

WELCOME TO

# Mental Health Mates

Social Media Guide



# HELLO, MHM COMMUNITY!

We understand that social media can be overwhelming. We also understand that it is a great way to promote your Walks and connect with your Community!

We have set up a social media handbook to help guide you through the process. Please remember that this is only a guide, not a rulebook!



# Setting Up

1. Download the Instagram App on your device.
2. Create your account using your email address. (We suggest using your **MHM email.**)
3. Fill in your profile and choose your username. (For example, **@mhmandover.**)
4. Connect to your MHM Facebook account **if** you have one.
5. Add your profile photo and bio. (This could be a sentence like, '**Welcome to MHM Andover, we are a peer support group running walks in the Andover area.**')
6. Add website link. (For example, you could use **www.mentalhealthmates.co.uk.**)

# GET FOLLOWING!

Following other accounts is a great way to build your online community.  
Below we have listed some suggestions of pages to follow!

## OTHER MHM ACCOUNTS

ANDOVER  
@mhmandover  
READING  
@mhreading

## MENTAL HEALTH ACCOUNTS

SHOUT

@giveusashoutinsta

YOUNG MINDS

@youngminds

RETHINK

@rethinkmentalillness

## MENTAL HEALTH MATES

When you have created  
your page, follow us at  
@mentalhealthmates and  
we will promote you on our  
stories!



# POSTING CONTENT

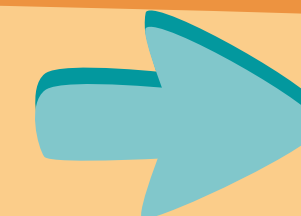
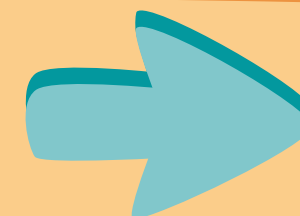
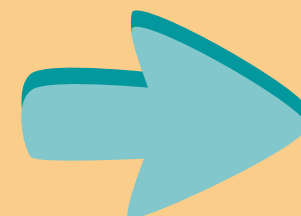


Your Instagram page is entirely yours to post as much or as little as you like!

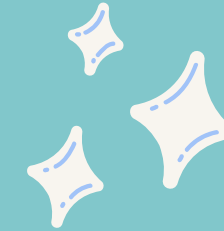
However, if you want to post more but are struggling for content ideas, here are some tips below:



- Download the **Repost** App and repost content directly from the official Mental Health Mates account or any other accounts you like.
- If you enjoy creative tasks, create your own graphics on **Canva** ([www.canva.co.uk](http://www.canva.co.uk))
- Alongside your Walk Posters you can post about: **upcoming Mental Health events/ Book suggestions/ Podcast suggestions/ Quotes / Questions / Mental Health Facts/ Mental Health Awareness Days.** For example see next slide!



# POSTING & ENGAGEMENT



## 1. Ask Questions



Asking questions is a brilliant way to get your community engaged and feel like they are a part of something.

## 2. Connect

“Sometimes, that is how we save ourselves: we have to get close enough to the catastrophe to realise we are worth rescuing from it.”

Bryony Gordon

Posting quotes that inspire and encourage you are a wonderful way to uplift and connect your online community.

## 3. Share Knowledge



**Regular walking improves mood, reduces anxiety, aids sleep and improves self-image.**

Walking the Way to Health, 2009



Sharing facts about anything related to Mental Health is a fantastic tool for educating and informing your online community.

# GET TAGGING!



Growing your online community might feel challenging at times. You may be posting a lot but can't seem to optimise your engagement.

Here are some tips to get your account out there:

## GEOTAGGING

When you upload an image or video on Instagram you are given the option to **ADD LOCATION**.

By adding a geotag to your photo, it allows your photo to be found anytime an Instagram user clicks on the same geotag on another photo.

For example, when you upload a photo of your Walk or Walk Poster, tag the location!

## HASHTAGGING

Using hashtags in your caption and stories will help increase the reach of your post.

