**DRAFT SOCIAL MEDIA COPY: COVID-19 public mental health messaging**

**v0.3 – updated Tuesday, 14 April 2020.**

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Please note: A range of both general digital assets and those relating to Good Thinking can be downloaded from the Thrive LDN website at <https://www.thriveldn.co.uk/toolkits/>



Further supporting assets are currently in development.

**Introduction**

Coronavirus (COVID-19) is a pandemic virus. It does not discriminate by race, nationality or identity. The outcomes and impact of COVID-19 will be shared by all Londoners. Many people who both live and work in London are feeling incredibly anxious about coronavirus and how it might impact them, their loved ones and London’s businesses. There has never been a more important time for London to work together in our local and business communities to support and be kind to each other and do whatever we can to protect the most vulnerable in our city.

Major London partners including PHE London, NHS England London, Greater London Authority, Mayor of London, London Councils and Cavendish Square Group believe that a coordinated effort to support the mental health and resilience of Londoners during and after the pandemic would provide and exchange relevant information with the public, partners and stakeholders to allow them to make well informed, rational decisions and to take appropriate actions to protect their health and safety.

On behalf of Public Health England Office for London, [Thrive LDN](https://www.thriveldn.co.uk/) is coordinating the public mental health response to COVID-19 in London to support the mental health and resilience of Londoners during and after the pandemic. London’s digital mental wellbeing service, [Good Thinking](https://www.good-thinking.uk/), is working with Thrive LDN to provide a comprehensive digital support offer for Londoners.

**About this toolkit**

This resource should be used alongside the *Thrive LDN public mental health Covid-19 - communications toolkit*. Contact james.ludley@nhs.net if you require a copy of this for more in-depth public mental health messaging.

**Things you can do**

* Use messaging and collateral within this toolkit on all your channels and within planned communications to support Londoners to access mental health information, digital support and helplines.
* Amplify and promote the positive interventions and activities of your staff and communities.
* Share training and awareness tools with colleagues e.g. suicide prevention training.
* Ensure you are promoting positive mental health during these challenging times.
* Let Thrive LDN know what public mental health support would be helpful to you and let us know about planned activities you have around improving and managing the public’s mental health: Website: [www.thriveldn.co.uk](http://www.thriveldn.co.uk); Email: info@thriveldn.co.uk; Twitter: [@ThriveLDN](https://twitter.com/ThriveLDN).

**TOP LINES**

The most important messages to share across all social media channels this week. These can be adapted further from the latest communications toolkit: [www.thriveldn.co.uk/toolkits/](http://www.thriveldn.co.uk/toolkits/)

1. **Exercising locally**

Local parks & green space can be a lifeline to help us all stay physically and mentally healthy. Exercise is vital whilst we #StayHomeSaveLives, but we can all do our bit by staying local & keeping two metres apart from those not in our household.

[www.london.gov.uk/coronavirus/social-distancing-guidance/london-parks-and-green-spaces-covid-19-guidance](http://www.london.gov.uk/coronavirus/social-distancing-guidance/london-parks-and-green-spaces-covid-19-guidance)

1. **Good Thinking**

If you are feeling anxious, worried or stressed about #COVID19 it’s important that you are kind to yourself. There are a range of free apps available for Londoners from @GoodThinkingUK to help if you have anxiety, low mood, sleeping difficulties or stress.

[www.good-thinking.uk](http://www.good-thinking.uk)

[insert Good Thinking image]

1. **#ZeroSuicideLDN campaign**

Living and working in London can be stressful, and right now for some it may be overwhelming. Would you be able to spot a colleague or friend in distress? There’s FREE 20 minute @Zer0Suicide online training to help – even as we #StayHomeSaveLives.
Visit 👉 [www.thriveldn.co.uk/zerosuicideldn](http://www.thriveldn.co.uk/zerosuicideldn)

[insert Zero Suicide London image]

1. **Bereavement support**

#COVID19 may sadly mean some people are having to grieve for a loved whilst feeling increasingly isolated. @CruseCare's freephone helpline is open to provide support and advice. Call 0808 808 1677. Full info and opening hours. <https://www.cruse.org.uk/get-help/coronavirus-dealing-bereavement-and-grief>

[insert Cope With Loss image (Generic Coronavirus Graphics Folder)]

1. **London Together**

It has never been more important to celebrate & support each other across London’s diverse communities. @ThriveLDN would love to hear your own stories of how Londoners are helping each other via #LondonTogether

[www.london.gov.uk/coronavirus/londontogether](http://www.london.gov.uk/coronavirus/londontogether)

 **6) Helplines**

Keeping our #SocialDistance doesn't mean we cannot connect to people if we need help or support. Don’t be afraid to ask for help or use helplines if you are feeling overwhelmed or isolated.

