



OUTREACH TOOLKIT

OCTOBER 2020



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October Outreach Toolkit



Thank you for a successful launch of the Free Your Feels campaign!

During the month of October, we hope all partners will make **two social media posts per week** as a part of #freeyourfeels. One of these posts, will specifically take place **every Friday**, and use the additional hashtag **#freeyourfeelsFriday**. We'd love for you to **add YOUR resources** to the posts as well!

We are excited to share that all of our social media posts can be accessed online for **direct sharing to your accounts here!** For the posts in this toolkit, click the social media icons beneath of each post like these:



Mental health is making headlines across the country, especially when it comes to how children and working parents are handling the pandemic. Check out some of these stories (click on the hyperlinks below):

- "[Children from low income backgrounds...](#)"
- "[Study: Service workers, kids see mental health decline...](#)"
- "[The Coronavirus Seems to Spare Most Kids...](#)"
- "[The Pandemic is a 'Mental Health Crisis'...](#)"
- "[Pandemic takes mental health toll...](#)"

We look forward to seeing your hashtags and all the resources you can share with the community!

Key Dates & Actions in October



We are asking partners to **post twice per week** in October (including #freeyourfeelsFriday)! **#freeyourfeelsFriday is every Friday**, starting Oct. 2. A graphic series and post for each week follow - **post directly to your social media accounts from here**. We'd love for you to add your own resources and content! **On Oct. 19th, new materials** for schools created with student input will be shared, including posters, flyers, and stickers.

OCT 2	#freeyourfeelsFriday LAUNCH This is the first day of the #freeyourfeelsFriday days of action. Encourage followers to share how they're feeling!	
OCT 5-9	SHARE YOUR STORY Post the graphic series provided this week & engage followers to share their stories.	OCT 9 #freeyourfeelsFriday
OCT 12-16	BE PREPARED Post the graphic series provided & encourage followers to be prepared in the event of a mental health crisis.	OCT 16 #freeyourfeelsFriday
OCT 19-23	REACH OUT Post the graphic series provided and encourage followers to reach out to a friend with a positive message, like texting a compliment or gratitude.	OCT 23 #freeyourfeelsFriday
OCT 26-30	BREAK THE STIGMA Post the graphic series provided and engage followers to offer their own ideas on how we can best break the stigma surrounding discussing our feelings and mental health.	OCT 30 #freeyourfeelsFriday

#freeyourfeelsFriday



Every Friday, help get conversations about feelings started! We'd love for you to take these samples and put your own twist on them ever Friday in October. Engage your networks and followers to continue discussions throughout the month!



TWITTER GRAPHIC



FACEBOOK GRAPHIC



INSTAGRAM GRAPHIC

SUGGESTED COPY FOR OCT 2

Today is the first of our #freeyourfeelsFriday Day of Action! Today and every Friday through the month of October we want YOU to take action on social media and share what you are feeling.



SUGGESTED COPY FOR OCT 9, 16, 23, 30

It's #freeyourfeelsFriday! How are YOU feeling today? Drop one word or an emoji describing your feelings below! #freeyourfeels



WEEK OF OCTOBER 5: SHARE YOUR STORY



During the first week of October, we encourage everyone to share their story. Partners are asked to post this graphic series sometime between Monday and Thursday and ask followers to share their stories.



Image 1



Image 2

SUGGESTED COPY

You aren't alone in your feelings. Sharing your story might help someone else.
#freeyourfeels



DON'T FORGET #freeyourfeelsFriday ON FRIDAY, OCTOBER 9!



FOR URGENT SUPPORT CALL OR DOWNLOAD GCAL: 1-800-715-4225



WEEK OF OCTOBER 12: BE PREPARED



During the week of October 12th, we encourage everyone to be prepared. Post this graphic series sometime between Monday and Thursday and encourage followers to be prepared for if they or someone they care about becomes overwhelmed OR reaches a breaking point. Partners can offer their own resources as well as the MyGCAL app and the notOK app.



Image 1

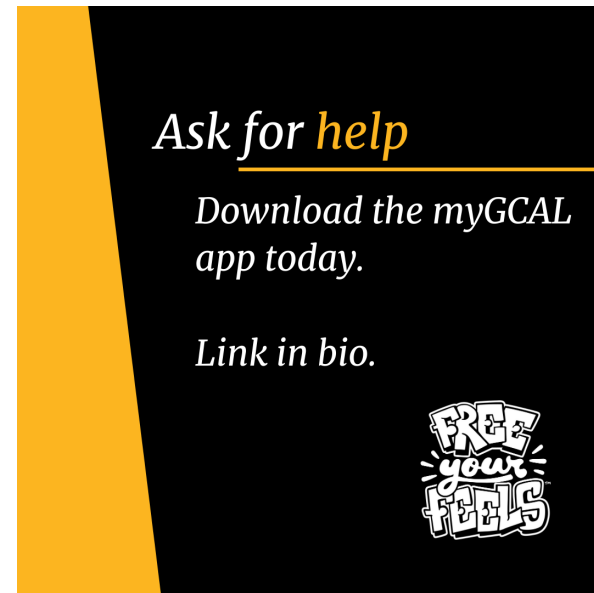


Image 2

SUGGESTED COPY

Be prepared in the event things get too hard. Download the MyGCAL app today.
#freeyourfeels linktr.ee/freeyourfeels



DON'T FORGET #freeyourfeelsFriday ON FRIDAY, OCTOBER 16!



