



Social Media Toolkit

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welcome!

Thank you for joining us in supporting Strong Minds Idaho, a campaign designed to empower youth across Idaho to prioritize their mental health and well-being.

This campaign invites young people to take the pledge: a personal commitment to care for their mental health, seek support when they need it, and encourage their peers to do the same. By raising awareness and creating a culture of openness, we can help reduce stigma, build resilience, and strengthen our communities.

This kit gives you everything you need to spread the word:

- Ready-to-use social media posts and graphics
- Key messages, hashtags, and talking points
- Tips for engaging your community online

Together, we can build resilience, look out for each other and make mental health a priority in Idaho.

MESSAGING FRAMEWORK

Purpose: Ensure consistency in tone and language

Elevator Pitch: Strong Minds Idaho is a statewide initiative empowering youth ages 10-18 to take charge of their mental well-being. By taking the pledge, young people commit to caring for their minds, supporting their peers, and reducing the stigma around mental health.

Tagline/Slogan: *Strong Mind, Strong Me.*

Key Talking Points:

- Youth across Idaho are stepping up to prioritize their mental health by taking the pledge.
- Every pledge strengthens a culture of awareness, resilience, and connection in our communities.
- Participants receive free tools and a custom **Croc Jibbitz charm** as a reminder they are not alone.



HASHTAGS:

#StrongMindsIdaho
#YouthMentalHealth
#AffirmationStation
#MindStrongHeartOpen
#MentalHealthMatters
#ResilientYouth

Handle to Tag
@idahoyouthjustice



SAMPLE SOCIAL MEDIA CAPTIONS

- Sample social media captions are provided below. These are designed to ensure consistency in tone and language across all Strong Minds Idaho campaign communications. They provide flexible options for different styles of messaging while staying true to the campaign's mission and voice.
- Each sample post will be written in three versions: One-Liner, Inspiring, or Informational. Depending on the audience and platform, you can choose the one that fits best.
- To increase reach and ensure campaign consistency, each post should end with 2–4 campaign-specific hashtags
 - #StrongMindsIdaho
 - #YouthMentalHealth
 - #AffirmationStation
 - #MindStrongHeartOpen
 - #MentalHealthMatters
 - #ResilientYouth

Inspiring Post

- Uplifting and encouraging, meant to resonate emotionally.
- Highlights hope, resilience, and community connection.
- Works well for Instagram, Facebook, or TikTok captions where storytelling is effective.

One-Liner Post

- Short, direct, and easy to share.
- Ideal for Twitter/X or when you want a quick message that grabs attention.

Informational Post

- Provides clear details about the pledge, benefits, or how to get involved.
- Focuses on education and awareness, making sure the audience understands the "why" and "how."
- Best for audiences who want practical information (parents, educators, community leaders).

READY-TO-GO *graphics*



ACCESS HIGH-QUALITY IMAGES

To help you create posts that are clear, consistent, and visually engaging, all affirmation stickers, grounding techniques, and mental health affirmation graphics are available in our shared **Google Drive** folder.

We encourage you to download and use these files to ensure the highest image quality across all platforms. This will keep the campaign's look and feel strong and unified statewide.

PRE-WRITTEN SOCIAL MEDIA POSTS

Purpose: Provide plug-and-play copy for different platforms – Affirmation Stickers

KEEP GOING

- **One-liner:** Even small steps move you forward. Keep going. 💪
- **Inspiring:** Some days are tough, but your resilience is tougher. Take the next step—you've got this.
- **Informational:** Resiliency is about progress, not perfection. When challenges feel heavy, remember: every step counts. Keep going. Join us in building stronger minds at StrongMindsIdaho.com.



PRE-WRITTEN SOCIAL MEDIA POSTS

Purpose: Provide plug-and-play copy for different platforms – Affirmation Stickers



MY VOICE MATTERS

- **One-liner:** Your story. Your voice. Your power.
- **Inspiring:** When you speak up, you create change. Your voice can inspire, advocate, and heal—because it matters.
- **Informational:** Strong minds mean strong communities. We believe every young person's voice deserves to be heard. Share yours and pledge your commitment to mental health at StrongMindsIdaho.com.

