**KEY MESSAGES TO SHARE ON DIGITAL CHANNELS**  
Thrive LDN has collated the following key messages which can be shared across all social media channels to help signpost appropriate resources and guidance with those in your community.

Right click the image and select ‘open link’ to download a full-size image to use across digital channels.

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| 1. **Save the date – World Mental Health Day Festival 2020** | | |
| **Twitter** | 📣Save the date📣  @ThriveLDN and the @MayorofLondon’s Peer Outreach Team have announced this year's online World Mental Health Day Festival on Saturday 10 October.  Full details will be released soon. To be kept up to date, register your interest now 👇  thriveldn.co.uk/campaigns/world-mental-health-day-2020/ |  |
| **Instagram** | 📣Save the date📣  @ThriveLDN and the @mayorofldn’s Peer Outreach Team have announced this year's online World Mental Health Day Festival on Saturday 10 October.  This year’s World Mental Health Day Festival programme is all about supporting you to build resilience and promote positive wellbeing. It is an opportunity for young people to come together to collectively overcome barriers and support one another.  Full details will be released soon. To be kept up to date, register your interest now 👇  thriveldn.co.uk/campaigns/world-mental-health-day-2020/ |  |

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| 1. **Signposting to mental health and wellbeing resources** | | |
| **Twitter** | It has never been more important for each of us to think and talk more about #MentalHealth and wellbeing, and to seek support when needed.    There are a range of free resources, online tools and helplines available to help you cope and stay well: <https://thriveldn.co.uk/resources/tools-and-resources-to-help-your-mental-health-and-wellbeing/> |  |
| **Instagram** | Feeling worried or stressed is normal but it’s really important that we take care of our #MentalHealth and wellbeing as much as possible.  There are a range of free resources, online tools and helplines available to help you cope and stay well: <https://thriveldn.co.uk/resources/tools-and-resources-to-help-your-mental-health-and-wellbeing/> |  |
| **Facebook** | Feeling worried or stressed is normal but it’s really important that we take care of our #MentalHealth and wellbeing as much as possible. For #MentalHealthAwarenessWeek, Thrive LDN has put together some helpful tips on keeping yourself well and ways to get support if you are finding it hard. |  |
| 1. **Wellbeing guidance in 27 languages** | | |
| **Twitter** | It's normal to feel stressed or worried in these difficult times.  That’s why @ThriveLDN, @DOTW\_UK & @MayorofLondon have teamed up to create six practical steps to help you cope and stay well.  Available to download in English and 26 other languages: <https://www.doctorsoftheworld.org.uk/wellbeing-guidance> | [A screenshot of a cell phone  Description automatically generated](https://thriveldn.co.uk/wp-content/uploads/2020/09/DOTW-wide-graphic.jpg)  Video link: <https://thriveldn.co.uk/wp-content/uploads/2020/09/Wellbeing-Guidance-FINAL.mp4> |
| **Instagram** | It's normal to feel stressed or worried in these difficult times.  @ThriveLDN, @dotw\_uk & @mayorofldn have teamed up to create six practical steps to help you cope and keep well.  Available to download for free in English and 26 other languages: <https://www.doctorsoftheworld.org.uk/wellbeing-guidance>  Remember, it is OK not to feel OK.  #MentalHealth #ThriveLDN | [A screenshot of a cell phone  Description automatically generated](https://thriveldn.co.uk/wp-content/uploads/2020/09/DOTW-square-graphic.jpg)  Video link: <https://thriveldn.co.uk/wp-content/uploads/2020/09/Wellbeing-Guidance-FINAL.mp4> |
| **Facebook** | It's normal to feel stressed or worried in these difficult times.  Thrive LDN, Doctors of the World UK and the Mayor of London have teamed up to create six practical steps to help you cope and keep well.  Available to download for free in English and 26 other languages: https://www.doctorsoftheworld.org.uk/wellbeing-guidance  Remember, it is OK not to feel OK.  #MentalHealth #ThriveLDN #Support #Wellbeing | [A screenshot of a cell phone  Description automatically generated](https://thriveldn.co.uk/wp-content/uploads/2020/09/DOTW-wide-graphic.jpg)  Video link: <https://thriveldn.co.uk/wp-content/uploads/2020/09/Wellbeing-Guidance-FINAL.mp4>  *Partner accounts to tag:*  Thrive LDN  Mayor of London  Doctors of the World UK |