FOR URGENT SUPPORT CALL OR DOWNLOAD GCAL: 1-800-715-4225



WEEK OF OCTOBER 19: REACH OUT

FREE
your
FEELS™

During the week of October 19th, we encourage everyone to reach out. Post this graphic series sometime between Monday and Thursday and to encourage followers to reach out to a friend with a positive message, such as texting the friend a compliment. Feel free to add your own suggestions on how people can reach out with a positive message!

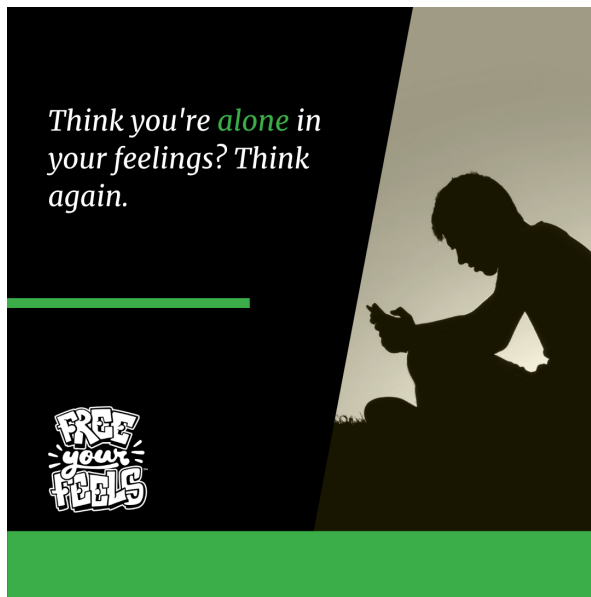


Image 1

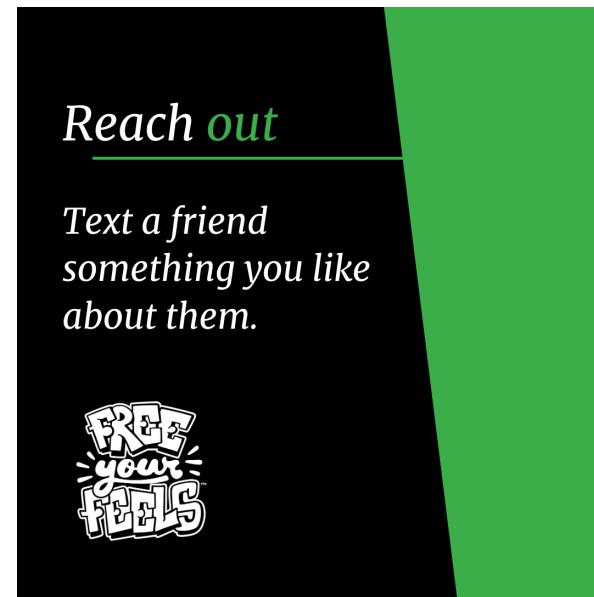


Image 2

SUGGESTED COPY

When was the last time you reached out "just because"? Text a friend a compliment today. #freeyourfeels



DON'T FORGET #freeyourfeelsFriday ON FRIDAY, OCTOBER 23!



FOR URGENT SUPPORT CALL OR DOWNLOAD GCAL: 1-800-715-4225



WEEK OF OCTOBER 26: BREAK THE STIGMA



During the week of October 19th, we encourage everyone to reach out. Post this graphic series sometime between Monday and Thursday and to encourage followers to reach out to a friend with a positive message, such as texting a compliment or gratitude. Feel free to add your own suggestions on how people can reach out with a positive message!



Image 1



Image 2

SUGGESTED COPY

Don't be afraid to share your feelings. How can we break through the stigma of sharing our feelings and emotions? #freeyourfeels



DON'T FORGET #freeyourfeelsFriday ON FRIDAY, OCTOBER 30!



FOR URGENT SUPPORT CALL OR DOWNLOAD GCAL: 1-800-715-4225



More to come!



We had an amazing launch of the Free Your Feels campaign! We're excited to continue rolling out our first phase with our more targeted social media posts, web banners & elements. Be sure to check freeyourfeels.org as we continue to add more resources for you to use. More information on future phases will come soon!

➤ PHASE 1 TIMELINE ➤



➤ PREVIEW OF PHASE 2 & 3 ➤





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