

BROTHER, YOU'RE ON MY MIND

Guidelines for Developing Social Media Content

WHY USE SOCIAL CONTENT TO PROMOTE MENTAL HEALTH MESSAGES?

- Ω Approximately 70 percent of African American men use social media. Sharing mental health messages through social networks allows Omega Psi Phi chapters to reach a large number of members quickly. We've created a list of suggested messages to share in the Brother, You're on My Mind (BYOMM) toolkit's "Sample Social Media Messages" handout. We encourage you to use these guidelines to develop and share your own messages as well.

GOALS OF SHARING BROTHER, YOU'RE ON MY MIND SOCIAL CONTENT

- Ω Initiate a discussion among Omega Psi Phi members about mental health.
- Ω Encourage fellow fraternity members to recognize signs of depression and stress, and seek help when needed.
- Ω Promote chapter mental health activities and events related to BYOMM.

TIPS FOR SOCIAL POSTS

- Ω **Use relevant hashtags.** The more brothers who find your content, the better. Use hashtags that are used frequently among fraternities and in mental health communities to increase the reach of your tweets. Here are some hashtag suggestions:

- #MentalHealth
- #Depression
- #Stress
- #MHChat
- #MinorityHealth
- #MentalHealthMatters

Be sure to use the #BYOMM or #OmegaPsiPhi hashtags with as many tweets as possible to ensure that other Omega members are able to find and share your BYOMM content.

- Ω **Share and retweet important info.** To continue to educate African American men about mental health, connect with other organizations that provide mental health content on Twitter and Facebook. Share and retweet posts on stress and depression that fraternity members would be interested in. Remember to include the #BYOMM hashtag in shared posts when possible.

Some suggested accounts:

- National Institute of Mental Health, @NIMHgov
- Substance Abuse and Mental Health Services Administration, @SAMHSAgov
- National Alliance on Mental Illness, @NAMICommunicate
- Man Therapy, @DrRichMahogany

- Ω **Link to the initiative webpage.** Link to the BYOMM webpage as often as possible to increase awareness and link as many brothers as possible to free information and resources.

Pew Research Center. (January 6, 2014). African Americans and Technology Use. Retrieved from <http://www.pewinternet.org/2014/01/06/detailed-demographic-tables/>.