



2025 Juneteenth: Organic Social Media Posting Guide

This Juneteenth, we celebrate joy and support Black mental health.

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](#) 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

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).

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June 19

Facebook

Happy Juneteenth! ❤️ Every June 19, we embrace joy and remember those who led the way. Today we honor the freeing of our ancestors from slavery and reaffirm that we will ALWAYS support and protect Black mental health.

Do something that makes you feel joyful today. If you need some help, here are ways to recharge and pick-me-ups that really work: <https://takeaction4mh.com/toolkit-categories/2025juneteenth/>

#Juneteenth #TakeAction4MH

Instagram

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#Juneteenth #TakeAction4MH

Link to image: [https://www.dropbox.com/scl/fi/d039w17sh1kyjbsqdazui/24-CALMHSA-2-0608 Juneteenth Micro-Campaign Social English FNL.jpg?rlkey=0np25llzzlo1q1iig2hcixfx9&st=u08rxwyx&dl=0](https://www.dropbox.com/scl/fi/d039w17sh1kyjbsqdazui/24-CALMHSA-2-0608_Juneteenth_Micro-Campaign_Social_English_FNL.jpg?rlkey=0np25llzzlo1q1iig2hcixfx9&st=u08rxwyx&dl=0)

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