Help us spread the word about Mental Health Awareness Week
Social media guide

This year's Mental Health Awareness Week takes place from 15 to 21 May 2023. The week is run by the Mental Health Foundation, which started it in 2001. The theme for the week this year is anxiety.

Feelings of anxiety are normal in us all, but sometimes they can get out of control and become a mental health problem. Focusing on anxiety for this year's Mental Health Awareness Week will increase people's awareness and understanding of anxiety by providing information on the things that can help prevent it from becoming a problem.

The week is an ideal time for us all to think about mental health, tackle stigma, and find out how we can create a society that prevents mental health problems from developing and protects our mental well-being. But we can't do it without you!

We've created downloadable assets and example social media posts to make it as easy as possible for you to join us in spreading the word about Mental Health Awareness Week. With your help we can make this year's Mental Health Awareness Week the biggest ever and prevent more people experiencing mental health problems.

Social media handles

Make sure you copy in our social media channels so that we can share your posts!

Twitter:
@mentalhealth

Facebook:
@mentalhealthfoundation

Instagram:
@mentalhealthfoundation

LinkedIn:
@mental-health-foundation

Campaign hashtags

Don't forget to use our campaign hashtag:
#MentalHealthAwarenessWeek

What helps you manage your anxiety? Share your story with the hashtag **#ToHelpMyAnxiety**

Suggested posts

Share the suggested posts below to help spread the word about Mental Health Awareness Week. You can adapt these posts for different channels, but don't forget to tag us with the handles above. Download ready-made graphics you can use from our website at mentalhealth.org.uk/mhaw-social.

1 We're proud to be supporting @mentalhealth this #MentalHealthAwarenessWeek - 15 to 21 May. Join in and help to create a world with good mental health for all. Find out more and get involved https://www.mentalhealth.org.uk/mhaw #ToHelpMyAnxiety

2 The theme of this year's #MentalHealthAwarenessWeek is anxiety. @mentalhealth's free resources will help you understand more about anxiety and the things you can do to help. https://www.mentalhealth.org.uk/mhaw #ToHelpMyAnxiety

3 Many people across the UK told @mentalhealth that they feel anxious some or all of the time. We're proud to support #MentalHealthAwarenessWeek to help raise awareness of anxiety and share ways we can all help manage feelings of anxiety. https://www.mentalhealth.org.uk/mhaw #ToHelpMyAnxiety

4 There are lots of things you can do to help with feelings of anxiety. Check out @mentalhealth's tips: https://www.mentalhealth.org.uk/mhaw/tips #MentalHealthAwarenessWeek #ToHelpMyAnxiety

5 This week, we're supporting @mentalhealth and #MentalHealthAwarenessWeek by... (let everyone know what you're doing to mark the week)

About the Mental Health Foundation

Since 1949, the Mental Health Foundation has been the UK's leading charity for everyone's mental health. Our vision is for a world with good mental health for all. With prevention at the heart of what we do, we aim to find and address the sources of mental health problems so that people and communities can thrive.

We started Mental Health Awareness Week in 2001, and continue to set the theme and dates, as well as coordinate activities for the week. Each May, millions of people from every part of society take part across the whole of the UK. You can find out more about our work at www.mentalhealth.org.uk.

Whatever you're doing to support Mental Health Awareness Week, thank you.