



Young people's mental health #HereForYou social media campaign

Please help us spread the word via your school's social media channels

Many parents and children receive access to support for emotional wellbeing via GPs and schools. These routes are well established but might not appear available to those who need them during the pandemic.

The Young People's Mental Health #HereForYou social media campaign has been developed to make sure families know we are still providing all kinds of emotional support and mental health services, with some adjustments due to government guidance.

The campaign is coordinated by the Kent Transformation Board and is designed to let parents and young people in Kent know what services and support is available and how to access it. We have included messages on safeguarding in relation to domestic abuse.

The key message for parents and young people is that services are still 'Here For You'.



What we need your help with

We are concerned with making sure that all people in Kent know what the emotional wellbeing offer for young people is 'right now' and need our messages to reach parents and young people.

While most service providers have their own social media channels, they are not necessarily followed by the parents and young people we need to reach, particularly those who have not used or needed services previously.

Schools are offering a variety of posts during the pandemic and we would like to provide some material that will help with the pastoral offer.

We are therefore asking if individual schools could please help by using their social media channels to share a post (message) a day for the next four weeks.

Accessing the cut and paste weekly schedules and at-a-glance calendar

We recognise that teachers and schools have a huge task already with moving education to virtual platforms and continuing to open for some children. In response we have created a 20 day at-a-glance pastoral calendar and a daily cut and paste posts schedule.

These resources are hosted on a [Google Drive](#) (IMPORTANT NOTE: The Google Drive needs to be opened using Chrome or Edge web browser. You may need to paste the link in the browser).

On the drive, you will find the 20-day downloadable at-a-glance calendar, showing which messages to post over the next four weeks. There is also a folder for each of the four weeks containing:

- A weekly schedule with the 'copy and paste' text, including hashtags
- Five picture files formatted to use on social media, to be used alongside the text as indicated on the weekly schedule.

(IMPORTANT NOTE: Do not use the thumbnail image pictured on the schedule, the media file is in the correct day in the [Google Drive](#))

Mental Health Awareness Week will take place from 18-24 May 2020. The theme is kindness. If you wish to find out how to include this, as well as what we are offering in the #HereForYou campaign, visit the [Mental Health Foundation's website](#).

Thank you in advance for your help in getting this information to the parents and young people who need it.