

### SUGGESTED TEMPLATE SOCIAL MEDIA MESSAGES

This year marks the 20<sup>th</sup> anniversary of the Substance Abuse and Mental Health Service Administration. Throughout the year we will celebrate this milestone in many ways, including through our [SAMHSA Facebook Page](#) and [SAMHSA Twitter Account](#). As we reflect on the past 20 years, and look ahead to the next 20, we know that our success would not be possible without our many partners. Join us in celebrating the achievements of the past 20 years by sharing the following customizable social media messages throughout your network. We encourage you to post these messages throughout the year, and particularly on the 20<sup>th</sup> of each month, to coincide with other SAMHSA efforts and outreach.

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#### SAMPLE FACEBOOK POSTS:

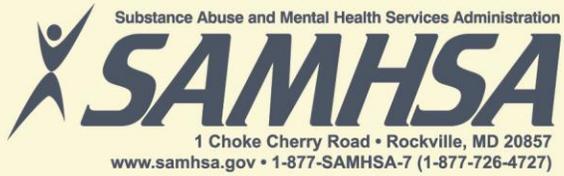
- (June) We've been proud to partner with [@SAMHSA](#) to spread the message that prevention works, treatment is effective, and people recover – 20 Years Strong!  
<http://www.samhsa.gov/about/20thanniversary.aspx>
- (June) [@SAMHSA](#) has awarded grants throughout it's 20 year history – find the latest opportunities at <http://www.samhsa.gov/grants> or call the Grants.gov Contact Center at 1-800-518-4726.
- (July) Check out the past 20 years of [@SAMHSA](#) milestones in the most recent issue of SAMHSA News: <http://www.samhsa.gov/samhsaNewsletter/default.aspx>
- (July) [@SAMHSA](#) celebrates its 20<sup>th</sup> anniversary this year – what do you want to see happen in the behavioral health community during the next 20 years?
- (August) Mark your calendar for [@SAMHSA's](#) Voice Awards on Aug. 22 – just one way SAMHSA has recognized those who are raising awareness about behavioral health conditions – an especially exciting event in the Agency's 20<sup>th</sup> anniversary year!
- (September 10) Today is Suicide Prevention Day. There are millions of Americans who still need care, and we'll continue to partner with [@SAMHSA](#) to make preventative care a priority.
- (September) This month marks [@Recovery Month's](#) 23<sup>rd</sup> birthday! As [@SAMHSA](#) celebrates 20 years, take a look at part of their efforts over the past two decades to see why recovery is worth it: <http://recoverymonth.gov/Recovery-Month-Kit.aspx>
- (October) Since 1992, we've witnessed the New Freedom Commission on Mental Health, the National Summit on Recovery, and the launch of the Suicide Prevention Lifeline. What has had the biggest impact on you since [@SAMSHA](#) was founded 20 years ago?
- (October) Together we can make a difference. We've been a proud partner of [@SAMHSA](#) for the past 20 years and we're looking forward to 20 more!

- (November) The [@Suicide Prevention Lifeline, 1-800-273-TALK \(8255\)](#), has helped thousands of Americans since its 2006 launch. That's just one of many [@SAMHSA](#) milestones from the past 20 years! <http://youtube/VIKdsCUSBt4>
- (November) Thank you to everyone who supports us and [@SAMHSA](#) – together we can shape the future of the behavioral health field.
- (December) [@SAMHSA](#) celebrates its 20<sup>th</sup> anniversary this year – some of our most memorable collaborative efforts include **[Insert joint events or initiatives]**
- (December) We've been excited to partner with SAMHSA in the past, and are looking forward to continue our joint efforts with **[Insert upcoming events or initiatives]**.

#### SAMPLE TWEETS:

*(We suggest using the “#20YearsStrong” hash tag in all SAMHSA 20<sup>th</sup> anniversary communication)*

- (June) Proud to partner with [@samhsagov](#) to spread the message that behavioral health is essential to health. #20YearsStrong
- (June) #DYK [@samhsagov](#) awards grants throughout the year? Check out the latest opportunities at <http://www.samhsa.gov/grants/>. #20YearsStrong
- (June) Check out the new [@samhsagov](#) newsletter here!  
<http://www.samhsa.gov/samhsanewsletter/default.aspx> #20YearsStrong
- (July) We've been proud to partner with [@samhsagov](#) for **[Insert Number of Years]** to shape the dialogue on behavioral health. #20YearsStrong
- (July) Together we can make a difference. [@samhsagov](#) #20YearsStrong pls RT
- (August) [@samhsagov](#) celebrates its 20<sup>th</sup> anniversary this year – what do you think has changed in our community since 1992?
- (August) [@samhsagov](#) Voice Awards on the 22<sup>nd</sup> – here's to another 20 years of this great event! #20YearsStrong
- (September 10) Today is Suicide Prevention Day. Remind those in need that help is available [@800273TALK](#).
- (September) For decades, **Recovery Month** has celebrated millions in recovery. [@samhsagov](#) #20YearsStrong
- (October) We've been a proud partner of [@samhsagov](#) for the past 20 years and looking forward to 20 more! #20YearsStrong
- (November) Here's to another 20 Years! Prevention works, treatment is effective, and people recover. [@samhsagov](#) #20YearsStrong
- (November) Thank you to all of our supporters – together we can shape the future of the behavioral health field. #20YearsStrong



- (December) Looking forward to another 20 years with [@samhsagov](https://twitter.com/samhsagov) to show how important behavioral health is to the health of our Nation. #20YearsStrong