**Black History Month: Organic Social Media Posting Guide**

As we know, each February is Black History Month. It’s an opportunity to reflect on the immense contributions of Black people individually and Black communities, but also to acknowledge the emotional toll that ongoing adversity has taken on the mental health and well-being of Black individuals.

To help create awareness, we encourage sharing all provided content to your county or city’s social media profiles on the days outlined. The files for each image as well as a Word document that you can copy/paste the text can be found [here](https://www.dropbox.com/scl/fo/rbckhkt5a1pqsi6abovnw/AFKyNx3FyVNCkK8-X5fyuw0?rlkey=bpl0fcnd1qfbzkmrpvt20tpbe&st=hg5chuym&dl=0) for your use. Both the static JPEG and working (editable) files can be downloaded, if you would like to add your county/city logo or make any other customizations please use the working (editable) files.

All of the content shown in this guide will be shared across CalMHSA’s Take Action for Mental Health social channels, which gives the option to reshare those as well.

*Take Action for Mental Health* social channels:

* [Facebook](https://www.facebook.com/TakeAction4MH)
* [Instagram](https://www.instagram.com/takeaction4mh)

**Suggested Posting Schedule**Below is the content for each platform (Instagram and Facebook) along with the recommended days to schedule each post. Feel free to include additional hashtags to the copy (local hashtags, etc).

**February 3**

**Facebook**

Happy Black History Month! We’re honoring our histories, realities, futures, and contributions — as Black people individually and as Black communities. It’s a time to amplify why we love us 🖤

We also need to talk about how adversity impacts Black mental health. Our new resource includes ways to connect with Black mental health professionals and communities, and much more. Download it here: <https://takeaction4mh.com/toolkit-categories/bhm2025/>

#BlackHistoryMonth #BHM #CelebrateBlackHistory #TakeAction4MH #MentalHealthMatters

**Instagram**

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**A group of people laughing

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**February 6**

**Facebook**

When you’re an ally for Black mental health, you can play a real role in improving the well-being of Black people in your community. Get tips on being a true ally — and more resources that you can learn from — on page 2 of our new resource, Honoring Our Mental Health This Black History Month: <https://takeaction4mh.com/toolkit-categories/bhm2025/>

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A book with text on it

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