



## Twitter and Facebook Guidelines

### Mountain Plains Mental Health Technology Transfer Center

This document is intended to provide both:

- Guidance for the Mountain Plains MHTTC team on the content needed from them for social media purposes, and to provide guidance for taking social media posting into their own hands from their personal accounts.
- Guidance for those tasked with managing @MPMHTTC and /MPMHTTC

### Social Media Basics

It is recommended that one individual be responsible for a majority of the physical posting on social media, though several team members will be responsible for developing the guidelines, content ideas, and offering the content. This allows the program to maintain a consistent voice and style. However, all team members are encouraged to publish content to their personal Twitter and Facebook pages and tag the Mountain Plains MHTTC and/or use shared hashtags. When individual team members share things on social media, the Mountain Plains MHTTC can retweet this content. This guide will help team members identify information to share on social media, and give a basic overview of the two platforms used (Facebook and Twitter).



#### TWITTER (@MPMHTTC)

- Frequent updates (multiple a day) and audience is typically professionals, providers, academics, and generally younger. Fast interactions. Real time.
- Although 280 characters are allowed, 120 characters or less are recommended, including shortened URLs so more text can be added by those who retweet it.
- Posts do better when there are photos included.

#### Hashtags and Handles (@)

- Add hashtags to contribute to a larger conversation on the topic (#MentalHealth).
- Use handles (@) to tag partners in posts. This allows your post to be seen by those who follow the organizations/people you tagged (@SAMHSA, @wicheEDU, @UNDSMHS).
- Language is reader friendly and action oriented, free of jargon and acronyms.



## FACEBOOK (@Mountain-Plains-MHTTC)

- Less frequent updates (once a day) and generally smaller following.
- Longer posts permitted but aim for less than 1,000 characters. Offer more conversation and discussion on a given report or topic. Can include more text but must be engaging and informative.
- Posts do better when there are photos included.

### Hashtags and Tagging

- Add hashtags to contribute to a larger conversation on the topic (#MentalHealth).
- Tag people, places, and organizations. This allows your post to be seen by those who follow the tagged person/place/event/organizations (@SAMHSA)
- Language is reader friendly and action oriented, free of jargon and acronyms.

## Guidance for Mountain Plains MHTTC Team Members

Whether or not you use Facebook/Twitter, you are responsible for sharing content with the Mountain Plains MHTTC **Outreach Specialist (O.S.)** so they have content and can promote the work and reach of the Mountain Plains MHTTC. Things you do not need to send because they will be automatically pulled from the website and shared on social media:

- All Mountain Plains MHTTC branded products added to our website.
- All scheduled Mountain Plains MHTTC events as added to the website.
- Archived webinars (once added to the website).

### Information to Send the Outreach Specialist (O.S.)

All Mountain Plains MHTTC team members should send:

- Any personal/professional handles or pages that should be followed by Mountain Plains MHTTC (this includes your own page(s) or the names, organizations, handles of groups/people/organizations you think we should follow).
- A selfie that can be used for Feature Fridays, along with a quote or interesting thing about yourself.

**Conferences attended:** See checklist of information you can provide

- Conference name/organization (O.S. will find conference hashtags, organization handles, etc.)
- Photo of you at the conference (photos that humanize – selfies, presenters, socials at the conference, etc.)
- Location of conference
- Conference focus, purpose, quote, or any good take away

**Presentations/Trainings given:** See checklist of information you can provide

- Photo of you presenting/training (gain permission from group if sending a small group photo)
- Slides presented – or the title of the presentation
- Presentation/training date(s)
- Name of all presenters speaking with you and their respective organizations (O.S. will find presenter or organization handles)
- Conference name/organization or trainee organization name (ex. school based training, provide the name of the school or school district and any other administrators that should be mentioned in the post) (O.S. will find conference hashtags, organization/individual handles, etc.)
- Any additional products or resources on our website relevant to the presentation?

**Exhibiting:** See checklist of information you can provide

- Conference name/organization (O.S. will find conference hashtags, organization handles, etc.)
- Photo of you exhibiting or others visiting your booth (photos that humanize – selfies, presenters, socials at the conference, etc.). If you share a photo of attendees at your booth, ask permission to share and if they have social media accounts so that we can tag them/use their handles.
- Location of exhibit
- Conference focus, purpose, quote, or any good take away – good quote from attendee/booth visitor
- Anything from our website that was being handed out? Products, training save the dates, sign-ups for the email list, etc.

