#)
 - Share via Stories with a link to the resource or video being shared
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 - 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	<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>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:</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>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	Starting February 1st	<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	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>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>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 #NationalEatingDisorderAwarenessWeek</p>

	<p>Starting February 27 - March 5th</p>	<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>
	<p>Starting February 27 - March 5th</p>	<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>

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