

BounceBack Campaign Digital Package for social media

PURPOSE:

CMHA Ontario launched a four-to six-week public and social media campaign on May 7, 2020 to further raise awareness and increase referrals for the BounceBack program. The new public and social media campaign uses new imagery and visual elements to promote BounceBack. This digital package was created to help branches, partners and other stakeholders raise awareness about BounceBack using these new visual elements.

At this time of public uncertainty, BounceBack remains an effective option to support Ontarians who may be dealing with mild-to-moderate anxiety or depression, or may be feeling low, stressed, worried, irritable or angry. Participants receive telephone coaching, skill-building workbooks and online videos to help them overcome these symptoms and gain new skills to regain positive mental health.

Please use the following resources on your social media channels.

DIGITAL MATERIALS IN THIS PACKAGE:

- Sample web story
- Web banner
- Social media posts
- Social media graphics

SUGGESTED TIMELINE OF ACTIVITIES:

Timeline	Channel	Activities
ASAP	Website	<ul style="list-style-type: none"> • Post web story and link to web story
	Web banner	<ul style="list-style-type: none"> • Post web banner on your website
	Twitter	<ul style="list-style-type: none"> • Share social media posts
	Facebook	<ul style="list-style-type: none"> • Share social media posts
	LinkedIn	<ul style="list-style-type: none"> • Share social media posts
	Instagram	<ul style="list-style-type: none"> • Share social media posts

SAMPLE WEB STORY:

New BounceBack campaign promotes access to mental health program

Mental health concerns are among the many challenges Ontarians are currently facing amid the COVID-19 pandemic. At this time of public uncertainty, CMHA's BounceBack program remains an effective option to support Ontarians who may be dealing with mild-to-moderate anxiety or depression, or may be feeling low, stressed, worried, irritable or angry.

BounceBack is a free, guided self-help program for people aged 15 and up. Participants receive telephone coaching, skill-building workbooks and online videos to help them overcome these symptoms and gain new skills to regain positive mental health. BounceBack is not a crisis service, psychotherapy or counselling, but a life-skills program that participants work with to develop coping techniques so they can overcome challenges during this pandemic and long afterward.

For more information or to see if the BounceBack program may be right for you, visit <https://bouncebackontario.ca/>.

SAMPLE SOCIAL MEDIA POSTS:

Twitter / Facebook / LinkedIn

- "I've regained control of my life beginning with my thoughts." With #BounceBackON, receive telephone coaching, skill-building workbooks and online videos to help you gain new skills to regain positive #mentalhealth: <https://bouncebackontario.ca/> <insert shareable graphic>
- Ontarians can get the #mentalhealth support they need during #COVID19. #BounceBackON is available to support those with mild-to-moderate anxiety or depression, or who may be feeling low, stressed and worried: <https://bouncebackontario.ca/> <insert shareable graphic>
- #BounceBackON is a free, guided self-help program that's effective in helping people aged 15 and up who are experiencing mild-to-moderate anxiety or depression, or may be feeling low, stressed, worried, irritable or angry: <insert link to web story> <insert shareable graphic>

Instagram

- "I've regained control of my life beginning with my thoughts." With #BounceBackON, receive telephone coaching, skill-building workbooks and online videos to help you gain new skills to regain positive #mentalhealth. Visit the #BounceBackON website to learn more and to get started. <insert shareable graphic>
- Ontarians can get the #mentalhealth support they need during #COVID19. #BounceBackON is available to support those with mild-to-moderate anxiety or depression, or who may be feeling low, stressed and worried. Visit the #BounceBackON website to learn more and to get started. <insert shareable graphic>

- #BounceBackON is a free, guided self-help program that's effective in helping people aged 15 and up who are experiencing mild-to-moderate anxiety or depression, or may be feeling low, stressed, worried, irritable or angry. Visit the #BounceBackON website to learn more and to get started. <insert shareable graphic>

GRAPHICS:

Web banner (click on the image to download)



Social Media graphic (click on the image to download)

Shareable image for Twitter / Facebook / LinkedIn



Sharable image for Instagram

