



2018/19 Joint Social Media Agreement for promoting mental health

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

Aim:

To take a positive and consistent approach to mental health, using case studies and real stories to normalise conversations about mental health. This will reduce the stigma and fear associated with help seeking behaviours (including talking), and raise awareness of healthy coping strategies, and the support available.

Target audience:

We all have mental health, and therefore we take a population approach to promoting mental health and wellbeing, attempting to engage all areas of society who have access to social media. Different groups however will require different approaches in line with their social media usage and the interests that they have. Particular target groups include:

- Hertfordshire teenage boys (13 -19)
- Hertfordshire adult men, including new dads

Shared principles:

- We will share consistent, positive mental health stories across all campaigns – a focus on health and wellbeing, not illness
- We will carefully plan which organisations we signpost to and work with those organisations and commissioners to manage expectations
- We will be reflective, keep learning through implementation, and share our learning
- When sharing stories of illness or challenging times, the focus is on recovery and hope
- When sharing messages and stories, we will consider the impact on bereaved families
- We will support prevention through healthy coping strategies, resilience and help-seeking
- We will promote clear pathways to early help, through to crisis support
- We will work together to support and promote each other's work and priorities – enabling a wider reach/greater impact
- We will provide clear & achievable ways for people to 'take action'
- We will use principles of behaviour change to underpin social media activity

- We will avoid sensationalising mental health crises, particularly suicide. E.g. we will avoid communicating about a new website or suicide game and will seek guidance first
- We will follow Samaritans' guidance on talking about suicide in the media
- We will follow all GDPR principles including all photos and videos

Key messages:

We all have mental health (just like physical health)

Talking shows strength not weakness

You're more likely to get better if you seek help early

There are simple and relevant 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

A shared approach:

- **Just Talk** will be used as umbrella branding for social media activity relating to positive mental health and wellbeing, aimed at normalising every day conversations about mental health – this effectively brings together social media activity using a multi-agency brand
- **Spot the Signs** will be used as umbrella branding for social media activity relating to suicide prevention

The partnership aims, shared principles, and an initial action plan for social media activity were agreed by members of the following action groups at a joint planning event on 10th July 2018:

- Suicide Prevention - Communications Action Group
- Suicide Prevention - Boys and Men Action Group
- Spot the Signs Steering Group
- Just Talk – Communications Action Group

Specific events already being planned:

- FEBRUARY 4TH – 8TH 2019: JUST TALK WEEK (February 7th 2019 is Time to Talk Day): Schools and other agencies will receive Just Talk toolkits. The focus of the campaign week will be on normalising discussions about mental health, by sharing positive stories about people's everyday experiences of mental health that young people will relate to
- FEBRUARY 11 – 17TH 2019: FEELING GOOD WEEK: a Hertfordshire-wide event that encourages schools and the wider community to promote children and young people's emotional wellbeing by raising awareness of mental health and showing where support can be accessed within the community

Some of the key websites:

Local:

www.justtalkherts.org

www.healthyyoungmindsinherts.org.uk

<http://www.hpft.nhs.uk/>

<https://www.healthforteens.co.uk/>

<https://kooth.com/>

<https://www.hertshelp.net>

National:

<https://www.samaritans.org/>

<https://hubofhope.co.uk/>

<http://www.themix.org.uk/>

For any questions about the joint social media agreement, please contact Jen Beer from the Public Health team jen.beer@hertfordshire.gov.uk