



National Tour to Strengthen Mental Health Social Media Toolkit

Following President Joe Biden's State of the Union Address on March 1, 2022, Health and Human Services (HHS) Secretary Xavier Becerra kicked off the National Tour to Strengthen Mental Health in an effort to hear directly from Americans across the country about the behavioral health challenges they're facing and engage with local elected officials and leaders to strengthen the mental health and crisis care system in our communities.

As President Biden launched a whole-of-government [strategy to transform mental health services for all Americans](#), Secretary Becerra is leading HHS to address the mental health challenges that have been exacerbated by the COVID-19 pandemic, including substance use, youth mental health, and suicide. Building on work that agencies and offices across the Department have already been doing, Secretary Becerra and HHS leaders will hit the road in a concerted effort to deliver on the Biden-Harris Administration's priorities to tackle these challenges.

Please use the following social media toolkit to support and promote the National Tour.

Social Guidelines:

- Please include the official hashtag: **#HHSTour** in all social media posts
- Tag @SecBecerra and @HHSGov when possible
- Quote or Retweet posts from @SecBecerra and @HHSGov
- Posts should include a link to our official National Tour webpage: <https://www.hhs.gov/HHSTour>
- Use the below graphic. (The green ribbon represents mental health awareness. The purple and teal colors promote suicide prevention.) It is downloadable in 1x1, 16x9: TBD

Material to Amplify:

@SecBecerra: <https://twitter.com/SecBecerra/status/1499074513623031812>

USA Today link: <https://www.usatoday.com/story/news/health/2022/03/02/covid-biden-administration-kicks-off-nationwide-mental-health-tour/9339924002/>

Twitter and Facebook





Instagram



Sample Tweets for promotion:

On [date], [@Principal's handle] will be in [city] talking with community leaders and local officials about [topic] as part of the @HHSGov National Tour to Strengthen Mental Health. #HHSTour [GRAPHIC]

[@Principal's handle] will be hitting the road on the @HHSGov National Tour to Strengthen Mental Health in [city] on [date] to [description of visit]. #HHSTour

Today, [@Principal's handle] is on the @HHSGov National Tour to Strengthen Mental Health in [city] to [description of visit]. #HHSTour + [GRAPHIC]

Today, [@Principal's handle] is going to [city] as part of @HHSGov National Tour to Strengthen Mental Health. #HHSTour

Sample Tweets for recap:

On [date], [@Principal's handle] visited with local leaders in [city] to discuss [topic] and how it has affected their community. Watch a quick video from the trip and stay tuned to the #HHSTour blog for more updates: <https://www.hhs.gov/HHSTour> + [Video/Photo]

Site-Specific Guidance:

A new graphic will be provided with the city's name on the map.

A recap video or photos will be captured at events and be added to the blog.