PRE-WRITTEN SOCIAL MEDIA POSTS

Purpose: Provide plug-and-play copy for different platforms – Affirmation Stickers

STRONG MIND, STRONG ME

- One-liner: Strong mind = strong me.
- Inspiring: When we invest in our mental health, we unlock strength in every part of our lives. Take care of your mind—it's your greatest tool.
- Informational: Resiliency starts with self-care. Strong Minds Idaho is building a culture of support and strength across the state. Be part of it—take the pledge at StrongMindsIdaho.com.



PRE-WRITTEN SOCIAL MEDIA POSTS

Purpose: Provide plug-and-play copy for different platforms – Affirmation Stickers



MENTAL HEALTH

- **One-liner:** Mental health is health.
- **Inspiring:** Strong minds don't mean perfect days—it means caring for yourself and others when it matters most.
- **Informational:** Talking about mental health matters. When we make space for honest conversations, we break stigma and build stronger communities. Take the pledge today at StrongMindsIdaho.com.

PRE-WRITTEN SOCIAL MEDIA POSTS

Purpose: Provide plug-and-play copy for different platforms – Affirmation Stickers

BREATHE, YOU'RE DOING GREAT

- One-liner: Inhale courage. Exhale doubt.
- Inspiring: Pause. Breathe. Recognize how far you've come. You are doing better than you think.
- Informational: Mental wellness is built in the little moments—like remembering to breathe when life feels overwhelming. Strong minds begin with small acts of self-care. Commit today at StrongMindsIdaho.com.



breathe. 
you're doing great.

PRE-WRITTEN SOCIAL MEDIA POSTS

Purpose: Provide plug-and-play copy for different platforms – Affirmation Stickers

I AM ENOUGH

- **One-liner:** You are enough, exactly as you are.
- **Inspiring:** Your value isn't measured by what you produce or achieve. You matter, just by being you.
- **Informational:** Self-worth is a foundation of mental health. At Strong Minds Idaho, we believe every person deserves to feel seen, valued, and enough. Join us and take the pledge at StrongMindsIdaho.com.



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PRE-WRITTEN SOCIAL MEDIA POSTS

Purpose: Provide plug-and-play copy for different platforms – Affirmation Stickers

PROGRESS OVER PERFECTION

- **One-liner:** Keep paddling forward.
- **Inspiring:** Growth happens when we focus on progress, not perfection. Every step forward is a victory.
- **Informational:** Perfection is impossible, but progress is powerful. Together, we can build strong minds and resilient communities. Take the pledge at StrongMindsIdaho.com.



PRE-WRITTEN SOCIAL MEDIA POSTS

Purpose: Provide plug-and-play copy for different platforms – Grounding Techniques

5-4-3-2-1 senses

- One-liner: Breathe in strength. Breathe out stress.
- Inspiring: A few deep breaths can calm your body and reset your mind. Try box breathing —inhale, hold, exhale, hold.
- Informational: Box breathing is a powerful grounding technique used by athletes, first responders, and everyday people to reduce stress. Next time you feel overwhelmed, pause and breathe with intention. Learn more about building resilience at StrongMindsIdaho.com.

5-4-3-2-1 SENSES

NAME —

- 5 things you SEE
- 4 things you FEEL
- 3 things you HEAR
- 2 things you SMELL
- 1 thing you TASTE



PRE-WRITTEN SOCIAL MEDIA POSTS

Purpose: Provide plug-and-play copy for different platforms – Grounding Techniques

BOX BREATHING

- One-liner: Ground yourself in the here and now. 🧠👐🙏🌸
- Inspiring: Notice your world. When you feel anxious, anchor yourself with the 5-4-3-2-1 senses technique.
- Informational: This quick exercise helps calm racing thoughts by bringing your attention back to your body and surroundings. Try it next time you're stressed—and explore more ways to strengthen your mind at StrongMindsIdaho.com.



