

2025 Maternal Mental Health

Social Posting Guide



2025 Maternal Mental Health: Organic Social Media Posting Guide

Each May, we take time to talk about something that isn't discussed enough — how you're really feeling during and after your pregnancy. Maternal Mental Health Month shines a light on the mental health challenges many pregnant and birthing people go through, but may not seek help for. It also highlights how you can make a meaningful difference in the life of a pregnant person or new parent. Whether it's your partner, friend, family member, neighbor, or coworker — your support truly matters. Let's come together to raise awareness, show kindness, and provide the understanding that can make all the difference.

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 CaIMHSA'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

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 5 (Facebook)

If you're pregnant or a new parent, you might be feeling a lot of emotions and wondering if those feelings are okay. Maybe you feel isolated sometimes.

These challenges are normal. And there are ways to feel better!

In honor of Maternal Mental Health Month in May, we created a resource for people who are pregnant or have recently given birth. Explore ways to feel more like yourself and, if you need it, connect with trained counselors who understand what you're feeling:

<https://takeaction4mh.com/toolkit-categories/maternal-mental-health-month/>

Si estás gestando o tendrás a tu primer bebé, es posible que sientas muchas emociones y te preguntes si está bien tener esos sentimientos. Tal vez a veces te sientas lejos de las personas.

Estos desafíos son normales. ¡Y hay formas de que te sientas mejor!

En honor al Mes de la Salud Mental Materna en mayo, creamos un recurso para personas embarazadas o que han dado a luz recientemente. Explora formas de sentirte más como quien tú eres y, si lo necesitas, conéctate con personal de consejería capacitado que entiende lo que sientes: <https://takeaction4mh.com/es/toolkit-categories/mes-de-la-salud-mental-materna/>



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#MaternalMentalHealth #TakeAction4MH

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#SaludMentalMaterna #TomaAccion4MH



Post #2: May 12 (Facebook)

Is someone in your life pregnant or a new parent?

Their mental health might need some support.

But it can be hard to know what to say and do. So, for Maternal Mental Health Month, we created this guide — it shows how you can be there for them in a meaningful way.

Help them feel more rested and less overwhelmed, and learn thoughtful questions to ask. Download the guide here:

<https://takeaction4mh.com/toolkit-categories/maternal-mental-health-month/>

¿Alguien en tu vida está gestando o tendrá a su primer bebé?

Es posible que su salud mental necesite un poco de apoyo.

Pero puede ser difícil saber qué decir y hacer. Por esto, creamos esta guía para el Mes de la Salud Mental Materna, que muestra cómo puedes estar presente en sus vidas de una manera significativa.

Ayuda a que consigan descansar mejor y sentir menos agobio, y aprende a hacer preguntas consideradas. Descarga la guía aquí:

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Thank You

