

The WellSpring Project

Social Media Posting Guidelines

Overview

Posting mental health and resilience content on social media can make these topics become more relevant by prompting conversations and encouraging personal research.

By creating a regular posting schedule on your platform, you can help ground The WellSpring Project as Washington County's resource for creating resilience.

The Audiences

The WellSpring Project social posts are categorized into age group and audience. Each set has posts targeted at individual, relational, and community levels. Posts are labeled in the 'Social Media Post Captions' PDFs, downloadable on the Partner Toolkit page. Here is a breakdown of the age groups:

- **Youth & Young Adults** - Speaks to youth and young adults and promotes mental health support for them.
- **Adults** - Speaks to adults and promotes mental health support for them.
- **Parents & Children (Parent)** - Speaks to parents and promotes mental health support for them.
- **Parents & Children (Child)** - Speaks to parents and shows how to teach resilience to their children.
- **Older Adults (Adult)** - Speaks to older adults and promotes mental health support for them.
- **Older Adults (Caregiver)** - Speaks to caregivers and promotes mental health support for them and shows how to teach resilience to those under their care.

Posting Best Practices

- Pair creative and captions according to the 'Social Media Post Captions' PDFs.
- Begin with the introduction WellSpring post to introduce the campaign.
- Frequency of 1-2 posts per week.
- Post a mix of the age groups and audiences, unless your organization/account targets a specific age group.
- Always direct to WellSpringProjectWC.com
- Late morning posting time on a weekday is typically best.
- Avoid posting on Saturdays – this day has the least amount of user interaction.

Use the 'Social Media Post Captions' PDFs found on the Partner Toolkit page of the WellSpring website along with this PDF to share WellSpring content on your social media page.