

# 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](http://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](http://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 fulfill a duty.
- Graphic: An image of a cozy bed with the CYHM? logo layered over
- Tags: #YouMatter, #CYHM

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### MONDAY, NOVEMBER 4

#### Post #1: Member Spotlight

**Channel(s): Facebook, Instagram**

- Post Text: Morgan Doyle is the director of operations for CYHM? and has helped hundreds of members overcome tough issues 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](http://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: Nikki is an active volunteer with CYHM? and has helped us at previous Vans Warped Tour events. In her free time, she enjoys helping those struggling with mental health.
- Graphic: Headshot of Nikki 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](http://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 non-profits dedicated to mental health in an informative interview, visit [www.cyhm.org](http://www.cyhm.org) for more information.
- Graphic: Short clip of Jessica's interview
- Tags: #YouMatter, #CYHM

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#### Post #2: Giving Tuesday

**Channel(s): Facebook, Instagram**

- Post Text: This year on December 3rd, 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