📞 @samaritans 116 123

📞 @ageuklondon 0800 678 1602

📲 @GiveUsAShout Text Shout to 85258

**STAYING MENTALLY HEALTHY**

1)

It's essential that we all #StayAtHomeSaveLives right now. But we all need to look after our #MentalHealth too. @PHE\_uk have published a new guide with useful tips on how to stay mentally healthy whilst at home.

👉 bit.ly/2JoV452

2)

Stressed or bored by having to stay indoors? Remember everyone feels the same right now - brothers, sisters - and parents! Why not ask your parents or guardian what you can do to help them? Share your stories about what you are doing to keep your spirits up via #LondonTogether

3)

It's vital that we all do things to maintain positive #MentalHealth whilst we all #StayHomeSaveLives. Our friends at @ThriveLDN want to know what you are doing to stay happy and healthy whilst you are at home. Let them know via #LondonTogether.

4)

Any of us who are self-isolating, especially older adults and those with poor health or living with dementia, may feel more anxious and stressed than normal. If you are feeling lonely or isolated at home, there is local support available: [localised website / signposting]

5)

Keeping our physical distance doesn't mean we cannot connect to people if we need help or support. Don’t be afraid to ask for help, use helplines and online tools to help you cope during worrying times. To find help in your local area, visit: [localised website / signposting]

6)

Shout UK (@GiveUsAShout) is the UK’s first 24/7 text service for anyone in crisis anytime, anywhere. If you need support, text Shout to 85258 to start a conversation. You can text from anywhere in the UK, it’s free, confidential & won’t appear on your bill.

7)

Physical activity can have a positive impact on mental wellbeing. Having an exercise routine which you can do at home can really help your self-esteem & self-worth. @thebodycoach's 10-minute home chair workout for older people is a great place to start.

<https://www.youtube.com/watch?v=ybVMu31DLQU>

**BEREAVEMENT**

1. **How to cope with bereavement and grief**

Anyone experiencing loss, through #COVID19 or another cause, may experience increased trauma and be cut off from their usual support network. Know that you’re not alone. There is guidance, advice, and support to deal with bereavement during this pandemic.
[www.london.gov.uk/coronavirus/londontogether](http://www.london.gov.uk/coronavirus/londontogether)

1. **Bereavement and loneliness**

#COVID19 may sadly mean some people are having to grieve for a loved whilst feeling increasingly isolated. @CruseCare's freephone helpline is open to provide support and advice. Call 0808 808 1677. Full info and opening hours: <https://www.cruse.org.uk/get-help/coronavirus-dealing-bereavement-and-grief>

1. **Bereavement support for children**

Bereavement as a result of #COVID19 will be difficult for anybody, but perhaps more so for children who may be feeling heightened anxiety. Child Bereavement UK (@cbukhelp) have made a short video on how you can support a bereaved child:
<https://youtu.be/SFm-SXeJwl8>

[Or link to <https://twitter.com/cbukhelp/status/1241337018862448646> ]

1. **Bereavement – peer support**

If you or someone you know has suffered a bereavement through #COVID19, or under any circumstance during these uncertain times, you are not alone - there is support out there for you. The @goodgrieftrust has compiled a list if useful links and information:
[www.thegoodgrieftrust.org/need-know-info/coronavirus-bereavement-advice/](http://www.thegoodgrieftrust.org/need-know-info/coronavirus-bereavement-advice/)

**#ZEROSUICIDELDN**

1)

Some people may be finding life harder than usual at the moment. Would you be able to spot if someone you know was in crisis? Take @Zer0Suicide's FREE online 20 minute training today. It could make all the difference. #ZeroSuicideLDN [www.thriveldn.co.uk/zerosuicideldn](http://www.thriveldn.co.uk/zerosuicideldn)

2)

