

Can You Hear Me? Content Calendar Week of November 1, 2019

FRIDAY, NOVEMBER 1

Post #1: CYHM? Promotion

Channel(s): Facebook, Twitter, Instagram

- **Post Text:** CYHM? aims to create a safe community for struggling teens and young adults to express themselves openly and get support. To volunteer or get help, visit www.cyhm.org.
- **Graphic:** Image of CYHM? volunteers helping members at a community outreach event
- **Tags:** #YouMatter, #CYHM

Post #2: Seasonal Tie-in

Channel(s): Twitter

- **Post Text:** Happy Autumn! The volunteer team at CYHM? wishes everyone a joyful holiday season and is here to support those who are struggling during this time of year.
- **Graphic:** Image of Autumn trees with the CYHM? logo layered over
- **Tags:** #YouMatter, #CYHM

SATURDAY, NOVEMBER 2

Post #1: Ways to Donate

Channel(s): Facebook, Twitter, Instagram

- **Post Text:** CYHM? is a non-profit organization that aims to help those struggling with mental health. Donations help us fund events and spread our message those needing help. Visit www.cyhm.org to donate today.
- **Graphic:** CYHM? tent at a community event
- **Tags:** #YouMatter, #CYHM

SUNDAY, NOVEMBER 3

Post #1: Infographic

Channel(s): Facebook, Instagram

- **Post Text:** Depression is the most common mental health disorder, affecting nearly 1 in 8 adolescents and young adults each year. Help us support those struggling with mental health, bullying, addiction and LGBTQ issues.
- **Graphic:** Infographic with statistic featured through a visual graph
- **Tags:** #YouMatter, #CYHM

Post #2: Self-care Tips

Channel(s): Twitter

- **Post Text:** Self-care is essential to maintaining mental health. Some tips for maintaining a healthy mindset include making sure you receive enough sleep every night, exercising daily and knowing when to say “no” when you cannot fulfil a duty.
- **Graphic:** An image of a cozy bed with the CYHM? logo layered over
- **Tags:** #YouMatter, #CYHM

MONDAY, NOVEMBER 4

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Post #1: Member Spotlight

Channel(s): Facebook, Instagram

- **Post Text:** Morgan Doyle is the director of operations for CYHM? and has served in her role for over two years. She has helped hundreds of members overcome tough issues and has inspired countless through her positivity. Morgan hopes that organizations like CYHM? can help erase the stigma surrounding mental health.
- **Graphic:** Headshot of Morgan at a community event
- **Tags:** #YouMatter, #CYHM

TUESDAY, NOVEMBER 5

Post #1: Ways to Get Involved with CYHM?

Channel(s): Facebook, Twitter

- **Post Text:** Looking to get involved with CYHM? We recruit volunteers year-round from various states. To learn more visit www.cyhm.org.
- **Graphic:** Image of volunteers hand in hand wearing CYHM merchandise
- **Tags:** #CYHM, #volunteer

Post #2: Volunteer Spotlight

Channel(s): Facebook, Instagram

- **Post Text:** Kendra Hettig is an active volunteer with CYHM? and has helped us at previous Vans Warped Tour events. She is a student at California State University, Long Beach studying Communications. In her free time, Kendra has a passion for helping those struggling with mental health.
- **Graphic:** Headshot of Kendra at an event
- **Tags:** #YouMatter

WEDNESDAY, NOVEMBER 6

Post #1: CYHM? Event Promotion

Channel(s): Facebook, Instagram, Twitter

- **Post Text:** CYHM? will be going on a campus tour with High School Nation in 2020! To track our events, visit www.cyhm.org.
- **Graphic:** Image of CYHM? board of directors with High School Nation directors
- **Tags:** #CYHM

THURSDAY, NOVEMBER 7

Post #1: Informative Conversation with Member

Channel(s): Facebook, Twitter

- **Post Text:** Our founder Jessica Coro discusses the importance of nonprofits dedicated to mental health in an informative interview, visit www.cyhm.org for more information.
- **Graphic:** Short clip of Jessica's interview
- **Tags:** #CYHM

Post #2: Giving Tuesday

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Channel(s): Facebook, Instagram

- **Post Text:** This year on December 3, Can You Hear Me? will be joining the Giving Tuesday movement! Contributions will help those struggling with difficult issues and help us eliminate the stigma surrounding mental health. Donate and spread the word!
- **Graphic:** Giving Tuesday logo layered over image of CYHM outreach event
- **Tags:** #CYHM, #GivingTuesday