

Don't Lose the Social Marketing Sizzle After Awareness Day!

Just because National Children's Mental Health Awareness Day is over doesn't mean your social marketing and communications should grind to a halt. Yes, Awareness Day is an amazing opportunity to garner attention for children's mental health—but there are many ways to keep social marketing moving after May!

Stay Connected with Media

Perhaps you used Awareness Day to reach out to media for the first time, or to expand your media connections. There are many opportunities, big and small, to keep the media drum beat going. Think about other hooks throughout the year to repurpose your Awareness Day event messages and materials. You could consider pitching a human-interest story to your media contacts about how Awareness Day impacted a young adult or family. Back-to-school, National Suicide Prevention Week (September), or Mental Health Awareness Week (October) are other



opportunities to get your message out. Set up a Google News alert to stay on top of relevant local and regional coverage and reporters and follow your media contacts on Twitter. Don't forget to leverage social media, as well as traditional outlets!

Involve Families and Youth

Just as systems of care are family-driven and youth-centered, your social marketing activities should involve these key audiences, whether it's planning events, offering feedback on messages, or designing materials. Keep families and youth engaged in your outreach by forming a social marketing committee and hearing the voices of important stakeholders to inform the development of exciting new ideas and activities.



Harness the Power of Partners

Awareness Day is a great opportunity to reach out to new partners, as well as re-engage existing ones. Don't lose the traction you've created! Make sure to thank your partners for their involvement and support and update them about your Awareness Day achievements. On social media, tag existing and potential partners to further your reach. You may consider recruiting them for your social marketing committee and plan for future successful events together.

Showcase Your Results

If you're following social marketing best practices, hopefully you will have evaluated your Awareness Day efforts to see where you excelled and where you can make changes for next year. If you have great results, use this as a marketing opportunity. A brief email to your stakeholders, a social media post, or a short presentation are all great ways to get the word out about your achievements!



- General Social Marketing Resources:
 - [Social Marketing Learning Community](#) Signing up here will ensure you get email updates about the latest resources and webinars that become available. It's also a place to discuss communications and social marketing with peers.
 - [Social Marketing Planning Process: Creating Your Social Marketing Plan](#)
 - [Remember Your Single Overriding Communications Objective!](#)
 - [TA Network Social Marketing Webinar Recordings](#)
- Media Resources
 - [Media Outreach Tools](#)
 - [Social Media Tips](#)
 - [Digital Media Frequently Asked Questions](#)
- Youth Engagement
 - [Involving Youth in Social Marketing: Tips for System of Care Communities](#)
- Partnerships
 - [Identifying and Involving Local Program Partners](#)