This is a stressful time for everyone, and it's vital we all look out for each other, in case someone may be in crisis. That's why I am supporting @ThriveLDN's #ZeroSuicideLDN campaign. Safe a life, take the training today. It only takes 20 minutes.
[www.thriveldn.co.uk/zerosuicideldn](http://www.thriveldn.co.uk/zerosuicideldn)

3)

It is all of our responsibilities to look out for each other at the moment. That's why we are asking our staff to support @ThriveLDN's #ZeroSuicideLDN campaign and take the FREE online training from @Zer0Suicide.
[www.thriveldn.co.uk/zerosuicideldn](http://www.thriveldn.co.uk/zerosuicideldn)

**DOMESTIC VIOLENCE AWARENESS**

1)

Domestic abuse is never acceptable, no matter what stresses we may be under. There are support & advice services available to help:

Solace Advice Line: 0808 802 5565
Women and Girls Network Advice Hub: 0808 801 0660
Rights of Women Legal Advice Line: 020 7608 1137

2)

*You can include the following as a quote tweet to:* [*https://twitter.com/RespectUK/status/1244535016044089349*](https://twitter.com/RespectUK/status/1244535016044089349)

Have you been abusive or harmed the ones you love? You can talk to @RespectUK in confidence about your violence and domestic abuse. They will listen without judgement & give you honest advice. Call free within the UK on 0808 802 4040. Your call will not appear on itemised bills.

3)

Domestic abuse is never acceptable. If you are in immediate danger, call 999 and ask for the police. If you are in danger & unable to talk on the phone, call 999 & then press 55. The police call handler will attempt to communicate with you by asking simple yes or no questions.

**VULNERABLE GROUPS**

1)

Many things about life in the UK as a refugee or person seeking asylum could make them especially vulnerable during the #COVID19 outbreak. @\_A\_S\_A\_P provides guidance for asylum seekers and those supporting them. Visit www.asaproject.org/resources for more info.

2)

Coronavirus has affected everyone's daily life in the UK. People facing additional barriers - such as the LGBT+ community - may be more affected than others. @stonewalluk has created a #COVID19 directory of LGBT+ inclusive organisations providing support.

[www.stonewall.org.uk/about-us/news/covid-19-%E2%80%93-how-lgbt-inclusive-organisations-can-help](http://www.stonewall.org.uk/about-us/news/covid-19-%E2%80%93-how-lgbt-inclusive-organisations-can-help)

3)

It has never been more important to celebrate & support each other across London’s diverse communities. @ThriveLDN would love to hear your own stories of how Londoners are helping each other via #LondonTogether

[www.london.gov.uk/coronavirus/londontogether](http://www.london.gov.uk/coronavirus/londontogether)

**Good Thinking - suggested copy for Twitter, Instagram and LinkedIn posts**

**Generic scheduling by theme – suggested scheduling timetable**

|  |  |  |
| --- | --- | --- |
| **Mon** | Generic  | Crisis |
| **Tue** | Self-Isolation | Older people |
| **Wed** | Sleep | Stay Home Saves Lives |
| **Thurs** | Anxiety | Low Mood |
| **Fri** | Mood | Finance |
| **Sat** | Physical Exercise | Young People  |
| **Sun** | Self-Assessments | Stress |

