

How Right Now Teachers Social Media Campaign Overview

The award-winning mental health communications campaign How Right Now (HRN) is designed to strengthen the emotional well-being and resiliency of people experiencing stress, grief and loss through targeted messaging that links to support resources. Launched in August 2020, HRN was initially developed to provide mental health and emotional support to people during the pandemic. The current focus of the initiative is on understanding and supporting the needs of public-school K-12 teachers and school staff who are encountering high levels of stress, burnout and grief.

Download assets and get more information: www.cdcfoundation.org/howrightnow

Post	Graphic
<p>Audience: Teachers/Staff</p> <p>Facebook/Instagram: A lot is being asked of people working in schools. The challenges you are facing are hard—you don't have to go through them alone.</p> <p>It can help to connect with someone you trust, [INSERT EXAMPLE AS APPROPRIATE], about what you are experiencing and feeling.</p> <p>Visit https://bit.ly/48zh85V to learn more.</p> <p>#HowRightNow #Teachers #Educators #SchoolStaff</p> <p>Twitter: A lot is being asked of people working in schools. The challenges you are facing are hard—you don't have to go through them alone. It can help to connect with someone you trust, [INSERT EXAMPLE AS APPROPRIATE]</p> <p>Learn more: https://bit.ly/48zh85V</p> <p>#HowRightNow #Teachers #Educators #SchoolStaff</p> <p>Examples of “someone you trust”:</p> <ul style="list-style-type: none"> • ...whether at school or outside of work • ...like a therapist • ...like a friend at work • ...like a family member or friend • ...like a faith leader 	<p><i>Graphic 1:</i></p>  <p><i>Graphic 1.1:</i></p> 

Post

Audience: Teachers/Staff

Facebook/Instagram:

It may not feel like it all the time, but your work as a teacher is making a difference in people's lives, including your students. Everyone has limits, so be kind to yourself—you are trying your best even when you are not feeling your best. **[INSERT ONE CALL TO ACTION]**

Learn about resources for support at <https://bit.ly/48zh85V>

#HowRightNow #Teachers #Educators #SchoolStaff

Twitter:

Working in a school is not easy, but you are making a difference in people's lives. Everyone has limits, so be kind to yourself. **[INSERT ONE CALL TO ACTION]**

Learn more at <https://bit.ly/48zh85V>

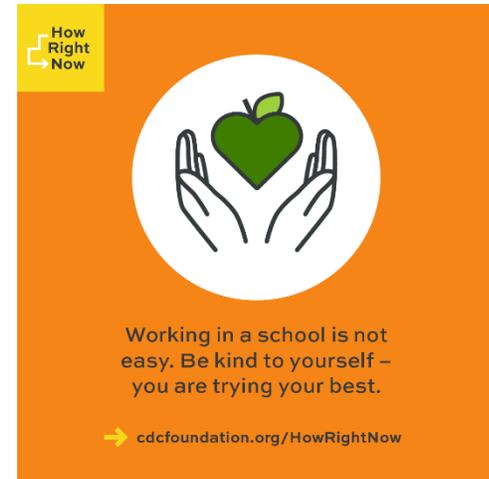
#HowRightNow #Teachers #Educators #SchoolStaff

Example Calls to Action:

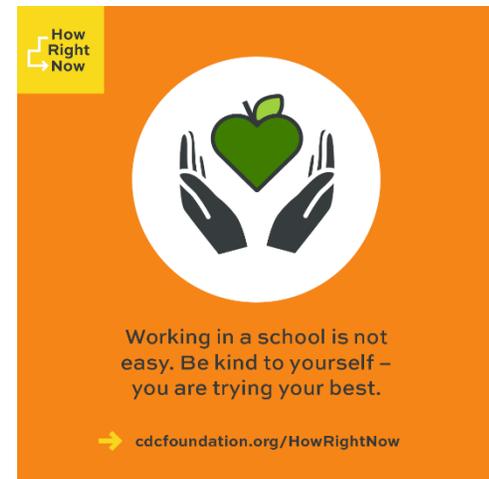
- Take a moment to appreciate what you accomplished today.
- Take a moment to appreciate what you are doing well.
- Even disconnecting for 5-10 minutes can help.

Graphic

Graphic 2:



Graphic 2.1:



Post

Audience: Principals/Administrators

Facebook/Instagram:

As a school leader, meeting the needs of your students and staff can sometimes feel overwhelming. Nobody can do it all! It's OK to spend time doing something that re-energizes you. **[INSERT ONE CALL TO ACTION]**

Learn about strategies to relieve stress at <https://bit.ly/48zh85V>

#HowRightNow #Principals #SchoolLeaders

Twitter:

As a school leader, meeting the needs of your students and staff can sometimes feel overwhelming. It's OK to spend time doing something that re-energizes you. **[INSERT ONE CALL TO ACTION]**

Learn more at <https://bit.ly/48zh85V>

#HowRightNow #Principals #SchoolLeaders

Example Calls to Action:

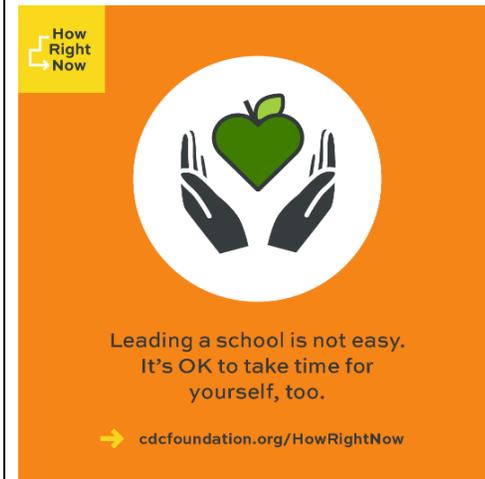
- Take a moment to appreciate what you accomplished today.
- Take a moment to appreciate what you are doing well.
- Even disconnecting for 5-10 minutes can help.

