

Social media is a powerful tool that can be used to create meaningful networks. By using social media, you can promote Be Safe to your region and beyond.

The team has prepared some images and sample messaging that you can use for your social media posts to promote the app and your region. You can copy and paste the text into your social media channels, attach an image and post! It's that simple. You can also choose from some of the hashtags provided, and don't forget to tag other organizations in your region that might benefit from using Be Safe.

## Follow Us

This is only a guide to support you and your social media messaging. Make your accounts your own, don't be afraid to get creative, take risks and have fun with your posts!

Follow the Be Safe channels for more content you can like, share, tag and use for your social media accounts.



@besafeapp\_ca



@besafeapp.ca

## 5 Tips for Maximizing Social Media Reach

1. Post frequently but be mindful of how much you are posting – don't overwhelm your followers. Some channels may only need one post a day, while others can require a few more to stay relevant in someone's feed.
2. Follow other popular organizations, share their content, and tag them in your posts to attract both their attention and their followers'.
3. Mix up images and videos to catch even the fastest scrolling eye! Be sure to include a logo, link, or address on the photo in case they don't read the post and only see the image.
4. Give your audience something to do! A call to action is a helpful way to get even the most distracted social media user involved with your post. Try words like 'download now' or 'visit here to learn more'.
5. Use all of the features available to you! Stories, polls, live events, and chats are a great way to engage your audience. They can also be a great way to learn more about your followers and better market to them.

## General Messaging

Did you know? Be Safe is an app that can help connect you with the right mental health resources at the right time! Download it from the App Store today! #BeSafe #YouDeserveHelp #GetHelp #MentalHealth #FreeApp

Life can be overwhelming. That's why we created Be Safe, to help connect you with the right resources, at the right time. Be Safe is organized by region so that you can find resources in your area. Visit BeSafeApp.ca to learn more. #BeSafe #YouDeserveHelp #GetHelp #ReachOut

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mindyourmind, a program of ConnexOntario, is an award-winning, national non-profit mental health program that works in partnership with youth, emerging adults and the professionals who serve them to co-develop innovative tools and resources. These resources are often designed to reduce the stigma associated with mental illnesses and increase access and use of community support, both professional and peer-based. mindyourmind inspires youth to reach out, get help and give help.

With Be Safe, you can get the help you need, when you need it most. It's free to download, confidential, and can connect you to the right services in your community. Visit [BeSafeApp.ca](http://BeSafeApp.ca) to learn more!  
#BeSafe #YouDeserveHelp #GetHelp #FreeApp #CrisisSupport

Be Safe was developed by a group of youth & adults who wanted to make a difference in their community. Download Be Safe and see what happens when youth and adults come together to support one another. Visit [BeSafeApp.ca](http://BeSafeApp.ca) to learn more!  
#BeSafe #YouDeserveHelp #mindyourmind #Youth

Be Safe is more than just crisis support and safety planning. It can help you learn what to expect when you call a support line or visit an Emergency Department. Download Be Safe today!  
#BeSafe #YouDeserveHelp #CrisisPlanning #MentalHealth

Be Safe harnesses the power of technology to support youth and young adults to build a safety plan and reach out when in a crisis. Download the Be Safe App from your App Store today!  
#BeSafe #YouDeserveHelp #SafetyPlan #ReachOut #Crisis

Reaching out for help in a time of crisis is hard, but finding the right resources when you need them shouldn't be. That is why we created Be Safe: to help connect you to the right services at the right time. Download it today!  
#BeSafe #YouDeserveHelp #FreeApp #ReachOut #Crisis

## Youth Messaging

Not sure where to get help? Check out Be Safe in the App Store. It can help connect you to the right resources and the info you need. You deserve help!  
#BeSafe #YouDeserveHelp #GetHelp #CrisisPlanning #FreeApp

Use Be Safe to feel prepared for your worst days so you can reach better days! Visit [www.BeSafeApp.ca](http://www.BeSafeApp.ca) to learn more!  
#BeSafe #YouDeserveHelp #MentalHealth #hope #recovery

Is your friend in crisis? Download Be Safe from the App Store to help guide you and your friend through a crisis. It can help connect you with the right resources when you need them most.  
#BeSafe #YouDeserveHelp #Youth #LGBTQ #CrisisSupport

Not sure what a safety plan is? Be Safe walks you through making one step by step! Visit [BeSafeApp.ca](http://BeSafeApp.ca) to learn more and download the app.  
#BeSafe #YouDeserveHelp #MentalHealth #SafetyPlan #FreeApp

You don't have to go it alone! Be Safe is here to connect you with the right resources at the right time. Download it today!  
#BeSafe #YouDeserveHelp #CrisisPlanning #hope #recovery

