

# SUMMARY OF JOINT SOCIAL MEDIA AGREEMENT FOR PROMOTING MENTAL HEALTH

This social media agreement is for ALL organisations, professionals and the public that use social media to communicate messages relating to mental health in Hertfordshire.

## AIM

To take a positive and consistent approach to mental health messaging, using case studies and real stories to normalise conversations about mental health.

Aim to reduce the stigma and fear associated with seeking help and raise awareness of healthy coping strategies, and the support available.

## KEY MESSAGES

- We all have mental health (just like physical health)
- Talking and sharing shows strength not weakness
- You're more likely to get better if you seek help early
- There are simple ways to improve your own mental health (or to support others to improve their mental health)
- There is support and information available, and it can really help
- Small things can make a big difference

## SHARED PRINCIPLES

- Share consistent, positive mental health stories – a focus on health and wellbeing, not illness or ill health
- When sharing stories of illness or challenging times, the focus should be on recovery and hope
- When sharing messages and stories, consider the impact on bereaved families and those affected by loss
- Promote good mental health through healthy coping strategies, resilience and seeking help
- Promote the routes to access to early help, through to crisis support
- Provide clear & achievable ways for people to 'take action'
- Avoid sensationalising mental health crises, particularly suicide. E.g. avoid communicating about a new website or suicide game and will seek guidance first
- Follow Samaritans' guidance on talking about suicide in the media

## KEY WEBSITES

- [www.samaritans.org](http://www.samaritans.org)
- [www.healthyyoungmindsinherts.org.uk](http://www.healthyyoungmindsinherts.org.uk)
- [bit.ly/StayAliveHerts](http://bit.ly/StayAliveHerts)
- [www.justtalkherts.org](http://www.justtalkherts.org)
- [www.hpft.nhs.uk](http://www.hpft.nhs.uk)

## VISIT

[www.suicidepreventionherts.org.uk](http://www.suicidepreventionherts.org.uk)  
to find out more about  
Hertfordshire's Suicide Prevention  
Network

**If you wish to review the full guidance, find it on**  
[www.suicidepreventionherts.org.uk/media/social-media-agreement.pdf](http://www.suicidepreventionherts.org.uk/media/social-media-agreement.pdf)