Generic social posts

|  |  |  |
| --- | --- | --- |
| **Theme** | **Copy** | **Platform** |
| The Good Thinking response to coronavirus (COVID-19) | At this challenging time, it’s understandable that you might be concerned about how coronavirus might impact you, your loved ones, your job or your business. It has never been more important to look after your mental wellbeing and help your loved ones through this unknown period. Find out more about Good Thinking’s response to coronavirus to date, including how we’ve updated our self-assessment tool 👉 bit.ly/3bCRgco  | LinkedIn  |
| Generic social post | We all have times when we are thinking how to tackle sleep, anxiety, stress and depression. But there are simple things you can do to look after yourself. To find your way to better #MentalHealth and wellbeing visit Good Thinking at [www.good-thinking.uk](http://www.good-thinking.uk)  | Twitter |
| Generic social post | Good Thinking’s ambition is to improve the mental wellbeing of Londoners. Start taking care of your #MentalHealth by finding mental wellbeing apps and resources that are best for you at [www.good-thinking.uk](http://www.good-thinking.uk) | Twitter |
| Generic social post | Good #MentalHealth helps us relax more, achieve more and enjoy life more. It can also prepare us for life’s ups and downs especially as a time like this. Discover simple steps to improve your mental health whilst indoors at [www.good-thinking.uk](http://www.good-thinking.uk)  | Twitter |
| Generic social post - apps | If you’re feeling stressed, anxious or sad about coronavirus or having trouble sleeping, we’re here to help. You can get fast access to a range of digital #MentalHealth resources, most of which are free to Londoners. Visit [www.good-thinking.uk](http://www.good-thinking.uk) @bemindfulonline @MyPossibleSelf @MyCognition @Calm | Twitter |
| Generic social post – self assessment | At Good Thinking, we have a range of self-assessments for you to choose from based on how you’re feeling – anxious, stressed, low mood or sleep deprived. If you don’t know which option to choose, you can take our general self-assessment, it only takes 15 minutes 👉 bit.ly/3axib9p | Twitter |
| Generic social post – physical exercise  | Physical activity has a very positive impact on your #MentalHealth and wellbeing. With the current limits on exercising outdoors the @NHS website has some 10-minute workouts to fit into your daily schedule. 👉 bit.ly/2UzpxUp | Twitter |
| Generic social post – self-isolation  | To help protect yourself, your family and other people, it’s vital that you follow the official advice regarding social distancing, self-isolation and shielding vulnerable people. You can read more at [www.gov.uk/coronavirus](http://www.gov.uk/coronavirus)  | Twitter |
| Generic social post – online help  | If you’re having treatment for an existing #MentalHealth condition, it’s vital that this continues during self-isolation. There are lots of online communities and helplines available if you’d like to discuss any feelings of anxiety or stress with trained advisors or with other people in a similar position. The Mental Health Foundation provides a useful list of helplines on services and organisations that offer help and support directly to people with mental health problems. For more information visit [www.mentalhealth.org.uk/your-mental-health/getting-help](http://www.mentalhealth.org.uk/your-mental-health/getting-help)  | LinkedIn  |
| Generic social post – online help  | If you’re having treatment for an existing #MentalHealth condition, it’s vital that this continues during self-isolation. There are lots of online communities available if you’d like to discuss any feelings of anxiety or stress with trained advisors or with others in a similar position. For more information visit bit.ly/2R1zis2  | Twitter |
| Generic social post – financial help  | Are you stressed about the financial implications of self-isolation? The Government has announced a series of measures to support employees, employers and businesses affected by coronavirus. The Money Advice Service website provides lots of useful guidance about Statutory Sick Pay, Universal Credit, Income Protection Insurance and other policies. For more information visit [www.moneyadviceservice.org.uk/en/articles/coronavirus-what-it-means-for-you](https://www.moneyadviceservice.org.uk/en/articles/coronavirus-what-it-means-for-you)  | LinkedIn  |
| Generic social post – financial help  | Are you stressed about the financial implications of self-isolation? The Government has announced a series of measures to support employees, employers and businesses affected by coronavirus. For more information visit [bit.ly/2QZloqw](https://bit.ly/2QZloqw)  | Twitter |