TECHNIQUE #1

BOX BREATHING

INHALE for 4,
HOLD for 4,
EXHALE for 4,
HOLD for 4.
Repeat 3-4 times.



QUICK
GROUNDING
TECHNIQUES

StrongMindsIdaho.com

PRE-WRITTEN SOCIAL MEDIA POSTS

Purpose: Provide plug-and-play copy for different platforms – Grounding Techniques

NAME IT TO TAME IT

- One-liner: Say it out loud. Calm it down.
- Inspiring: Naming your feelings gives your brain power over them. “I feel nervous.” “I feel proud.” “I feel calm.”
- Informational: When emotions feel big, labeling them helps your brain regulate stress. Try saying out loud what you’re feeling—it’s a proven way to settle your mind. Build strong mental habits with us at StrongMindsIdaho.com.



TECHNIQUE #3

NAME IT TO TAME IT

SAY OUT LOUD
what you're feeling.
Putting words to
emotions helps your
brain **CALM DOWN**.

QUICK
GROUNDING
TECHNIQUES

StrongMindsIdaho.com



PRE-WRITTEN SOCIAL MEDIA POSTS

Purpose: Provide plug-and-play copy for different platforms – Grounding Techniques

COLD SPLASH

- One-liner: Chill out—literally. ❄️💧
- Inspiring: Cool water can bring instant calm. Splash your face, hold an ice cube, or feel the sensation—reset in seconds.
- Informational: Cold exposure activates your nervous system and helps your brain switch gears in moments of stress. It's a simple grounding tool you can use anywhere. Commit to strong minds at StrongMindsIdaho.com.



TECHNIQUE #4

COLD SPLASH

SPLASH COOL WATER on your face or hold an ice cube. Notice the **TEMPERATURE & SENSATION**.

QUICK
GROUNDING
TECHNIQUES



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PRE-WRITTEN SOCIAL MEDIA POSTS

Purpose: Provide plug-and-play copy for different platforms – Grounding Techniques

MOVE YOUR BODY

- One-liner: Shake it off. Reset your mind.
- Inspiring: Stretch, walk, dance, or drop into jumping jacks—movement is medicine for your mind.
- Informational: Physical activity reduces stress and helps reset your focus. Whether it's a quick stretch or a long walk, moving your body is a proven way to support your mental health. Take the pledge at StrongMindsIdaho.com.



PRE-WRITTEN SOCIAL MEDIA POSTS

Purpose: Provide plug-and-play copy for different platforms – Mental Health Affirmations

HEALING IS STRENGTH

- One-liner: Healing is brave. Healing is power.
- Inspiring: Taking time to heal doesn't make you weak—it shows how strong you really are.
- Informational: Healing takes courage. Every step forward, no matter how small, is proof of resilience. Strong Minds Idaho believes in building a culture of healing and support. Take the pledge at StrongMindsIdaho.com.



#MENTALHEALTHMATTERS

HEALING IS STRENGTH

Taking time to heal isn't weakness...
It's one of the bravest things you can do.
Every step toward healing shows your true strength.