**OTHER:** You are free to send any and all content you think would be worthwhile tweeting – you can give us specific dates too to share them if relevant. Examples include:

- New articles or resources that relate to our specialty areas (Rural, school based, farm)
- New articles or resources that relate to our work plan goals and activities

## Creating Your Own Posts for Mountain Plains MHTTC to Share

Social media page administrators are notified whenever a Facebook or Twitter post tags the Mountain Plains MHTTC. This allows all of the Mountain Plains MHTTC team members to Tweet/Post from conferences, exhibits, trainings, other events, or even about new products or news items from their own account. The @MPMHHTC can then retweet these and generate a larger following while maintaining one voice.

- Many national conferences have a trending hashtag(s) – use these whenever possible.
  - See later section on “Common Hashtags” for ideas that have large followings for when there isn’t an established hashtag.
- If providing intensive TA, you can tag the school, program, or organization.
- We cannot retweet or share any information that has a political leaning so please consider that as you post anything tagging our Center.

## Individuals Tweeting ABOUT MHTTC





**Shawnda Schroeder, PhD, MA** @shawnda\_smo · Feb 11

Hearing about AMAZING programs @ruralhealth #PI2020 on addressing PT needs of #opioid exposed infants & the crisis experienced by rural teachers. A guide I worked on w/ @sarahni71578355 and @tommiiegirl53 with @MPMHTTC address rural student mental health: [mhttcnetwork.org/centers/mounta...](http://mhttcnetwork.org/centers/mounta...)

**social amenities and a work place with more supports. Additionally, the pool of applicants is typically very limited due to unwillingness of teachers to live in a rural setting.**

Hiring qualified people with experience is more difficult, often resulting in terminations and departures. Teacher turnover is a problem for EOC and other students in the school, disrupting social relationships and trust.

It is important for students to have routine, which includes continuity in instructors and curriculum implementation. Rural students spend a significant amount of time with their teachers, and these educators are on the front lines.

The literature is clear that strong teachers are the most important element to ensure students' academic success – not only in school, but also in the future, as they transition into adulthood.

This is more important in rural school districts, as instructors often work across all grades, are acquainted with the students long term, and are instrumental in the identification of the need for

*specialized teacher awareness in pre-service and considerations relative to retention of teachers and school administrators. This includes an understanding of the difficulties rural communities face in recruitment and retention of teachers (particularly in the STEM areas) and requires policy change on a federal, state, and local level.<sup>10</sup>*

Some rural schools have adopted creative measures to enhance recruitment and retention that are successful and replicable, including

- Providing additional salary incentives to work in a rural community
- Opportunities for on-the-job training to advance skills to instruct in areas of need – in particular, STEM
- Ensuring appropriate leadership supports, professional development, and access to mentoring and coaching
- Providing autonomy, flexibility, and adequate instructional resources
- Ensuring a positive school culture
- Offering accessible child care and housing as part of the faculty contracts
- Student loan forgiveness including use of federal programs



**Shawnda Schroeder, PhD, MA** @shawnda\_smo · Feb 11

More on topic from @thefccouncil - 2015 #suicide rate for male #Farmers/Ranchers/Occupational Managers was 32.2 per 100,000 compared to 17.3 for all working aged adults. @MPMHTTC has free training & resources on the problem & the solutions. 📄 #PI2020 [mhttcnetwork.org/centers/mounta...](http://mhttcnetwork.org/centers/mounta...)

**SAMHSA**  
Substance Abuse and Mental Health Services Administration

Mountain Plains (West Region II)  
**MHTTC** Mental Health Technology Transfer Center Network  
Training & Technical Assistance for Rural Health Services Authorities

## Moving Forward

- Provide social emotional supports for family members.
- On the spot access to assistance (weekends and evenings).
- Support development of integrated care approaches.
- Host community events.
- Training for financial advisors/bankers who work with farm communities.

