

VARSITY // BRANDS

# THE COLLECTIVE

STUDENT EMPOWERMENT MONTH

# BEYOND LESSON 3

## STUDENT EMPOWERMENT MONTH GUIDE

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This program guide is designed to help your students promote their Mental Health Awareness Project throughout your school and within the community.

Use the guides to build out a promotion calendar for your project, follow tips for social media content, and use the Mental Health Announcements to involve the entire campus.

For a digital version of all materials visit:  
<https://believeinyou.varsityuniversity.org/sem-resources/>

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# BELIEVE IN YOU.COM

**MENTAL HEALTH PROJECT  
CAMPAIGN CALENDAR**

# MAY 2024



Sunday

Monday

Tuesday

Wednesday

Thursday

Friday

Saturday

			<b>1</b> <b>KICKOFF!</b> School-wide announcement about Mental Health Awareness Month	<b>2</b> Decorate a bulletin board or put up posters around the school promoting Mental Health Awareness	<b>3</b> Social Media post about Mental Health Awareness Month	<b>4</b>
<b>5</b>	<b>6</b> <b>Week 1:</b> Announce & begin implementing GREAT Goal #1	<b>7</b> Mental Health Community Partner Highlight (set up table or booth at/during lunch)	<b>8</b>	<b>9</b> Reminder: Document with pictures & social media posts for Legacy Project submission	<b>10</b> Promote Mental Health Awareness on different platforms announcing spirit day	<b>11</b>
<b>12</b>	<b>13</b> School-wide announcement: Mindful Monday: Take 2 minutes to meditate / practice mindfulness	<b>14</b> School-wide announcement & social media post about spirit day	<b>15</b> Mental Health Awareness Spirit Day - Wear Green	<b>16</b>	<b>17</b> Update Legacy Project Checklist	<b>18</b>
<b>19</b>	<b>20</b> <b>Week 2:</b> Announce & begin implementing GREAT Goal #2	<b>21</b> Mental Health School Partner Highlight (set up table or booth at/during lunch)	<b>22</b> School-wide announcement: Write it Out Wednesday: Write a kind note to someone	<b>23</b> Mental Health Awareness social media post	<b>24</b> Update Legacy Project Checklist	<b>25</b>
<b>26</b>	<b>27</b> <b>Week 3:</b> Announce & begin implementing GREAT Goal #3	<b>28</b> Gather artifacts for Legacy Project.	<b>29</b>	<b>30</b> School-wide announcement: Thankful Thursday: Make a list of things you are thankful for	<b>31</b> Complete Legacy Project Checklist, Submit with artifacts	

**MENTAL HEALTH PROJECT  
CAMPAIGN CALENDAR**

# MAY 2024



Sunday

Monday

Tuesday

Wednesday

Thursday

Friday

Saturday

			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	

**Follow these quick tips to help your class promote your Mental Health Awareness Campaign throughout May on your social media accounts.**

**Consistent Branding:** Establish a consistent visual identity across all social media platforms. Use cohesive colors, fonts, and imagery to reinforce your project's branding. Consistency builds recognition and trust among your audience.

**Create with Visuals:** If applicable, utilize a variety of visuals such as statistics, videos, and images to convey your message. Visual content tends to capture attention and evoke emotions more effectively than text alone.

**Use #BreaktheStigma:** Research and incorporate relevant hashtags into your posts to increase visibility and reach a broader audience. Use the #BreaktheStigma and tag @varsitybrands on all posts to reach a wide range of audiences.

**Share Testimonials:** If applicable, encourage individuals to share their experiences and involvement with the Mental Health Awareness Campaign. Stories about your students' involvement will foster community and support among your followers.

**Encourage Interaction:** Spark conversations on your social media accounts by asking questions or sharing polls related to your Mental Health Awareness Campaign. Engage with comments and messages promptly to foster a sense of connection and inclusivity.

**Celebrate Milestones:** Acknowledge and celebrate milestones reached by your students on their Mental Health Awareness Campaign. Recognizing your students' progress fosters a sense of accomplishment and motivates continued engagement.