Don't know what to expect when seeking help for your mental health? Download the Be Safe App to get tips about what to expect when you go to the Emergency Department. Available on both iPhone and Android!  
[BeSafeApp.ca](http://BeSafeApp.ca) #BeSafe #YouDeserveHelp #MentalHealth #ReachOut #Crisis

### Try Posting on These Days

#### January

- Bell Let's Talk Day

#### February

- National Eating Disorders Awareness Week

#### April

- Alcohol Awareness Month, Stress Awareness Month

#### May

- Mental Health Awareness Week
- Mental Health Awareness Month
- National Child and Youth Mental Health Day
- International Day Against Homophobia

#### June

- PRIDE Month, National Men's Health Week
- National Indigenous Peoples Day
- PTSD Awareness Day

#### July

- National Minority Mental Health Month
- International Self-Care Day

#### August

- International Youth Day
- International Overdose Awareness Day

#### September

- World Suicide Prevention Day
- National Suicide Prevention Week

#### October

- Canadian Mental Health Awareness Week
- World Mental Health Day

#### November

- National Addictions Awareness Week
- Bullying Awareness Week
- International Suicide Survivors

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It's okay not to be okay. Be Safe will connect you to the right resources and information to help you when and where you need it. [www.BeSafeApp.ca](http://www.BeSafeApp.ca) #BeSafe #YouDeserveHelp #ReachOut #MentalIllness #Addiction

Worried about a friend? Help them download Be Safe and create a safety plan right on their phone. Visit your App Store and download Be Safe today! #BeSafe #YouDeserveHelp #SafetyPlan #FreeApp #Crisis

For the days when you need a little more support, Be Safe can connect you with the right resources at the right time! Download it for free from the App Store today! #BeSafe #YouDeserveHelp #SafetyPlan #MentalWellness #hope

For the times when you don't feel as strong, check out Be Safe to connect you with the right resources at the right time. You don't have to go it alone! [www.BeSafeApp.ca](http://www.BeSafeApp.ca) #BeSafe #YouDeserveHelp #ReachOut #MentalWellness #hope

Is your friend in crisis? Don't know where to tell them to go? Download Be Safe for FREE to help guide you and your friend through a crisis and connect them to the right community resources. Visit [BeSafeApp.ca](http://BeSafeApp.ca) to learn more! #BeSafe #YouDeserveHelp #GetHelp #Youth

Just moved to a new community? Not sure where to find help? Download Be Safe and get connected to the right supports at the right time! Learn more at [www.BeSafeApp.ca](http://www.BeSafeApp.ca) #BeSafe #YouDeserveHelp #Addiction #LGBTQ #MentalHealth

## Parent and Professional Messaging

Be Safe is a free mobile app to use with your clients during safety planning. Complete the plan right on their smartphone using the easy to follow prompts. Be Safe is there for when you can't be! #BeSafe #YouDeserveHelp #MentalHealth #SafetyPlan #FreeApp

Have a student in crisis or in need of support? Download Be Safe and help guide your students in finding the right community resources for them. [www.BeSafeApp.ca](http://www.BeSafeApp.ca) #BeSafe #YouDeserveHelp #MentalHealth #SafetyPlan #Youth

Are you a healthcare professional, mental health worker, or counsellor? Check out Be Safe to better support your clients in a time of crisis. Complete the safety plan together and they can take it wherever they go. #BeSafe #YouDeserveHelp #MentalHealth #SafetyPlan #FreeApp

Finding the right services for your teen can be difficult. That is why we created Be Safe, to support you and your child with connecting to the right mental health and addiction supports in your community. Download Be Safe today! #BeSafe #YouDeserveHelp #GetHelp #CrisisPlanning

## Supporting Youth that are New to Your Community?

Help them download Be Safe to connect them with local mental health and addiction resources for when they need it. Be Safe is there for when you can't be! #BeSafe #YouDeserveHelp #Youth #YoungAdult #GetHelp

## Primary Hashtags

Use these hashtags on every post to connect with other partners involved in the Be Safe online community! #BeSafe #YouDeserveHelp

## Secondary Hashtags

Add 2-4 of these hashtags (or any others you wish to use) to connect with other people, organizations, and communities who may be interested in Be Safe and the work that you do!

#GetHelp #CrisisPlanning #mymTips #MentalHealth #SafetyPlan #FreeApp #mindyourmind #Free #ReachOut #Crisis #Youth #YoungAdult #MentalIllness #MentalWellness #WellnessApps #hope #recovery #Addiction #LGBTQ #CrisisSupport

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