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## Guidance for Mountain Plains MHTTC Social Media Admins

The purposes of the social media pages (Facebook/Twitter) for the Mountain Plains MHTTC are to direct followers to the webpage when possible, and to keep partners, users, and stakeholders in Region 8 up-to-date on all of the mental health resources available. Priority is given to resources developed by our MHTTC and direct collaborators. Secondary resources may be those on topics of interest to our Region (based on the needs assessments and proposed work plans). The MHTTC NCO requires social media sharing each month:

- Retweet SAMHSA's tweets at least once per week
- Share SAMHSA's posts on Facebook at least once per week
- Retweet at least one tweet from American Psychiatric Association
- Share a post from another TTC at least twice a month (Facebook) [ATTC, PTTC, MHTTC]
- Retweet a post from another TTC at least twice a month (Twitter) [ATTC, PTTC, MHTTC]
- Do something creative with exhibit table and share a picture of it on social media.

### Weekly Posts for Social Media

	Twitter	Facebook
Upcoming Events	<ul style="list-style-type: none"> <li>• Date, time.</li> <li>• Share title if the title makes clear what the event is addressing, or offer a description of the topic to be addressed.</li> <li>• Tag presenters/presenter organizations.</li> <li>• Use photos or screenshots when possible.</li> <li>• Link to the event page.</li> <li>• Use hashtags that describe the event and/or intended audience.</li> </ul>	<ul style="list-style-type: none"> <li>• Title, date, time.</li> <li>• Offer a brief description of the training, intended audience, and the key takeaways for attendees.</li> <li>• Tag presenters/presenter organizations.</li> <li>• Use photos or screenshots when possible.</li> <li>• Link to the event page.</li> </ul>
New Products	<ul style="list-style-type: none"> <li>• Tag authors/authors' organizations.</li> <li>• Mention product type in the post (i.e., this fact sheet, this policy brief, this report . . . )</li> <li>• Share title if the title makes clear what the product is, or offer a description of the topic to be addressed – purpose of the product.</li> <li>• Use photos or screenshots when possible.</li> <li>• Link to the product page.</li> <li>• Use hashtags that describe the results and/or intended audience.</li> </ul>	<ul style="list-style-type: none"> <li>• Tag authors/authors organizations.</li> <li>• Mention product type in the post (i.e., this fact sheet, this policy brief, this report . . . )</li> <li>• Share title.</li> <li>• Provide key findings, the purpose of the product, the implications and why individuals should want to read more.</li> <li>• Use photos or screenshots when possible.</li> <li>• Link to the product page.</li> </ul>

	Twitter	Facebook
News Items	<ul style="list-style-type: none"> <li>• Tag original authors/news organizations.</li> <li>• Mention the topic covered in the news item(s).</li> <li>• Share link to the direct news items, to the news items as located on our MHTTC page, or our list of all news items more broadly. Whichever is more relevant.</li> <li>• Use hashtags that describe the topic and/or intended audience.</li> </ul>	<ul style="list-style-type: none"> <li>• Tag original authors/news organizations.</li> <li>• Share the key notes from the news items, brief description of the article, and why they are important for our followers.</li> <li>• Share link to the direct news items, to the news items as located on our MHTTC page, or our list of all news items more broadly. Whichever is more relevant.</li> </ul>

### Other Posts Generated by Web Content

Additional social media content can be developed based on web content. These are recommendations and things that can be promoted when there are no other priority posts, like mentioned above. Examples of this type of content include:

- When past trainings are made available on the archive page (these can be promoted similar to the guidelines above for new events/trainings).
- When new pages are developed.
- When new resources that were not developed by us are added to the farm stress, rural health, or school based mental health page we can promote those, tagging the original authors/author organizations and sharing the link to their location on our page.
  - <https://mhttcnetwork.org/centers/mountain-plains-mhttc/farm-stress-and-mental-health>
  - <https://mhttcnetwork.org/centers/mountain-plains-mhttc/area-focus>
  - <https://mhttcnetwork.org/centers/mountain-plains-mhttc/school-based-mental-health-program>

### General Guidelines for Twitter

- Comment on Tweets from other people and organizations in order to link them to relevant information on the Mountain Plains MHTTC website (that are relevant to their original post).
- Follow health and mental health and rural organizations and people that we think we can learn from but who we also think may follow us.
- Live tweet webinars using presenters and presenters’ organizations handles when relevant – sharing images and screen shots from the PPT presentation.
- Retweet at least one SAMHSA post a week.
- Retweet things from organizations that are relevant to our region but include a comment with the retweet – why are you retweeting this content? Why should our followers care? How does what you are retweeting relate to the work in our region?
- Feature Friday: Share information about one of our MHTTC team members to humanize our organization. The team member provides a selfie, and shares something fun about themselves. Link to a training or product they were involved in in the last year for our MHTTC when relevant.