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**LEVERAGING  
SOCIAL MEDIA**

Common Social Media Post Sizes:

**Instagram:**

Square posts: 1080 x 1080 pixels

Landscape posts: 1080 x 608 pixels

Portrait posts: 1080 x 1350 pixels

Stories: 1080 x 1920 pixels

**Facebook:**

Shared image: 1200 x 630 pixels

Shared link: 1200 x 627 pixels

Event cover: 1920 x 1080 pixels

Profile picture: 360 x 360 pixels

**X (Twitter):**

Shared image: 1200 x 675 pixels

Shared link: 1200 x 628 pixels

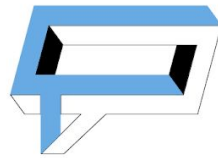
Header photo: 1500 x 500 pixels

Profile picture: 400 x 400 pixels

**TikTok:**

Profile picture: 200 x 200 pixels

Video resolution: 1080 x 1920 pixels (9:16 aspect ratio)



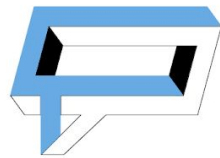
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# Mental Health Announcements

Use these announcements all throughout May to build awareness and #BreakTheStigma that surrounds mental health conversations in schools.



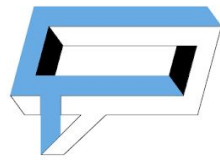


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# Announcement 1

Did you know that May is Mental Health Awareness Month? Mental Health is a person's emotional, psychological, and social well-being. Our mental health affects how we think, feel, and act. Today let's take a moment to think about our own mental health, pause and breathe.



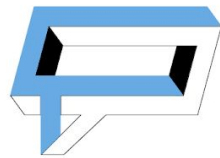
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# Announcement 2

This month we are working to bring awareness to Mental Health. By bringing awareness to mental health we hope to break the stigma around mental health. Spreading the word that it's okay to talk about our mental health. Do you have someone you are able to talk to about your mental health? Talk to your teacher or mentor about resources we have here.





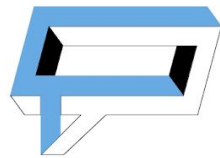
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# Announcement 3

Taking care of our mental health means caring for our minds. One way we can do this is to relieve stress throughout the day by taking the time to breathe. You can do this. First pretend you are smelling flowers by breathing in deeply for 3 seconds. Hold that breath for 3 seconds. Then pretend you are blowing out a candle slowly by breathing out for 3 seconds. Let's try it together!

(Go through strategy giving directions while students participate)

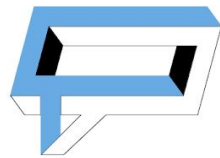


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# Announcement 4

Did you know that you can improve your mental health by doing something little that makes you happy? This can be something as simple as wearing an article of clothing that makes you happy. Wearing your favorite tie or shirt can boost your mental health and start your day off in a positive direction!



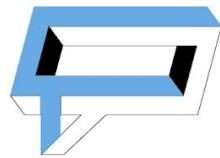
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# Announcement 5

Everyone has mental health. Did you know you can help improve someone else's mental health? You can, it is as simple as smiling at someone when you pass them in the hallway.

It was once said: "We never know what someone is going through or what they're struggling with. But we can know that we make a huge difference simply by being kind." Go out there today and be kind!



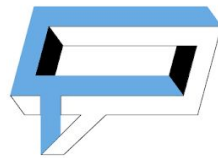
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# Announcement 6

Do you like to draw or color? What about journaling? Studies show that taking time every day to draw, color, or journal can help improve your mental health. Today we challenge you to take five minutes to draw, color, or journal.



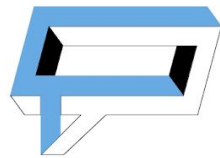


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# Announcement 7

Stigma is defined as feelings of disapproval that a person or group of people have about particular condition, illnesses, or ways of behaving. Mental health can have a negative stigma for some. Be conscious of your language when it comes to mental health. Show empathy and compassion for those living with a mental health condition. Help us break the stigma about mental health.



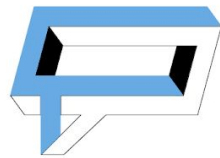
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# Announcement 8

Movement of our bodies can help improve our mental health. Today we challenge you to get moving! Take a short walk outside on your own or with a friend. Just ten minutes of stretching or walking can do wonders for your mental health. If you can't make it outside try a virtual movement break there are a lot of resources online to help you get started moving.



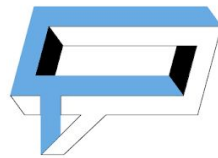


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# Announcement 9

Studies show that music can help improve our mental health. Macklemore (a musician) said, “Music is therapy. Music moves people. It connects people in ways that no other medium can. It pulls heart strings. It acts as medicine.” What music do you listen when you want to feel happy?



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# Announcement 10

Mental Health Awareness is not only important in the month of May. Mental health is something we must continue to recognize, respond to, and nurture. Take care of you mental health. Remember you are not alone, reach out to someone if you are struggling with your mental health.