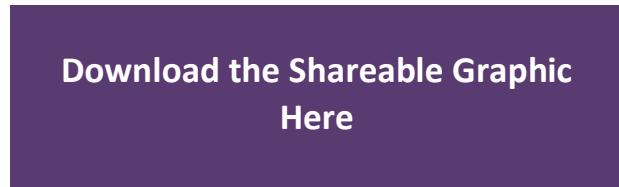


Social Media

Use this shareable graphic and sample social media posts to help promote 988 policy messaging. We encourage you to use #988MentalHealth in your social media posts.

Shareable Graphic:



Sample Facebook or LinkedIn Posts:

- Ahead of the July 2022 rollout of #988MentalHealth as the nation’s three-digit crisis number for mental health emergencies, state and federal policymakers must ensure that the infrastructure and supports are in place to make 988 effective in connecting people in crises with the help they need and deserve. **[ADD ORGANIZATION HANDLE]** urges policymakers to make sure there is someone to answer the call, someone to provide help, and someplace to go for care. The time to act is now! www.TheKennedyForum.org/988Toolkit
- Traditionally, police have responded to mental health emergencies, which require tremendous local resources and often result in criminalizing mental illness. That’s why #988MentalHealth—the nation’s impending, first-ever three-digit number for mental health crises—is so important. We have an opportunity to take concrete steps towards creating a more equitable system that compassionately responds to the needs of people in crises—especially those disproportionately harmed by the current system. Learn more via: www.TheKennedyForum.org/988Toolkit
- While an easy-to-remember, three-digit number is an important first step, a number alone is not enough. Each state must take action to begin building a crisis response system supporting #988MentalHealth before it goes live nationwide by July 2022. Learn more via: www.TheKennedyForum.org/988Toolkit

Sample Twitter Posts:

- **[ADD ORGANIZATION HANDLE]** urges policymakers to take action now to ensure the infrastructure and funding are in place to support the rollout of #988MentalHealth, the nation’s impending first-ever three-digit number for mental health crises. Learn more: www.TheKennedyForum.org/988Toolkit

- Policymakers can take action now to ensure #988MentalHealth is more than just a number, but is able to connect people experiencing a mental health crisis to the support and help they need and deserve. The time to act is now! Learn more: www.TheKennedyForum.org/988Toolkit
- A mental health crisis deserves a mental health response, not just a police response. That's why policymakers must act now to provide the infrastructure + support needed to ensure #988MentalHealth is successful when it launches in July 2022. Learn more: www.TheKennedyForum.org/988Toolkit