## General Guidelines for Facebook

- Comment on posts from other people and organizations in order to link them to relevant information on the Mountain Plains MHTTC website (that are relevant to their original post).
- Always respond to comments on our original posts.
- Follow health and mental health and rural organizations and people that we think we can learn from but who we also think may follow us.
- In place of live tweeting - share at least one screenshot/slide from hosted trainings/webinars to share with people what was presented.
- Share things from organizations that are relevant, especially SAMHSA. When sharing things, make sure to give context about why we are sharing this particular news item, product, or information. Why do we think this is relevant for our followers?
- Feature Friday: Share information about one of our MHTTC team members to humanize our organization. The team member provides a selfie, and shares something fun about themselves. Link to a training or product they were involved in in the last year for our MHTTC when relevant. Expand on the tweet and provide more about this team member.

## Developing Weekly Campaigns

The WICHE program manager and the O.S. supervisor/web content developer are responsible for providing weekly/monthly campaign and topic content to the O.S. This information provides a general guide of content to tweet thematically over a set course in time. The O.S. is responsible for identifying appropriate hashtags, handles, etc. while the WICHE program manager and web content developer are responsible for their respective content. Examples:

- WICHE program manager works with team to give a series of short sentences along with related products, content, images, screenshots, and names of authors all related to a new school based resource. The O.S. then prepares and schedules a week of promotion for that product on Twitter (minimum one post per day on the product/theme). One or two detailed posts for Facebook total.



## Scheduled Weeks/Months of Importance

March	<a href="#"><u>National Developmental Disabilities Awareness Month</u></a>
March	<a href="#"><u>National Social Work Month</u></a>
March 17	<a href="#"><u>World Social Work Day</u></a>
April	<a href="#"><u>National Occupational Therapy Month</u></a>
April	<a href="#"><u>Stress Awareness Month</u></a>
May	<a href="#"><u>National Mental Health Month</u></a>
May, First week	<a href="#"><u>National children's mental health awareness day</u></a>
July	<a href="#"><u>National minority mental health awareness month</u></a>
July 5-11	<a href="#"><u>National Therapeutic Recreation Week</u></a>
July 26	<a href="#"><u>National Parents' Day</u></a>
September	<a href="#"><u>Healthy Aging Month</u></a>
September	<a href="#"><u>National suicide awareness month</u></a>
September 10	<a href="#"><u>World suicide prevention day</u></a>
October 4-10	<a href="#"><u>Mental illness awareness week</u></a>
October 8	<a href="#"><u>National Depression Screening Day</u></a>
October 10, 2020	<a href="#"><u>World mental health day</u></a>
October 21-25	<a href="#"><u>National Health Education Week</u></a>

## Common Hashtags

#Anxiety	#MarketingMonday	#StoptheStigma
#Coping	#Psychosocial	#MentalWellness
#Depression	#Psychology	#MentalHealthMatters
#FarmHealth	#Psychiatry	#Telehealth
#GoodNewsTues	#Recovery	#ThursdayThoughts
#Hope	#RuralHealth	#Workforce
#MentalHealth	#Selfcare	#Stigma
#MentalHealthAwareness	#Stress	#BreaktheStigma
#MentalHealthHero	#Suicide	#WednesdayWisdom
#MentalHealthMonday	#SuicidePrevention	#ThankfulThursday
#MentalIllness	#Telemedicine	#FeatureFriday
#MondayMotivation	#TLCTuesdays	

## Names and Titles for Mountain Plains MHTTC Team Members

Thomasine Heitkamp	PI, Co-director
Dennis Mohatt	Co-director
Alexandra Koebele	Outreach specialist
Genevieve Berry	Program manager
David Terry	Program manager
Dr. Lavonne Fox	School-based technical trainer
Dr. Rebecca Helfand	School-based technical trainer
Dr. Andrew McLean	Technical trainer
Dr. Sarah Nielsen	School-based technical trainer
Dr. Maridee Shogren	Technical trainer
Dr. Elizabeth Tupa	Technical trainer
Dr. Shawnda Schroeder	Research associate professor

