**Hashtags**

#Back2School

#B2S2021

#FacingFearsSupportingStudents

**Sample Social Media Posts (All posts are 270 characters or less to comply with Twitter limits)**

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| Mental Health America's 2021 #Back2School toolkit, #FacingFearsSupportingStudents, helps students, parents, and schools recognize how feeling unsafe can impact mental health and what can be done to cope with these feelings. Learn more at mhanational.org/back2school. |
| Beginning a new school year usually comes with some anxiety, but this year students may need a lot more support, reassurance, and comfort before they’re ready to learn. Check out Mental Health America's free 2021 #Back2School toolkit for tools to cope at mhanational.org/back2school. |
| Being physically back in school may help some students feel more secure, but for others, the anxiety and fear are overwhelming. Mental Health America's 2021 #Back2School toolkit provides resources and tools for parents, teachers, and students to cope at mhanational.org/back2school. |
| As we enter a new, very uncertain academic school year, it’s important for parents, caregivers, and school personnel to know the signs that a young person is struggling. Mental Health America's new #Back2School toolkit provides tools to cope at mhanational.org/back2school. |
| COVID-19 continues to impact both the physical health and the mental health of the nation’s young people.  Mental Health America's #Back2School toolkit includes resources and tools to cope with the new school year at mhanational.org/back2school. |
| The COVID-19 pandemic has left many feeling unstable, unsafe, and burned out. For those returning to in-person learning, “normal” might come with its own set of fears.  Mental Health America’s 2021 #Back2School toolkit provides free tools to cope at mhanational.org/back2school. |
| Now more than ever, it is critical to ensure that students feel safe and supported as many return to in-person learning.  Mental Health America’s 2021 #Back2School toolkit provides tools for students, caregivers, and teachers to address mental health at mhanational.org/back2school. |
| Caregivers and teachers are burned out due to the COVID-19 pandemic. You can’t give from an empty cup. It’s important to check in on your own mental health during stressful times. Mental Health America’s 2021 #Back2School toolkit has tools to cope at mhanational.org/back2school. |
| Rates of depression among youth screeners at mhascreening.org remain higher than pre-pandemic levels. It's more important than ever to integrate mental health as part of overall wellness in schools. Learn more at mhanational.org/back2school. |

**Sample Social Media Posts for Mental Health Screening**

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| If you're recognizing something "isn't quite right," one of the quickest and easiest ways to determine whether you are experiencing symptoms of a mental health condition is to take an anonymous screen at mhascreening.org. #B2S2021 #Back2School |
| It’s normal to experience some anxiety when returning to school - especially given the impact of the COVID-19 pandemic. But if fear or anxiety is impacting your day-to-day life, check in on your mental health by getting screened at mhascreening.org. #B2S2021 #Back2School |
| Mental Health America has 10 online screening tools at mhascreening.org, including one that is youth-focused and one for parents. Once you get the results, MHA will provide you with more information and help you to figure out next steps. #B2S2021 #Back2School |
| Parents, caregivers, and school personnel should check in on their own mental well-being during stressful times. Start by getting screened at mhascreening.org. A screening is not a diagnosis, but it can guide you to resources to cope. #B2S2021 #Back2School |