Here are some examples of popular hashtags related to Mental Health and

Mental Health support:

**#mentalhealthmatters**

**#mentalhealth**

**#mentalhealthawareness**

**#support**

**#youarenotalone**

And the MHM hashtags:

**#findyourwe**

**#mentalhealthmates**

**#makeadatewithamentalhealthmate**

## TAGGING

Tagging the person/group or organisation related to your post is another great way to get connected and build your online community.

For example, if you upload a photo of your Walk group, tag **@mentalhealthmates** and any of the attendees who have Instagram!

You can use the **@** symbol followed by an Instagram username to mention another account in a comment, caption or stories.

# OTHER INSTAGRAM FEATURES

## IGTV

IGTV allows you to create channels where you can upload videos between 15 seconds and 10 minutes long.

## INSTAGRAM LIVE

Instagram Live lets you broadcast video to your followers in real-time. Viewers are able to type questions into the comment box that you can respond to during your livestream.

## REELS

Instagram Reels are a new way to record 15 to 30-second clips set to music on Instagram.

## STORIES

Instagram Stories appear in a bar at the top of your feed. To create a story on Instagram, you have to tap the camera icon at the top left-hand corner of the screen. You can also tap the arrow icon under your grid post and share the post on your stories.

## STORIES HIGHLIGHTS

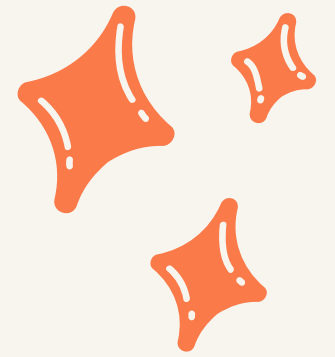
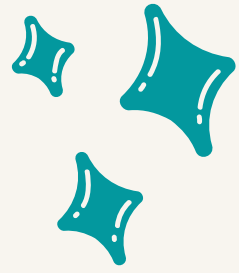
This allows you to save your best stories at the top of your profile page so your followers and anyone else who visits your Instagram profile is able to see your them.

## CAROUSAL POSTS

Instagram's Carousels allow you to use multiple media (images or video) in one post. This is indicated by a post having the icon of two squares in the upper-right corner.

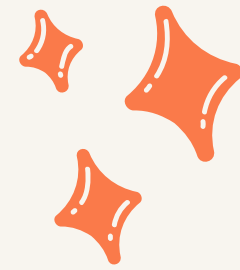


# USEFUL APPS



**REPOST**

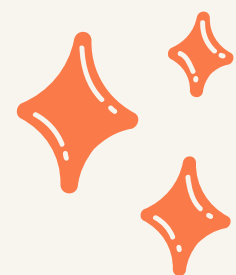
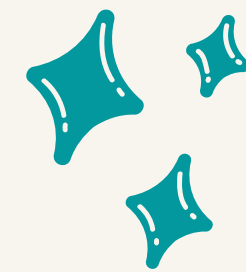
**CANVA**



**LATER**

**LAYOUT**

**BOOMERANG**



**JUMPROPE**

# QUESTIONS? CLARIFICATIONS?

Please feel free to contact the team if you have any social media related questions or queries! We are here for you.

MHM Team xx



## Email Address

[ella@mentalhealthmates.co.uk](mailto:ella@mentalhealthmates.co.uk)

or

[hello@mentalhealthmates.co.uk](mailto:hello@mentalhealthmates.co.uk)

## Website

[www.mentalhealthmates.co.uk](http://www.mentalhealthmates.co.uk)

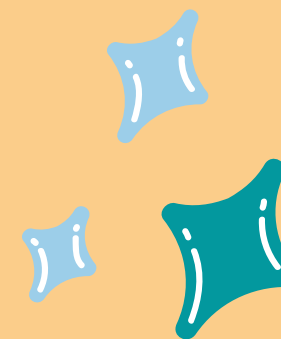
## Instagram

[@mentalhealthmates](https://www.instagram.com/mentalhealthmates)





THANK



YOU

