



2025 Pride Month: Organic Social Media Posting Guide

Pride is more than a moment — it's an affirmation that queer and trans people are here, have always been here, and will continue to thrive. It's as much of a celebration as it is a movement and a lifeline. Pride is also a good time to check in on each other.

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 3 (English)

Facebook

Happy Pride Month! Being ourselves and existing joyfully can be revolutionary acts for us in the 2SLGBTQIA+ community.

Find ways to celebrate yourself this month. That could be dancing at home to a playlist, sharing Pride posts online, or meeting up with friends after work (just to name a few ideas).


When we embrace our well-being, we tell the world that we have every right to our existence, happiness, and power 

#PrideMonth #LGBTQIA2S #TakeAction4MH

Instagram

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June 3 (Spanish)

Facebook

¡Feliz Mes del Orgullo! Ser quiénes somos y existir con alegría pueden ser actos revolucionarios para quiénes formamos parte de la comunidad 2SLGBTQIA+.

Encuentra maneras de celebrarte este mes. Por ejemplo, podrías bailar en casa con una playlist, compartir en línea publicaciones del Orgullo o reunirte con amistades después del trabajo (solo por dar algunas ideas).

Cuando acogemos nuestro bienestar, le decimos al mundo que tenemos todo el derecho a nuestra existencia, felicidad y poder ♡♡♡♡♡♡

#MesDelOrgullo #LGBTQIA2S #TakeAction4MH

Instagram

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June 23 (English)

Facebook

We — in our 2SLGBTQIA+ communities — help keep each other safe.

Community comes in many sizes, both online and in real life. You'll find it in big cities and small towns. As we face ongoing efforts to erase us, we know that finding our people can help protect our emotional well-being.

For ways to uplift yourself and loved ones this month and beyond, check out our Pride guide to mental health: <https://takeaction4mh.com/toolkit-categories/2025-pride/>

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June 23 (Spanish)

Facebook

En nuestras comunidades 2SLGBTQIA+, entre todes nos mantenemos a salvo.

Las comunidades son de muchos tamaños, tanto en línea como en la vida real. Las encontrarás en grandes ciudades y pueblos pequeños. Conforme enfrentamos esfuerzos continuos para borrarlos, sabemos que encontrar a nuestra gente puede ayudar a proteger nuestro bienestar emocional.

Para conocer formas de enaltecer quién eres y a tus seres queridos este mes y después, busca la guía de salud mental del Orgullo: <https://takeaction4mh.com/es/toolkit-categories/2025-pride/>

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