Condition-led social posts

|  |  |  |
| --- | --- | --- |
| **Theme** | **Copy** | **Platform** |
| Condition-led posts - sleep | If you’re struggling to get to sleep or waking up a lot because you’re worried about coronavirus, it’s vital that you get the right amount of rest to help you stay healthy in both mind and body. We hope these tips will help you do just that 👉 bit.ly/3ayzS8q | Twitter |
| Condition-led posts - sleep | Sleep is as important for your body and mind as a healthy diet and exercise. So, when you’re stressed, one of the most important things you can do is make changes in your life that will help you to sleep better. Take our sleep deprived quiz to find the right sleep resources for you 👉 bit.ly/2vIqhwS | LinkedInTwitter |
| Condition-led posts - sleep | Better sleep improves energy levels. Try winding down before bedtime to improve your sleep. For more practical tips and advice visit, take our sleep deprived quiz you 👉 bit.ly/2vIqhwS | Twitter |
| Condition-led posts - stress | When we’re stressed, we might stay calm and carry on, but often we forget about ourselves and how we are. Use our self-assessment tool to check how stressed you are and get advice tailored to you. 👉 bit.ly/3axib9p | Twitter |
| Condition-led posts - stress | Life can be stressful, but regular physical activity can help to relieve some of the tension. Visit Every Mind Matters [www.nhs.uk/oneyou/every-mind-matters](http://www.nhs.uk/oneyou/every-mind-matters) for more practical tips on how to improve your #MentalHealth @PHE\_uk | Twitter |
| Condition-led posts - stress | If you’re currently working from home or self-isolating, that feeling of being restricted or trapped can be very hard to bear and reminds us just how much we take our freedom for granted. Many other worries may soon mushroom and completely fill your mind. The single most useful thing to do now is focus on what you can do. When we focus on something that we can do, which has some sort of end, we feel more effective and less trapped – even if it doesn’t always go right. Read our blog: [How to deal with stress: the most important thing you can do](https://www.good-thinking.uk/coronavirus/how-to/deal-with-stress/)  | LinkedIn  |
| Condition-led posts - stress | Our free app @MyPossibleSelf lets you track your mood and helps you build a plan to make sure you keep looking after yourself and build your resilience. It will also help your family who rely on you to keep going during this crisis. For more info visit, [www.good-thinking.uk](http://www.good-thinking.uk)  | Twitter |
| Condition-led posts – low mood | Many of us find ourselves feeling sad, down or unmotivated at times. But making small changes can often help to improve our mood. To find ideas that could help you improve your mental health, visit Every Mind Matters [www.nhs.uk/oneyou/every-mind-matters](https://www.nhs.uk/oneyou/every-mind-matters/)@PHE\_uk  | Twitter |
| Condition-led posts – anxiety | Anxiety affects lots of us and can be overwhelming, but there are simple things you can do. If you have the time to commit, our free mindfulness app, @bemindfulonline is proven to be very effective in lowering anxiety, especially if you commit to regular practice. Read more at [bit.ly/3bDKhQn](https://bit.ly/3bDKhQn)  | Twitter |
| Condition-led posts  | One of the hardest aspects of being stressed or feeling overwhelmed is the struggle to focus. Our cognitive app @MyCognition can help you assess how your brain is working and improve your focus through intelligent games that will train your brain to function better. Read more at bit.ly/2QYddLa  | Twitter |

Parents and carers

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| --- | --- | --- |
| **Theme** | **Copy** | **Platform** |
| Parents and carers– dealing with anxiety | Many children and teenagers might be experiencing a range of emotions because of the coronavirus outbreak. They might feel anxious about what they see on the news, upset that they can no longer see their friends and frustrated that their weekend activities have been cancelled. As parents and carers, you’ll need to support them through this uncertain time and make sure they feel safe and loved and its vital that you get the right amount of rest to help you stay healthy in both mind and body too. We hope these tips will help you do just that 👉 bit.ly/2UOKGZF | LinkedIn |
| Parents and carers – physical exercise  | With the schools closed and with us all spending more time at home, it's more important than ever that we keep moving and stay healthy and positive. Exercise is an amazing tool to help us feel happier, more energised, and more optimistic. Take part with the kids Mon-Fri, 9am bit.ly/3aAGeo2 #PEwithJOE | Twitter |
| Parents and carers – send cyp | We’re all having to change the way we do things because of coronavirus and adjust to many stresses, but if you’re looking after a child or young person with an autistic spectrum condition and/or a learning disability, the changes in routine may create additional stress. We hope this advice will be useful 👉 bit.ly/3ataGAe | Twitter |

Personal stories

|  |  |  |
| --- | --- | --- |
| **Theme** | **Copy** | **Platform** |
| Personal stories | Although everyone will be affected in different ways by coronavirus, we’re all in this together. Here, we talk to people who have recovered from the virus and who are self-isolating about the impact it has had on their mental health. Read our blogs 👉 bit.ly/33XjKea | Twitter |
| Personal stories | “I’ve just come out of a period of isolation with my family, one of whom tested positive for the novel coronavirus (COVID-19).” Read Harry’s story on self-isolation: bit.ly/2yizk8p  | LinkedInTwitter |
| Personal stories | “You’re not going to school, darling” my head now filled with scary feelings and I knew something was up. Read Callum’s story on self-isolation: bit.ly/2QZl7nv | LinkedInTwitter |