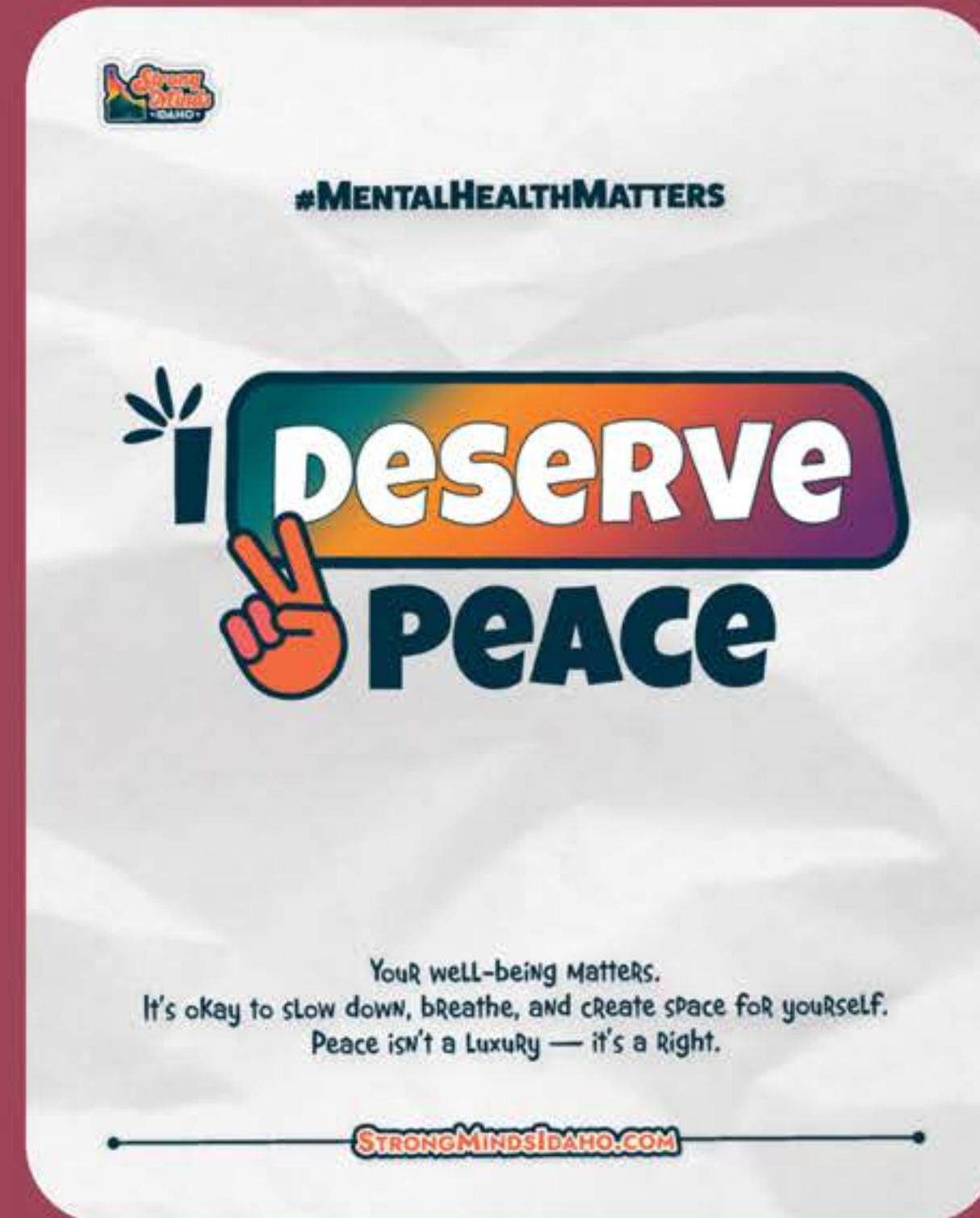
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PRE-WRITTEN SOCIAL MEDIA POSTS

Purpose: Provide plug-and-play copy for different platforms – Mental Health Affirmations

I DESERVE PEACE

- One-liner: Peace isn't a privilege. It's your right. 🕊️
- Inspiring: You deserve moments of calm—time to breathe, reset, and care for yourself.
- Informational: Your well-being matters. Slowing down, creating space, and finding peace is not selfish—it's essential. Join us in making mental health a priority at StrongMindsIdaho.com.



