

How to Maximize your Social Media Impact

WELCOME! This document is adapted from Jack.org's many resources to train and equip young leaders to take action for mental health across Canada.

Objectives:

- To guide social media messaging and goal setting
- To help you identify the purpose of your posts
- To give quick tips to maximize success

Top Priorities for Social Media Posts

- **Educate: Teach your audience why mental health matters.**
Example: "1 in 5 of us will struggle with our mental health. But 5 in 5 of us HAVE mental health, and a revolution takes us all. Start a conversation with someone you love #5in5 #OurMovement @jackdotorg"
- **Motivate: Motivate your audience to join the movement.**
Example: "Did you know that many young people wait more than a YEAR for mental health care? That's unacceptable. Attend [our event] and let's make serious change. #OurMovement #5in5 #MentalHealth @jackdotorg"
- **Inspire: Inspire your audience to care.**
Example: "At our latest event, we educated fellow students about the mental health resources available on campus. People sought support that they didn't even know existed! A revolution is about the little things that each of us can do. #5in5 #OurMovement @jackdotorg"

Social Media Post Checklist

- BE GOOD. There are many bad posts out there. Rise to the top with great photos and snappy captions.
- BE AUTHENTIC. The only person who can tell your story is you.
- BE LOUD. You're part of a national network. Use it! Tag and support your fellow chapters, tag @jackdotorg, and use our hashtags.
- BE ACTIONABLE. Get your audience to join the movement by including specific calls to action.

Free Tools to use for Social Media Posts

- Boomerang (make mini-looped videos) *iPhone
- Snapseed (photo editor) and Enlighten (creative photo editor)*iPhone and Android
- GIFMaker (make GIFs on your phone) *iPhone and Android
- Layout (create collages) *iPhone Canva (add text to your photos)

Tips for Maximizing your Impact

- Focus on the platforms that work for your team and audience
- Take photos with light facing the subject
- Try posting at peak times of day: 8AM - 10AM and 5PM - 9PM
- Have conversations with the Jack.org Network, local businesses, influencers, other student associations, politicians, and your school. Ask questions, provoke thinking, and tell the world about our mental health revolution!