

LET'S CONNECT



HELP US SPREAD THE WORD SOCIAL MEDIA GUIDE

Children's Mental Health Week will take place from 6 - 12 February 2023. The week is run by children's mental health charity Place2Be and aims to shine a light on the importance of children and young people's mental health. This year's theme is Let's Connect.

Human beings are intrinsically connected to each other, and human connection is vital for the wellbeing and survival of all individuals. People with positive connections to family, friends and others often experience better mental health than those who are less well connected. Let's Connect is all about forming positive connections with others.

For Children's Mental Health Week 2023, Place2Be is encouraging children (and adults) to connect with others in healthy, rewarding and meaningful ways.

We'd love your support to help us spread the word and raise awareness of the importance of children's mental health. We've created assets and example tweets and posts to make it as easy as possible for you to shout about the week. Feel free to adapt the content according to your needs or develop your own.

KEY INFORMATION

Please help spread the news about Children's Mental Health Week on social media by tagging Place2Be in all of your posts – and don't forget to use the **#ChildrensMentalHealthWeek** hashtag too!

-  [@Place2Be](https://twitter.com/Place2Be)
-  [@_Place2Be](https://www.instagram.com/_Place2Be)
-  [@Place2BeCharity](https://www.facebook.com/Place2BeCharity)
-  [@Place2Be](https://www.linkedin.com/company/Place2Be)

SUGGESTED TWEETS OCTOBER 2022-FEBRUARY 2023

'Get involved', 'proud to support' and 'spread the word' graphics are available on [the Children's Mental Health Week website](https://www.childrensmentalhealthweek.org.uk).

- We're proud to be supporting @Place2Be's #ChildrensMentalHealthWeek (6-12 February). Join us and help shine a light on the importance of children and young people's #mentalhealth. Find out more and get involved: [childrensmentalhealthweek.org.uk](https://www.childrensmentalhealthweek.org.uk)
- This year's #ChildrensMentalHealthWeek (6-12 February 2023) theme is 'Let's Connect'. @Place2Be's free school resources will help pupils and #teachers explore how we can connect with others in healthy, rewarding and meaningful ways. Learn more: [childrensmentalhealthweek.org.uk](https://www.childrensmentalhealthweek.org.uk)
- 1 in 6 children and young people have a diagnosable #mentalhealth condition. In February, we're supporting @Place2Be's #ChildrensMentalHealthWeek – raising awareness of the importance of children and young people's mental health. Learn more: [childrensmentalhealthweek.org.uk](https://www.childrensmentalhealthweek.org.uk)
- Save the date! The next #ChildrensMentalHealthWeek will take place from 6-12 February. Join @Place2Be and help raise awareness of the importance of children and young people's mental health. Sign up for updates and get involved: [childrensmentalhealthweek.org.uk/subscribe](https://www.childrensmentalhealthweek.org.uk/subscribe)



Please feel free to adapt this copy for other platforms. Make sure to tag Place2Be using the handles above so we can share your posts!

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COUNTDOWN TWEETS

Countdown graphics are available on [the Children's Mental Health Week website](https://www.childrensmentalhealthweek.org.uk).



6 NOVEMBER 2022 - 3 MONTHS TO GO

The countdown is on! There are just 3 months until @Place2Be's **#ChildrensMentalHealthWeek**! Join schools, organisations and families across the UK as we shine a light on the importance of children and young people's **#mentalhealth**. Find out more: [childrensmentalhealthweek.org.uk](https://www.childrensmentalhealthweek.org.uk)



6 DECEMBER 2022 - 2 MONTHS TO GO

Calling all schools, organisations and families across the UK – there's only 2 months to go until **#ChildrensMentalHealthWeek**! Download @Place2Be's free resources to take part in the week and explore this year's theme: 'Let's Connect'. Learn more: [childrensmentalhealthweek.org.uk](https://www.childrensmentalhealthweek.org.uk)



23 JANUARY 2023 - 2 WEEKS TO GO

Calling all schools, organisations and families across the UK – there's only 2 months to go until **#ChildrensMentalHealthWeek**! Download @Place2Be's free resources to take part in the week and explore this year's theme: 'Let's Connect'. Learn more: [childrensmentalhealthweek.org.uk](https://www.childrensmentalhealthweek.org.uk)



30 JANUARY 2023 - 1 WEEK TO GO

Who's ready for **#ChildrensMentalHealthWeek**? Join @Place2Be, schools, organisations and communities across the UK as we come together to raise awareness of the importance of children and young people's **#mentalhealth**. Find out more and get involved: [childrensmentalhealthweek.org.uk](https://www.childrensmentalhealthweek.org.uk)

An updated social media guide will be added to the [Children's Mental Health Week website](https://www.childrensmentalhealthweek.org.uk) in November when our resources for schools, families and organisations are released.

This updated toolkit will include more copy for social media, new graphics, and information on how to support our [Dress to Express fundraising campaign](https://www.childrensmentalhealthweek.org.uk). Sign up for **Children's Mental Health Week email alerts** to be the first to hear about new resources.

FAQS

I CAN'T DOWNLOAD THE GRAPHICS AND GIFS, CAN YOU HELP?

If you have any issues accessing the graphics or logos, please email us at press@place2be.org.uk.

WHAT IS CHILDREN'S MENTAL HEALTH WEEK? WHO ARE PLACE2BE?

Place2Be is the UK's leading provider of school-based mental health support. We launched the first **Children's Mental Health Week** in 2015 to shine a spotlight on the importance of children and young people's mental health. Now in its eighth year, we hope to encourage more people than ever to get involved and spread the word. You can find out more about the week, and Place2Be, on the [Children's Mental Health Week website](#).

CAN I FUNDRAISE FOR YOU? WHAT IS DRESS TO EXPRESS?

Dress to Express is our fundraising campaign. The idea is simple – express yourself during **Children's Mental Health Week** by wearing a colourful outfit and donating £2 to Place2Be. Head to the [Children's Mental Health Week website](#) to find out more about the campaign, and get your school, organisation or family involved.

We'd love to support you with your fundraising – let us know your fundraising plans by getting in touch with us at friends@place2be.org.uk.

Whether you're raising money, giving up your time, or using your voice to help us raise awareness during **Children's Mental Health Week** – thank you. We couldn't do this vital work without your support.

If you have any other questions or would like to let us know what you have planned, please email the Place2Be Communications Team at press@place2be.org.uk.