# Social media Guidance

## Overview

The following social media tools have been created to assist you in sharing information about the CARE Act in your county to help expand awareness and utilization of resources. Content has been provided for Facebook, Instagram, LinkedIn, and X (280-character limit). Incorporating this messaging into your county’s communications is simple with the provided images and copy.

## Resources

We encourage you to use the [CARE Act Communications Toolkit for Counties](https://care-act.org/resource/care-act-communications-toolkit/) for strategic communication recommendations, best practices, and resources to support your efforts.

## Images

[Click here for social media graphics](https://care-act.org/resource/care-act-communications-toolkit/) for Facebook, Instagram, LinkedIn, and X. To make the social media images viewable to as many individuals as possible, include alternative text when posting the images to your social media channels. The file name of the graphic can be used for alternative text.

## Content

|  |  |
| --- | --- |
| Outlet | English |
| **Message 1 - General** |
| Facebook,Instagram, LinkedIn | (YOUR COUNTY) has a new resource to help eligible adults with schizophrenia spectrum or other psychotic disorders. The #CAREAct provides treatment, housing, and community support. It aims to prevent incarceration and homelessness. We’re now accepting petitions. Learn more here: (YOUR WEBSITE) |
| X | #MentalHealth matters. (YOUR COUNTY) is now offering CARE to connect eligible adults with schizophrenia spectrum or other psychotic disorders to treatment, housing, and community support. Learn more about the #CAREAct here: (YOUR WEBSITE) |
| **Message 2 – General** |
| Facebook,Instagram, LinkedIn | The #CAREAct focuses on (YOUR COUNTY) people who most need our support. It's not just mental health treatment. It creates a foundation for recovery with comprehensive support. Learn more here: (YOUR WEBSITE). |
| X | The #CAREAct focuses on (YOUR COUNTY) people who most need our support. It's not just mental health treatment. It creates a foundation for recovery with comprehensive support. Learn more here: (YOUR WEBSITE). |
| **Message 3 - Eligibility** |
| Facebook,Instagram, LinkedIn | Have you heard of the #CAREAct? It’s a new California initiative to help provide essential services to eligible adults with schizophrenia spectrum or other psychotic disorders. And it’s now available in (YOUR COUNTY). Learn more about it here: (YOUR WEBSITE). |
| X | Have you heard of the #CAREAct? It’s a California initiative to provide essential services to eligible adults with schizophrenia spectrum or other psychotic disorders. And it’s now available in (YOUR COUNTY). See details here: (YOUR WEBSITE). |
| **Message 4 – Goals** |
| Facebook,Instagram, LinkedIn | A California with fewer people on the street, behind bars, and hospitalized with mental illness. That’s one of the goals of the #CAREAct. CARE aims to connect eligible adults with schizophrenia spectrum or other psychotic disorders to much-needed services and support. Learn more about it here: (YOUR WEBSITE). |
| X | A California with fewer people on the street, behind bars, and hospitalized with mental illness. That’s one of the goals of the #CAREAct. Learn more about it here: (YOUR WEBSITE). |
| **Message 5 - Help for a loved one** |
| Facebook,Instagram, LinkedIn | Need help for a loved one living with schizophrenia spectrum or other psychotic disorders? (YOUR COUNTY) is now accepting petitions for the #CAREAct. CARE connects eligible adults with a range of services. See eligibility here: <https://bit.ly/3xm5oqD> (OR REPLACE WITH COUNTY-SPECIFIC MATERIAL IF AVAILABLE OR YOUR WEBSITE). |
| X | Need help for a loved one living with schizophrenia spectrum or other psychotic disorders? (YOUR COUNTY) is now accepting petitions for the #CAREAct. CARE connects eligible adults with a range of services. See eligibility here: <https://bit.ly/3xm5oqD> (OR REPLACE WITH COUNTY-SPECIFIC MATERIAL IF AVAILABLE OR YOUR WEBSITE). |