PRE-WRITTEN SOCIAL MEDIA POSTS

Purpose: Provide plug-and-play copy for different platforms – Mental Health Affirmations

BRAVE, NOT PERFECT

- One-liner: Courage > perfection. 🔥
- Inspiring: Perfection isn't the goal—showing up is. Bravery is what matters most.
- Informational: Perfection is impossible, but bravery is powerful. Speaking up, trying again, and being real with yourself takes strength. Let's commit to courage together at StrongMindsIdaho.com.



#MENTALHEALTHMATTERS

BRAVE
NOT PERFECT

Perfection isn't the goal — courage is.
Showing up, speaking up, and trying again...
This is what makes you brave.

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PRE-WRITTEN SOCIAL MEDIA POSTS

Purpose: Provide plug-and-play copy for different platforms – Mental Health Affirmations

YOUR STORY MATTERS

- One-liner: Your journey matters. Your story matters. YOU matter. 🧡
- Inspiring: Every voice has value. Every experience has meaning. Your story can inspire someone else to keep going.
- Informational: No two stories are the same—and every one is important. Sharing your journey breaks stigma and creates community. Join Strong Minds Idaho and take the pledge today at StrongMindsIdaho.com.



#MENTALHEALTHMATTERS

YOUR[♥]STORY MATTERS

Every experience you've had is important.
Your voice, your journey, your story — they all make a difference.
You don't have to go through it alone.

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PRE-WRITTEN SOCIAL MEDIA POSTS

Purpose: Provide plug-and-play copy for different platforms – Mental Health Affirmations

I DO HAVE THIS (CROSSED OUT "NOT")

- One-liner: You've got this—even when it doesn't feel like it. 🤝
- Inspiring: You've faced challenges before, and you can face this one too. You are stronger than you think.
- Informational: Overwhelm doesn't define you—resilience does. Remind yourself of everything you've overcome already. Believe in your strength. Take the pledge for mental health at StrongMindsIdaho.com.



#MENTALHEALTHMATTERS

**I DO ~~NOT~~
HAVE THIS**

Even when things feel overwhelming, remind yourself:
You've handled challenges before, and you'll handle this one too.
You are stronger than you think.

[STRONGMINDSIDAHO.COM](https://StrongMindsIdaho.com)

PRE-WRITTEN SOCIAL MEDIA POSTS

Purpose: Provide plug-and-play copy for different platforms – Take the Pledge

TAKE THE PLEDGE TODAY

- One-liner: Strong minds start with YOU. Take the pledge today. 🌄
- Inspiring: The path to resilience, strength, and hope begins with a single step. Take the pledge and walk with us toward a stronger Idaho.
- Informational: Mental health matters. By taking the Strong Minds Idaho pledge, you're joining a statewide movement to support yourself, your friends, and your community. Sign today at StrongMindsIdaho.com.



PRE-WRITTEN SOCIAL MEDIA POSTS

Purpose: Provide plug-and-play copy for different platforms – Take the Pledge

STRONG MINDS IDAHO PLEDGE

- One-liner: Sign your name. Show your strength. 🦅
- Inspiring: This pledge is more than words—it's a commitment to care for your mental health, lift others up, and share hope. Add your name to the Strong Minds Wall today.
- Informational: When you sign the Strong Minds Idaho pledge, your name is displayed on our Strong Minds Wall—a public show of youth strength, unity, and hope. Plus, you'll receive a Croc Jibbitz charm and a mental health resource kit. Take the pledge now at StrongMindsIdaho.com.

STRONG MINDS IDAHO

PLEDGE TO TAKE CARE OF YOUR MENTAL HEALTH

STRONG MINDS IDAHO PLEDGE

Take care of my mental health.
Support friends when they need it.
Ask for help when I'm struggling.
Share mental health resources.

X Your Name Here

When you sign the pledge, **YOUR NAME** will appear on our **STRONG MINDS WALL**... a public show of youth **STRENGTH, UNITY & HOPE!**

strong minds start here

Plus, get a *** FREE *** Strong Minds Croc Jibbitz charm & mental health resource kit when you pledge!

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Strong Mind Strong Me