| 1. **NHS wellbeing webinar series** | | |
| **Twitter** | The NHS-led #CopingWellDuringCovid webinar series has provided Londoners with support in areas such as managing anxiety, sleeping better & working from home and staying well.  You can watch the full series back now via the @ThriveLDN website 👉 thriveldn.co.uk/resources/coping-well-during-covid | *Partner accounts to tag:* @HealthyLDN @NHSEnglandLDN @PHE\_London @londoncouncils @MayorofLondon |
| **Twitter** | 🎢 When times are uncertain, it's understandable to experience a rollercoaster of emotions.    Watch @HealthyLDN's #CopingDuringCovid webinars - here to help you cope with the impact of COVID-19, covering:  1⃣ #Wellbeing  2⃣ #Anxiety  3⃣ #LowMood  4⃣ #Sleep    ➡️ https://thriveldn.co.uk/resources/coping-well-during-covid/ | *Partner accounts to tag:* @HealthyLDN @NHSEnglandLDN @PHE\_London @londoncouncils @MayorofLondon |
| **Instagram** | The NHS-led #CopingWellDuringCovid webinar series has provided Londoners with support in areas such as managing anxiety, sleeping better & working from home and staying well.  You can watch the full series back now via the @ThriveLDN website 👉 thriveldn.co.uk/resources/coping-well-during-covid |  |
| 1. **Good Thinking digital wellbeing service** | | |
| **Twitter** | When times are uncertain, it's perfectly normal to feel worried.  Help is available. There are a range of free apps from @GoodThinkingUK to help if you have anxiety, low mood, sleeping difficulties or stress.  ➡️ [www.good-thinking.uk](http://www.good-thinking.uk) | [A picture containing drawing  Description automatically generated](https://thriveldn.co.uk/wp-content/uploads/2020/03/Worry-Wide.jpg)  [A picture containing drawing  Description automatically generated](https://thriveldn.co.uk/wp-content/uploads/2020/06/Stressed-Wide.jpg) |
| **Instagram** | When times are uncertain, it is perfectly normal to feel worried. Help is available. There are a range of free apps from @goodthinkinguk to help if you have anxiety, low mood, sleeping difficulties or stress.  ➡️ www.good-thinking.uk  #MentalHealth #Wellbeing #London #Londoners #Support | [A close up of text on a black background  Description automatically generated](https://thriveldn.co.uk/wp-content/uploads/2020/09/Worry-1.jpg)  [A picture containing text  Description automatically generated](https://thriveldn.co.uk/wp-content/uploads/2020/09/Stressed-3.jpg) |
| 1. **#ZeroSuicideLDN campaign** | | |
| **Twitter** | 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.    Visit 👉 thriveldn.co.uk/zerosuicideldn | [#ZeroSuicideLDN campaign collateral](https://thriveldn.co.uk/wp-content/uploads/2020/09/Zero-Suicide-LDN-campaign-collateral.zip) |
| **Instagram** | 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 online training provided by the [@zerosuicidealliance](https://www.instagram.com/zerosuicidealliance/) to help.  Visit 👉 thriveldn.co.uk/zerosuicideldn  Save a life... take the training today.  #ZeroSuicideLDN #London #LifeInLondon #WeAreLDN #OKLDN #SuicidePrevention #Teamwork #Together #ZeroSuicideAlliance #Londoners #MentalHealth #OnlineTraining | [#ZeroSuicideLDN campaign collateral](https://thriveldn.co.uk/wp-content/uploads/2020/09/Zero-Suicide-LDN-campaign-collateral.zip) |
| **Facebook** | 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 online training provided by the Zero Suicide Alliance to help.  Visit 👉 thriveldn.co.uk/zerosuicideldn  Save a life... take the training today.  #ZeroSuicideLDN #London #LifeInLondon #WeAreLDN #OKLDN #SuicidePrevention #Teamwork #Together #ZeroSuicideAlliance #Londoners #MentalHealth #OnlineTraining | [#ZeroSuicideLDN campaign collateral](https://thriveldn.co.uk/wp-content/uploads/2020/09/Zero-Suicide-LDN-campaign-collateral.zip)  *Partner accounts to tag:*  Thrive LDN  Zero Suicide Alliance  Mayor of London |