## Handles for MHTTC Team and Stakeholders

Mountain Plains MHTTC Team Members	
@shawnda_smo	Shawnda Schroeder
@berry_gen	Genevieve Berry
@tommiegirl53	Thomasine Heitkamp
@MohattD	Dennis Mohatt
@wicheEDU	WICHE
@UofNorthDakota	UND
@UNDSMHS	UNDSMHS
@MPMHTTC	Mountain Plains Mental Health Technology Transfer Center
Other Mental Health Technology Transfer Centers (MHTTCs)	
@psmhttc	Pacific Southwest
@hilmhttc	National Hispanic and Latino
@NE_MHTTC	New England
@GMhttc	Great Lakes
@MidAmericaMHTTC	Mid-America
@SE_MHTTC	Southeast
@SSWMHTTC	South Southwest
@NorthwestMHTTC	Northwest
@MHTTCNetwork	Network Coordinating Office (NCO)
Other Prevention Technology Transfer Centers (PTTCs)	
@SoutheastPTTC	Southeast
@PS_PTTC	Pacific Southwest
@NewEnglandPTTC	New England
@nhlpttc	National and Hispanic Latino
@NEC_PTTC	Northeast and Caribbean
@MPPTTC	Mountain Plains
@NW_PTTC	Northwest
@PPTCnetwork	Network Coordinating Office (NCO)


Other Addiction Technology Transfer Centers (ATTCs)	
@GreatLakesATTC	Great Lakes
@naattc	Northern Alliance
@MidAmericaATTC	Mid-America
@USC-ATTC	University of Southern California
@MT_Plains_ATTC	Mountain Plains
@HispanicLatATTC	Hispanic and Latino
@CoePpw	Pregnant and Postpartum
@SoutheastATTC	Southeast
@ATTCnetwork	Network Coordinating Office (NCO)
Mountain Plains MHTTC Advisory Board Members	
@createhealthchs	Vincent Atchity
@Sinaikicuwin	Ethleen
@MonroeDevita	Maria Monroe-DeVita
@JTipp	Jared Tippets
@rurieh	Russ Riehl
Frequent Partners who Share work on Twitter	
@4HumanPotential	Advocates
@aihecvl	AI Higher Ed
@CDPHE	CO Public Health
@coruralhealth	CO Rural Health
@ruralhealth	NRHA
@NRHA_Advocacy	NRHA Advocacy
@health_wyoming	WY

## Twitter Examples

### Feature Friday




## Tweeting New Products

 **Mountain Plains MHTTC** @MPMHTTC · Feb 3 ⌵  
Full Report Online !!

This report by @shawnda\_smo @tommiegirl53 and Desirae Marinefski, presents the #MentalHealth Training and Technical Assistance Needs of Probation and Parole Officers in Region 8

Findings, Implications, and Summary [+](#)  
[mhttcnetwork.org/centers/mounta...](http://mhttcnetwork.org/centers/mounta...)

#RuralHealth



Mountain Plains (HHS Region 8)  
**MHTTC** Mental Health Technology Transfer Center Network  
Funded by Substance Abuse and Mental Health Services Administration

**Mental Health Training and Technical Assistance Needs:**  
Findings, Implications, and Summary of a Survey of Probation and Parole Officers in Region 8

U.S. Department of Health & Human Services, Region 8 States:  
Colorado, Montana, North Dakota, South Dakota, Utah, Wyoming

**Region 8 HHS Report**  
January 2020

## Promoting our Webinars/Trainings

 **Mountain Plains MHTTC** @MPMHTTC · Feb 10 ⌵  
THIS WEEK !!

We're kicking off a [FREE](#) 6-week online learning series to increase the skill level of behavioral health professionals to define and recognize trauma in individuals.

Earn **16** contact hours 🙌


Learn more or register now [+](#)  
[mhttcnetwork.org/centers/mounta...](http://mhttcnetwork.org/centers/mounta...)

#MentalHealth




Integrating a Trauma-Informed Approach in Behavioral Health Settings

## Retweeting





 **Mountain Plains MHTTC** @MPMHTTC · 23h

Re-entering school can be challenging for kids who have experienced a [#MentalHealth](#) crisis, school-based mental health programs can help ease this transition.

Take a look at this School Mental Health Toolkit [mentalhealthcolorado.org/wp-content/upl...](https://mentalhealthcolorado.org/wp-content/upl...)

