



## Behavioral Health Day at the Florida Capitol Marketing Tool Kit

*The Florida Behavioral Health Association has put together a social media toolkit for our Behavioral Health Day partners. Use our suggested posts or create your own, but be sure to tag FBHA, use our hashtags, and share our content. Be sure to also like, follow, and share everyone's posts to better increase our awareness.*

*You are also encouraged to take photos and selfies while you participate in our virtual walk. Be sure to email your photos to [Communciations@Floridabha.org](mailto:Communciations@Floridabha.org) and tag FBHA on social media.*

### Main Things to Know

- **What:** Behavioral Health Day 2025 will consist of two components - a press briefing and a virtual walk
- **Where:** Florida State Capitol
- **When:** Wednesday, February 12, 2025
- **What Time:** Press Briefing Will Begin at 10 a.m.
- **What To Wear:** Your Organization Shirt or Business Professional Attire (A Behavioral Health Day Button Will Be Provided by FBHA)
- **Pledge Your Walk:** [here](#)

### Sample Social Posts Before

- **Sample Post for Individual Participant:** I'm looking forward to attending Behavioral Health Day at the Florida Capitol on Wednesday, February 12! Join me and other advocates as we share the importance of well-being and resilience. #BHDDay
- **Sample Post for Individual Save the Date:** #SaveTheDate for Behavioral Health Day 2025 at the Florida Capitol! Join me and other advocates on Wednesday, February 12 as we spread the importance of well-being. #BHDDay

- **Sample Post for Partner Save the Date:** [INSERT ORGANIZATION NAME] is proud to partner with @Floridabha\_\_ for Behavioral Health Day 2025. Join us and other advocates on Wednesday, February 12 at the Florida Capitol.
- **Sample Post Pledging Walk:** I am excited to participate in Behavioral Health Day 2025 by pledging to walk [INSERT XX AMOUNT] miles/minutes in [XX COUNTY]! As we all know, physical wellness is just as important as mental well-being. #BHDay

### Sample Social Posts During

- **Sample Post for Day of Event:** Today is Behavioral Health Day at the Florida Capitol! We are proud to partner with @Floridabha\_\_ and other stakeholders for this important day. #BHDay
- **Sample Post for Virtual Walk:** \*include photo\* [INSERT ORGANIZATION NAME] has pledged to walk XX miles/minutes for Behavioral Health Day 2025. Today, [NUMBER OF PARTICIPANTS] at [ORGANIZATION NAME] joined together and walked in support. #BHDay

### Sample Post After

- **Sample Post with Press Release:** Yesterday, [NUMBER OF INDIVIDUALS] joined together in Tallahassee and all across the state for Behavioral Health Day 2025. [INSERT ORGANIZATION NAME] was proud to partner with @Floridabha\_\_ for this annual advocacy day. To read more, click here: [LINK]

### FBHA Accounts to Follow

- Follow us on X: @Floridabha\_\_
- Follow us on Facebook: @Floridabha.org
- Follow us on LinkedIn: Florida Behavioral Health Association

### Partner Accounts to Follow and Tag:

- **American Foundation for Suicide Prevention**
  - o **Follow the six AFSP chapters on Facebook:** @AFSPFloridaPanhandle, @AFSPNorthFlorida, @AFSPCentralFlorida, @AFSPTampaBay, @AFSPSWFL, @AFSPSEFL
  - o **Follow the six AFSP chapters on Instagram:** @AFSPFloridaPanhandle, @AFSPNorthFlorida, @AFSPCentralFlorida, @AFSPTampaBay, @AFSPSWFL, @AFSPSEFL
- **Florida Association of Managing Entities**
  - o **Follow on X:** @ManagingEntity
  - o **Follow on Facebook:** @FAMEFlorida
  - o **Follow on LinkedIn:** Florida Association of Managing Entities
  - o **Follow on Instagram:** @FLManagingEntities
- **Florida Mental Health Advocacy Coalition**
  - o **Follow on X:** @FLMHAC

- **Follow on Facebook:** @FloridaMHAC
- **Florida Psychiatric Society**
  - **Follow on X:** @floridapsych
  - **Follow on Facebook:** @floridapsychiatricsociety
  - **Follow on LinkedIn:** Florida Psychiatric Society
  - **Follow on Instagram:** @Florida Psychiatric Society
- **Mental Health Association of Central Florida**
  - **Follow on Facebook:** @Mental Health Association of Central Florida
  - **Follow on LinkedIn:** Mental Health Association of Central Florida
  - **Follow on Instagram:** @mhacf
- **NAMI Florida**
  - **Follow on X:** @NAMIFlorida
  - **Follow on Facebook:** @NAMIFlorida
  - **Follow on Instagram:** @NamiFlorida
- **NET Training Institute/Florida Recovery Friendly Workplace**
  - **Follow on X:** @NETTrainInst

## Hashtags to Use

#BHDay #BHDay2025

## Graphics for Social Media

Click [here](#) to download the graphics

## Other Materials

### Draft Email to a Legislator

Dear [LEGISLATOR'S NAME],

In partnership with Representative Traci Koster and the Florida Behavioral Health Association, [INSERT ORGANIZATION NAME] is honored to invite you to Behavioral Health Day 2025, taking place on Wednesday, February 12, at the Florida Capitol.

We would be thrilled to have you join us and other key stakeholders for this important day of advocacy. The event will begin at 10 a.m. on the [INSERT EXACT LOCATION] at the Florida State Capitol with a brief kick-off ceremony to set the tone for the day.

Behavioral Health Day 2025 offers a unique opportunity to engage with fellow advocates, share insights, and discuss the critical behavioral health challenges facing our state. Your participation will be invaluable in strengthening our collective efforts to raise awareness and support policies that promote mental health and well-being.

We sincerely hope you can join us for this impactful day.

Please feel free to contact us with any questions or to confirm your attendance. Thank you for your continued leadership and support of behavioral health initiatives.

Warm regards,  
[YOUR NAME]  
[YOUR TITLE/ORGANIZATION]  
[YOUR CONTACT INFORMATION]

### **Draft Email to Virtual Walk Participants**

Dear [STAKEHOLDER'S NAME],

In honor of Behavioral Health Day 2025, we invite you to show your support for the mental health and substance use treatment community by participating in our virtual walk. This initiative is an opportunity for us to come together, raise awareness, and promote overall well-being.

As you know, physical exercise plays a vital role in improving mental health and recovery. A simple walk can have a powerful impact on reducing stress, improving mood, and boosting overall mental well-being. Your participation can inspire others to take action and prioritize their mental health too.

Here's how you can get involved:

1. **Pledge to walk** – Commit to walking a distance of your choice.
2. **Share your progress** – Encourage others to join by sharing your participation on social media by tagging [INSERT ORGANIZATION HANDLE], @Floridabha\_\_ and using the #BHDay
3. **Spread the word** – Invite colleagues, friends, and family to take part and raise awareness together.

You can pledge your walk by using this link [here](#).

Thank you for your support, and we look forward to seeing you on the virtual walk!

Best regards,  
[YOUR NAME]  
[YOUR TITLE/ORGANIZATION]