

# MY VOICE MATTERS



## HELP US SPREAD THE WORD SOCIAL MEDIA GUIDE

Children's Mental Health Week will take place from 5 - 11 February 2024. The week is run by children's mental health charity Place2Be and was launched to equip, empower and give a voice to children across the UK. This year's theme is 'My Voice Matters'.

Empowering children and young people can have a positive impact on their health and wellbeing. For example, children and young people who feel that their voices are heard - and that what they say makes a difference - have higher levels of self-efficacy and self-esteem. They also have a greater sense of community - and as people become empowered, they can work together to create positive changes for themselves and for others.

For Children's Mental Health Week 2024, Place2Be wants all children and young people, whoever they are, and wherever they are in the world, to be able to say - and believe - "My Voice Matters".

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
- @\_Place2Be
- @Place2BeCharity
- @Place2Be

## SUGGESTED POSTS 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 taking part in @Place2Be's #ChildrensMentalHealthWeek (5-11 February 2024). This year's theme is My Voice Matters, and @Place2Be hopes to empower, equip and give a voice to every child in the UK. Learn more, and join us: [childrensmentalhealthweek.org.uk](https://www.childrensmentalhealthweek.org.uk)

1 in 6 children and young people have a diagnosable mental health 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)

We're proud to be taking part in @Place2Be's #ChildrensMentalHealthWeek in 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 (5-11 February 2024) theme is 'My Voice Matters'. @Place2Be's free resources can help schools to empower children and young people, and provide them with time, space, and opportunities to express themselves. Learn more: [childrensmentalhealthweek.org.uk](https://www.childrensmentalhealthweek.org.uk)



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!

# MY VOICE MATTERS

Place2Be's

CHILDREN'S  
MENTAL HEALTH  
WEEK

5-11  
FEB  
2024

## COUNTDOWN TWEETS

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



### 5 NOVEMBER 2023 – 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 empower, equip and give a voice to children and young people. Find out more: [childrensmentalhealthweek.org.uk](https://www.childrensmentalhealthweek.org.uk)



### 5 DECEMBER 2023 – 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: 'My Voice Matters'. Learn more: [childrensmentalhealthweek.org.uk](https://www.childrensmentalhealthweek.org.uk)



### 5 JANUARY 2024 – 1 MONTH TO GO

It's a new year, and we're counting down to @Place2Be's #ChildrensMentalHealthWeek (5-11February)! Join schools, organisations and families across the UK as we equip, empower and give a voice to children across the UK. Find out more: [childrensmentalhealthweek.org.uk](https://www.childrensmentalhealthweek.org.uk)



### 22 JANUARY 2024 – 2 WEEKS TO GO

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



### 29 JANUARY 2024 – 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)

Learn more about how to get involved with our '[Express Yourself fundraising campaign](#)' and download our free [fundraising pack](#). Sign up for Children's Mental Health Week [email alerts](#) to be the first to hear about new resources.

# EXPRESS YOURSELF

Place2Be's

CHILDREN'S  
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## SUGGESTED POSTS

This Children's Mental Health Week, we're asking people to take part in Express Yourself and help raise vital funds to help us support more children and young people with their mental health. Below are some example posts to help you spread the word about your Express Yourself day.

Express Yourself this #ChildrensMentalHealthWeek! From 5-11 February 2024, @Place2Be is encouraging schools and youth groups to let children's voice shine through and empower young people to tell their own stories. Get involved: [childrensmentalhealthweek.org.uk](https://childrensmentalhealthweek.org.uk)

This #ChildrensMentalHealthWeek, we're hosting an Express Yourself day to help raise vital funds for children's mental health charity @Place2Be. Get involved at [childrensmentalhealthweek.org.uk](https://childrensmentalhealthweek.org.uk)

Today we're taking part in Express Yourself to show our support for @Place2Be's #ChildrensMentalHealthWeek. It's not too late for you to get involved. Learn more at [childrensmentalhealthweek.org.uk](https://childrensmentalhealthweek.org.uk)

**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!**



## 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 [hello@childrensmentalhealthweek.org.uk](mailto:hello@childrensmentalhealthweek.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 EXPRESS YOURSELF?

**Express Yourself** is our fundraising campaign. **Express Yourself** allows us all to celebrate what makes us unique with a dress-down day - this could be sharing your favourite hobby, wearing your favourite colour or accessory, or it could just be coming as yourself. 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 [hello@childrensmentalhealthweek.org.uk](mailto:hello@childrensmentalhealthweek.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 Children's Mental Health Week team at [hello@childrensmentalhealthweek.org.uk](mailto:hello@childrensmentalhealthweek.org.uk).