 **The Kennedy Forum** @kennedyforum · 23h

"As many as 1 in 5 children need help with a mental health condition such as anxiety or depression. These students often have trouble processing information or focusing, which can contribute to a cycle of increased anxiety, dropping grades & missed school." [kqed.org/mindshift/5528...](https://kqed.org/mindshift/5528...)

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## Live Tweeting Webinars

 **Mountain Plains MHTTC** @MPMHTTC · Feb 3

When addressing [#MentalHealth](#) challenges in rural populations it is critical that we involve all community entities [@McconkeyMonica](#)

Resources on [#FarmStress](#) can be found here [mhttcnetwork.org/centers/mounta...](https://mhttcnetwork.org/centers/mounta...)

Previous trainings can be found on our archive page [mhttcnetwork.org/centers/mounta...](https://mhttcnetwork.org/centers/mounta...)

### Community Collaboration from a Mental Health Perspective

- Multi-Agency
- Diverse
- Recognized
- Shared



## Facebook Examples

### Feature Friday



 **Mountain Plains MHTTC** is at University of North Dakota. ...  
Published by Hootsuite [?] · February 21 at 8:00 AM · 🌐

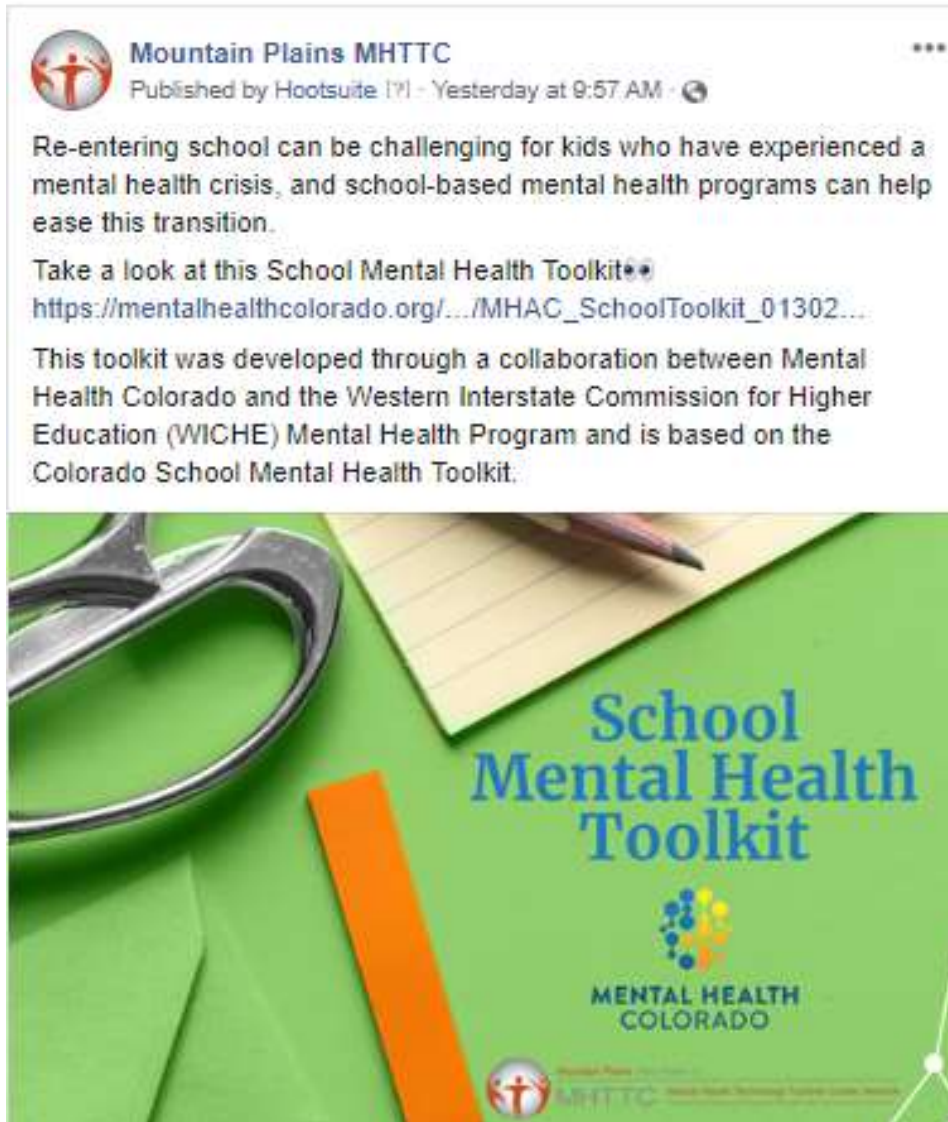
It's #FeatureFriday with another integral part of our team !