Graphic

Graphic 3:



Graphic 3.1:



Post

Audience: Principals/Administrators

Facebook/Instagram:
 As a school leader, you may be dealing with many challenges. Take a moment to appreciate that you are trying your best, even if you have limited resources. Nobody has all the answers, but you can help your staff stay resilient by **[INSERT ONE CALL TO ACTION]**.

Find more strategies and resources at <https://bit.ly/48zh85V>

#HowRightNow #Principals #SchoolLeaders

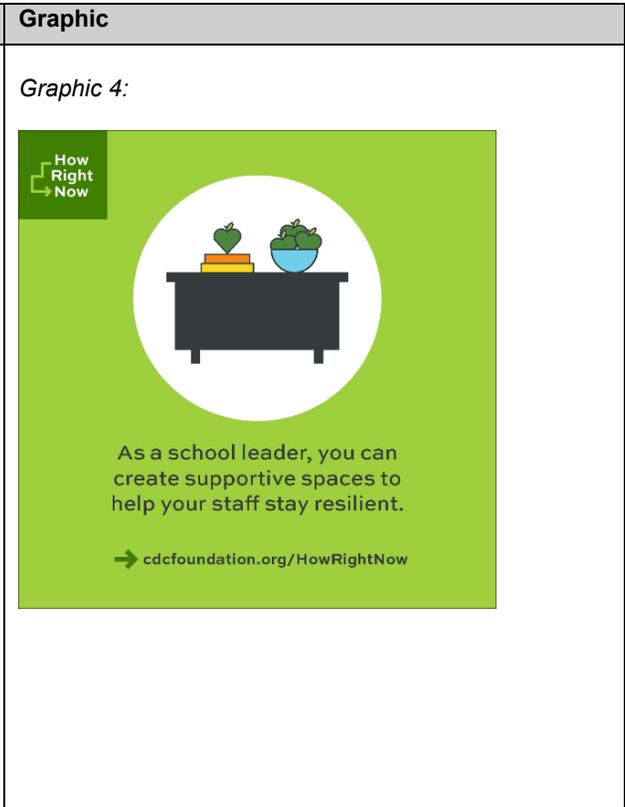
Twitter:
 Nobody has all the answers. But as a school leader, you can help your staff stay resilient by **[INSERT ONE CALL TO ACTION]**.

Find more strategies at <https://bit.ly/48zh85V>

#HowRightNow #Principals #SchoolLeaders

Example Calls to Action:

- ...creating opportunities and spaces where staff feel safe to share what they are going through
- ...validating staff's feelings and experiences
- ...expressing gratitude to teachers and staff for their work
- ...practicing active listening
- ...acknowledging challenges staff are facing, such as heavy workloads and limited resources
- ...changing policies and procedures to reduce stress on staff and support their well-being



Audience: Teachers/Staff/Principals/Administrators

Facebook/Instagram:
 Working in a school is challenging, and nobody can do it all. It's OK to spend time doing something that re-energizes you. **[INSERT EXAMPLE ACTION]**

Learn about other strategies you can try at <https://bit.ly/48zh85V>

#HowRightNow [#Educators #Teachers #SchoolStaff] **OR** [#Principals #SchoolLeaders]

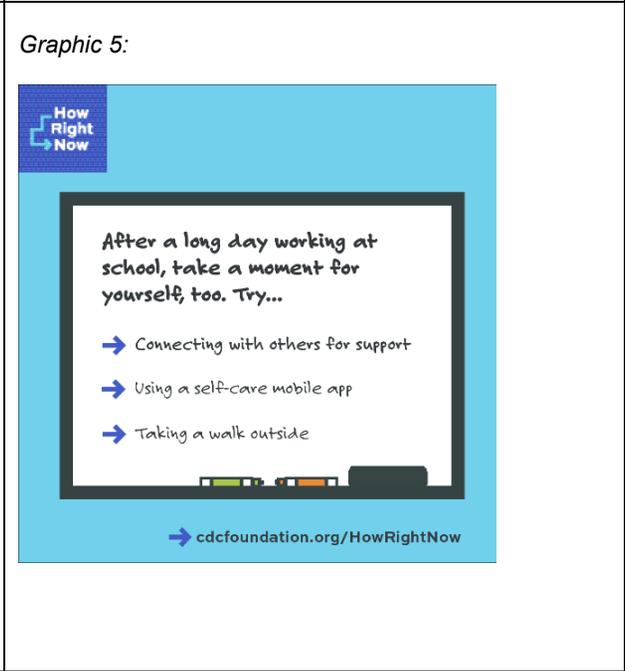
Twitter:
 Working in a school is challenging. It's OK to spend time doing something that re-energizes you. **[INSERT ONE SAMPLE ACTION]**

Find more tips at <https://bit.ly/48zh85V>

#HowRightNow [#Educators #Teachers] **OR** [#Principals #SchoolLeaders]

Example Calls to Action (for copy and graphic):

- Disconnecting for 5-10 minutes can help.
- Connecting with someone you trust can help.
- Using a self-care mobile app can help.
- Taking a walk outside can help.



Additional graphic that could be customized to any post:

Graphic 6:

