***Together We Care. Together We Share.***

**Social Media Content**

*Below, please find suggested social media post copy to accompany the social media graphics that can be downloaded* [*here*](https://www.dropbox.com/s/cgcx1qu8zdfu8lc/NAMI-Support-Groups-Social-Media-Graphics.zip)*. Upon campaign launch, we recommend adding NAMI.org/SupportGroups to Instagram bios for accessibility.*

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| **Social Media Post Copy** | **Social Graphic Visual** |
| Are you experiencing stress, anxiety, depression or other mental health challenges? NAMI is here with free, peer-led groups in your community, available in-person or online — a safe space to share and get support. Join us. |  |
| Are you experiencing stress, anxiety, depression or other mental health challenges? NAMI is here with free, peer-led groups in your community, available in-person or online — a safe space to share and get support. Join us. |  |
| Few things are one-size-fits-all, including clothes and mental health. Kohl’s and NAMI are partnering to ensure every community has access to peer-led mental health support groups. More information at NAMI.org/SupportGroups. |  |
| NAMI's peer-to-peer, community-based support groups connect individuals to share experiences and get support from people who understand. To join one near you, visit the link in bio. |  |
| NAMI is here to help. Support groups create community, foster connection and lead to a sense of belonging. Learn more about NAMI and peer-led mental health support groups in your community and online at the link in bio. | [GIF] |

***NAMI National Phase 2 Social Media Content***

*Below, please* [*find suggested visuals*](https://www.dropbox.com/s/cgcx1qu8zdfu8lc/NAMI-Support-Groups-Social-Media-Graphics.zip) *(testimonial videos, social media graphics, a GIF and Instagram stories) alongside corresponding social media post copy as applicable. We recommend adding NAMI.org/SupportGroups to Instagram bios for accessibility and posting content at a cadence of 1 post per week depending on other content already scheduled.*

*The screen grabs for the videos below are square, but please note that they are formatted in three sizes:* [*square (1 to 1)*](https://www.dropbox.com/s/xqmjp6v4etpusj3/NAMI-SG-Phase2-Videos-Square-1-1.zip)*,* [*vertical (9x16)*](https://www.dropbox.com/s/034gongndncexz9/NAMI-SG-Phase2-Videos-Vertical-9X16.zip) *and* [*horizontal (1.91x1)*](https://www.dropbox.com/s/kdlvm7mvvd5i67m/NAMI-SG-Phase2-Videos-Horizontal-1-9-1.zip)*. Select videos have Spanish captions as well, which are also noted below.*

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| ***Video Post Copy*** | ***Video Visual (available in all platform sizes)*** |
| *There is a community in NAMI. We’re here for you. Visit NAMI.org/SupportGroups to join a local NAMI Support Group in-person or online.* | ***A person wearing glasses  Description automatically generated with medium confidence*** |
| *It’s normal to struggle with your mental health. But you don’t have to do it alone. Find your community at NAMI.org/SupportGroups.* | ***A picture containing text, person  Description automatically generated*** |
| *NAMI offers free support groups for individuals and families to authentically meet you where you are. Learn more at NAMI.org/SupportGroups.* | ***Graphical user interface, text, application  Description automatically generated*** |

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| ***Video Post Copy*** | ***Video Visual (available in all platform sizes)*** |
| *NAMI Support Groups are here for you, no matter where you are in your mental health journey. Visit NAMI.org/SupportGroups to find your community.* | ***Graphical user interface, application, Teams  Description automatically generated*** |
| *Find a community focused on recovery by visiting NAMI.org/SupportGroups.* | ***A picture containing text, clothing  Description automatically generated*** |
| *NAMI offers free support groups for individuals and families to authentically meet you where you are. Learn more at NAMI.org/SupportGroups.* | ***A picture containing text, clothing, hairpiece  Description automatically generated*** |
| *NAMI Support Groups are here for you, no matter where you are in your mental health journey. Learn more at NAMI.org/SupportGroups.* | ***A person holding a ball  Description automatically generated with low confidence*** |

*The visuals shown onbelow be found and downloaded from* [*here*](https://www.dropbox.com/s/cgcx1qu8zdfu8lc/NAMI-Support-Groups-Social-Media-Graphics.zip)*.*

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| ***Social Media Post Copy*** | ***Social Graphic Visual*** |
| *NAMI Support Groups are here for you, no matter where you are in your mental health journey. Visit NAMI.org/SupportGroups to attend a peer-led group in your community for in-person or virtual support.* | *Text  Description automatically generated* |
| *It’s normal to struggle with your mental health. But you don’t have to do it alone. Find your local community by visiting NAMI.org/SupportGroups.* | *Text  Description automatically generated with medium confidence* |
| *Always remember: mental health IS health. NAMI support groups are confidential, free and available near you in-person or online. Learn more by visiting NAMI.org/SupportGroups today.* | *Text  Description automatically generated* |
| *NAMI Support Groups are available nationwide. These groups are free, confidential and peer-led safe spaces for you to feel a sense of belonging. Visit NAMI.org/SupportGroups to learn more.* | *Text  Description automatically generated* |
| ***Social Media Post Copy*** | ***Social Graphic Visual*** |
| *Visit NAMI.org/SupportGroups to find a support group near you.* | *[GIF]*  *Graphical user interface, text, application, chat or text message  Description automatically generated* |
| *NAMI offers free support groups for individuals and families to authentically meet you where you are and be heard. Visit NAMI.org/SupportGroups to learn more.* | *Text  Description automatically generated* |
| *If you’re familiar with NAMI Support Groups, you know they couldn’t happen without the guidance of incredible peer facilitators. Your lived experience can help foster community and create a sense of belonging. Connect with your local NAMI to explore becoming a support group facilitator.* | *Text  Description automatically generated* |

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| ***Instagram Stories*** | |
| ***Instagram Story Posting Instructions***   1. *Using sticker function, add link to NAMI.org/SupportGroups on final video frame* 2. *We recommend creating an Instagram Support Group “highlight” and adding the Story to the highlight, so they live in posterity (and not just for 24 hours)* | |
| ***Did You Know? Instagram Story*** | ***Quotes Instagram Story*** |
| *Text  Description automatically generated*  *Note: the above is a screenshot of the first frame of the animation.* | *Text  Description automatically generated with medium confidence*  *Note: the above is a screenshot of the first frame of the animation.* |