David Terry is the Program Coordinator for Mountain Plains MHTTC at the University of North Dakota

David practices #SelfCare by riding his bike, so he can't wait for it to warm up here in North Dakota 😊 #HeatWave... See More



## Sharing New Products




**Mountain Plains MHTTC** Published by Hootsuite [?] - Yesterday at 9:57 AM · 🌐

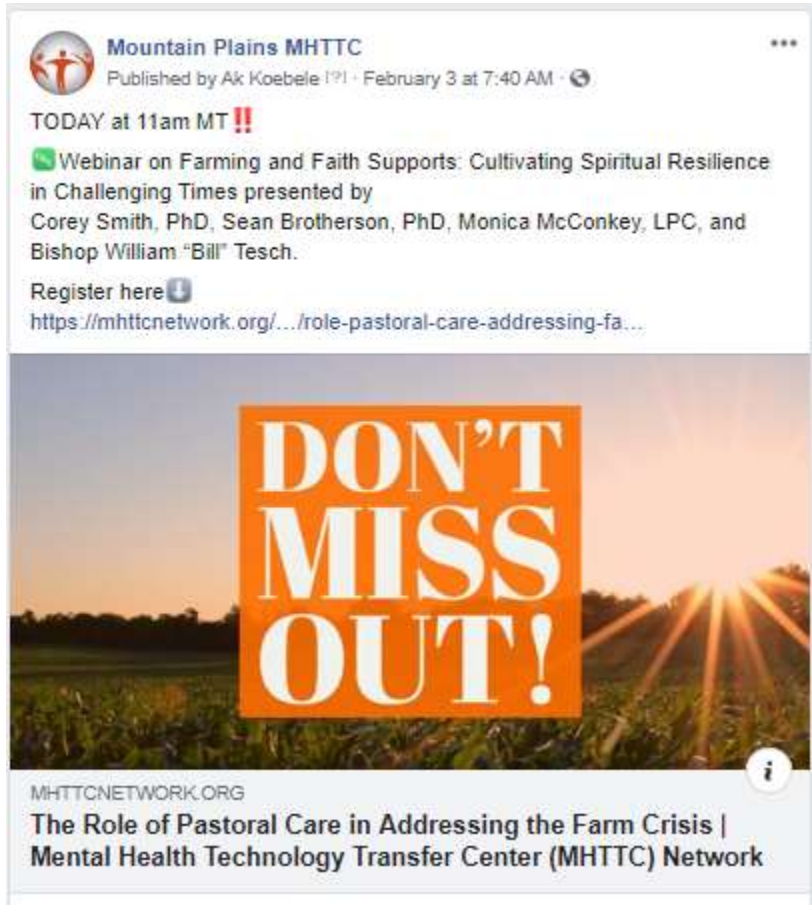
Re-entering school can be challenging for kids who have experienced a mental health crisis, and school-based mental health programs can help ease this transition.

Take a look at this School Mental Health Toolkit👁👁  
[https://mentalhealthcolorado.org/.../MHAC\\_SchoolToolkit\\_01302...](https://mentalhealthcolorado.org/.../MHAC_SchoolToolkit_01302...)

This toolkit was developed through a collaboration between Mental Health Colorado and the Western Interstate Commission for Higher Education (WICHE) Mental Health Program and is based on the Colorado School Mental Health Toolkit.



## Promoting our Webinars/Trainings




**Mountain Plains MHTTC**  
Published by Ak Koebele · February 3 at 7:40 AM · 🌐

**TODAY at 11am MT !!**

📺 Webinar on Farming and Faith Supports: Cultivating Spiritual Resilience in Challenging Times presented by Corey Smith, PhD, Sean Brotherson, PhD, Monica McConkey, LPC, and Bishop William "Bill" Tesch.

Register here 📍  
<https://mhttcnetwork.org/.../role-pastoral-care-addressing-fa...>



MHTTCNETWORK.ORG  
**The Role of Pastoral Care in Addressing the Farm Crisis |  
Mental Health Technology Transfer Center (MHTTC) Network**