

NEW JERSEY MENTAL HEALTH AWARENESS MONTH

SOCIAL MEDIA TOOLKIT

Thank you for being an advocate for Mental Health Awareness Month 2025! As Governor Murphy declared in the proclamation, mental wellness is essential to taking care of ourselves and others, being adaptive to life changes and leading a healthy life. To continue raising mental health awareness, and acknowledging and thanking the organizations and health care providers committed to this cause, use the below social media toolkit as a guide for posting!

Use the social media posts below to:

1. Thank Governor Murphy for issuing a proclamation recognizing Mental Health Awareness Month 2025.
2. Amplify the need for mental health education and services in your state.
3. Let your followers know what behavioral health means to you.

About the proclamation:

The proclamation calls attention to the importance of mental health for everyone in New Jersey and declares this May 2025 as Mental Health Awareness Month.

Below are some sample posts and tips for getting the word out:

The basics:

- Incorporate these hashtags into your tweets: **#MHAwarenessMonth**, **#BeTheDifference**
- Tag your governor for their support of this important issue:
 - » Twitter Handle: @GovMurphy
 - » Facebook Handle: @governorphilmurphy
- Tag your partners:
 - [New Jersey Association of Mental Health and Addiction Agencies, Inc.](#)
 - Twitter: @njamhaa
 - Facebook: <https://www.facebook.com/NJAMHAA/>
 - [National Council for Mental Wellbeing](#)
 - Twitter Handle: @NationalCouncil
 - Facebook Handle: <https://www.facebook.com/TheNationalCouncil/>
 - Instagram Handle: @NationalCouncil
 - Mental Health First Aid
 - Twitter Handle: @MHFirstAidUSA
 - Facebook Handle: <https://www.facebook.com/MentalHealthFirstAidUSA/>
 - Instagram Handle: @mentalhealthfirstaidusa

Need some inspiration for your post? Using the suggested language as samples, create your own posts on social media:



- Thank you @GovMurphy for bringing attention to #MHAwarenessMonth and recognizing it in a state-wide proclamation!
- Thank you @GovMurphy for recognizing Mental Health Awareness Month 2025! Shout out to all of the MH providers offering services across New Jersey.
- During Children's Mental Health Awareness Day May 4-10 and throughout Mental Health Awareness Month, we join @GovMurphy in raising awareness about the importance of mental wellbeing!
- As a Mental Health First Aider, thank you @GovMurphy for declaring May as Mental Health Awareness month in New Jersey and understanding the importance of mental health awareness training.
- @MHFirstAid is more important than ever. Thank you @GovMurphy for declaring May as Mental Health Awareness Month. We all need to know how to identify, understand and respond to signs and symptoms of mental health and substance use challenges.
- As a (name your profession or other group affiliation, ie. parent), I know how important it is that we look out for one another. Thank you, to @GovMurphy, for the recognition of Mental Health Awareness Month.

