

# 2025 AAPI Heritage Month

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## Social Posting Guide



# AAPI Heritage Month: Organic Social Media Posting Guide

May is Asian American and Pacific Islander (AAPI) Heritage Month, a time for us to celebrate and honor the unique cultures, contributions, histories, and experiences of our AAPI communities — including those of Native Hawaiians — that make our country and our state of California so unique. It's also a time for reflection on how we can better support one another, especially when it comes to our mental well-being.

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 can be found [here](#) 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](#)
- [Instagram](#)



# Suggested Posting Schedule

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The following slides contain 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).

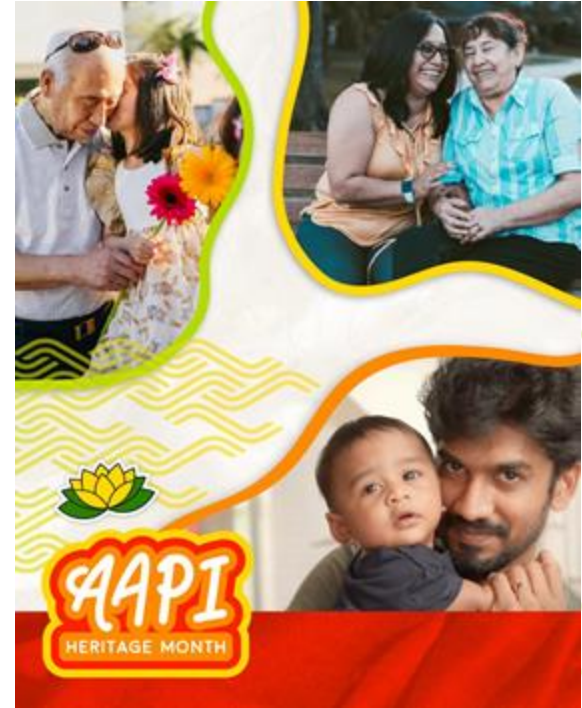
# Post #1: May 2 (Facebook)

Asian American and Pacific Islander (AAPI) Heritage Month is here! All May, we're celebrating the diverse cultures, stories, and contributions of our AAPI communities across California. We're reflecting on challenges we face too — especially when it comes to our mental well-being.

Our new resource talks about how we can push back against these barriers, including the model minority myth, and how we can be there for each other.

Download it now: <https://takeaction4mh.com/toolkit-categories/2025-AAPI-Heritage>

#AAPIHeritageMonth #TakeAction4MH



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#AAPIHeritageMonth #TakeAction4MH



## Post #2: May 19 (Facebook)

Being an ally includes standing up for mental health. As we celebrate Asian American and Pacific Islander (AAPI) Heritage Month, remember that there are many ways we can support our AAPI friends, colleagues, and loved ones right now and year-round.

For tips on speaking up, deepening your awareness, and more, download our new AAPI allyship resource: <https://takeaction4mh.com/toolkit-categories/2025-AAPI-Heritage>

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# *Thank You*

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