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TEXTING IN FAQ

A Simple Resource for a Massive Problem

The problem: 65 million Americans suffer from mental illness each year. They quietly struggle with depression, anxiety, eating disorders, bullying, suicidal thoughts, and more.

The resource: Crisis Text Line provides free, 24/7 support for people in crisis, via text.

Visit www.omh.gov and click on Crisis Prevention for a downloadable Marketing Toolkit

How it Works

Step 1:
Text Got5U to 741741

Step 2:
After receiving an automated response, a trained Crisis Counselor will respond shortly

Step 3:
Crisis Counselor will help bring texter from hot to cool moment and plan for future health and safety.

Three Levels of Support

1. Algorithm
The system reviews for severity. Texters with imminent risk are urgently matched to a Crisis Counselor.

2. Crisis Counselors
People over the age of 18 who apply, go through a background check, are accepted, and complete a 34 hour training including role plays and observations.

3. Supervisors
Full-time paid staff who have a Masters degree in mental health or a related field and oversee our Crisis Counselors.

Data to Improve the World

We use data to make us better – and to improve communities. Imagine the impact this large data set could have on police departments, school boards, policy makers, hospitals, families, journalists and academics. Visit crisistrends.org to learn more.

Get Involved

Visit our website at crisistextline.org to learn more about us and get involved as a volunteer Crisis Counselor.
What College & University Administrators Can Do

Flyers
Posted in classrooms, bathrooms and offices.

Webpage
Prominently feature Text “Got5U to 741741” on the university website and mental health resources page

Press Release
Include information in school-wide announcements and press releases to local news publications to raise awareness of this new tool on campus.

Social Media
Post short, relatable content on the university social media pages.

Listservs & Email Newsletters
Send the resource to campus groups, greek life and student housing groups to gain attention.

Volunteer Promotion in Online Portals
Include Crisis Text Line’s opportunity to become a Crisis Counselor to the campuses’ volunteer website and/or online jobs portal.

Promotional Items
Provide lanyards at freshman orientation and wristbands for students.

Publications
Add to student publications, blogs, and alumni magazines through articles on the resource, interesting crisis trends data and/or a profile of a volunteer Crisis Counselor at the university. Utilize recurring ad space to promote the resource/volunteer opportunity.

Freshman Orientation
Include information on Crisis Text Line during freshman orientation. Ask all students to take out their phones and enter 741741 into their address book.

Resident Advisor Training
Include information in resident assistant trainings and make sure resident assistants have the number in their phone and a stack of cards with the number on it.

Emergency Protocol
Any messaging that goes out to students in the event of emergency or crisis (campus death, sexual assault, natural disaster, etc) should include information about reaching out to Crisis Text Line for support.
WHAT STUDENTS CAN DO

Chalk Campaign
Write the number on the sidewalks, in the parking lot, and on whiteboards in classrooms... every week.

Campus Clubs & Publications
Activate student groups to spread the word. Write an article about Crisis Text Line and the data at crsistrends.org in the school newspaper promoting the resource.

Announcements
Include Got5U language or Crisis Text Line’s PSA video on any student group or organization announcements

Social Media
Post on Twitter, Instagram, TikTok, Snapchat and Facebook so your friends know where to turn to in a crisis: “Text Got5U to 741741”

Your Community
Be an advocate in your college community. Share Crisis Text Line with school leaders.

Volunteer
Become a volunteer Crisis Counselor. We promise you will feel the impact you are making every single shift. Best of all, you can do it from your couch!

Visit crisistextline.org/volunteer

Visit www.omh.gov and click on Crisis Prevention for a downloadable Marketing Toolkit
Examples of messaging for social media and emails

**Email Signatures:**
Your mental health is just as important as your physical health. Crisis Text Line is available free, confidential, and 24/7. Text Got5U to 741741 to connect with a Crisis Counselor. www.crisistextline.org/topics/school

**Instagram:**
Our mental health matters. It can be hard to cope with coronavirus while social isolating. It’s always brave to reach out for help. @CrisisTextLine offers free, 24/7 crisis counseling. Just text Got5U to 741741.

**Pro Tip:** don’t forget to tag @CrisisTextLine, @officeofmentalhealth and @preventsuicideny

**Facebook:**

**Facebook Groups:** (consider sharing in teacher and professionals groups to get the word out to other teachers and administrators who may be looking for free mental health resources for their students)

If you’re looking for a free mental health resource to help your students cope during remote learning, please consider sharing Crisis Text Line with them. They can text Got5U to 741741 to connect with a Crisis Counselor. Free, confidential and 24/7.

**School social media:** (consider sharing on school-run accounts to reach students and parents)

**Pro Tip:** don’t forget to tag @CrisisTextLine, @officeofmentalhealth and @preventsuicideny

**Twitter:**

Our mental health matters. It can be hard to cope with #coronavirus while social isolating. It’s always brave to reach out for help. @CrisisTextLine offers free, 24/7 crisis counseling. Just text Got5U to 741741. www.crisistextline.org/topics/school

Physical health is just as important as mental health. Remember that it is always brave to reach out for help. @CrisisTextLine is here for students, teachers, and parents who need help coping. Text Got5U to 741741 for free crisis counseling, 24/7.

**Student-run social media:** (students, consider sharing on your personal social and on accounts you run for student organizations)

**Pro Tip:** don’t forget to tag @CrisisTextLine and @NYSomh

**TikTok:**

**Share five things** you’re doing to take care of your mental health while social distancing. Then, tell everyone they can text Got5U to 741741 to reach a Crisis Counselor.

**Pro Tip:** don’t forget to tag @CrisisTextLine@officeofmentalhealth and @preventsuicideny

**Snapchat:**

**Share five things** you’re doing to take care of your mental health while social distancing. Then, tell everyone they can text Got5U to 741741 to reach a Crisis Counselor.

**Pro Tip:** don’t forget to tag @CrisisTextLine
You Don't Need a Cape to Save Lives

crisistextline.org/volunteer
CRISIS TEXT LINE
YOU ARE BRAVE

You are not alone in this.

TEXT “Got5U” to 741-741

FREE, 24/7 CONFIDENTIAL TEXT LINE
Life is tough.

So are you.

TEXT “Got5U” to 741-741
FREE, 24/7 CONFIDENTIAL TEXT LINE
LIFE IS TOUGH.
SO ARE YOU.

TEXT "Got5U" to 741-741
FREE, 24/7 CONFIDENTIAL TEXT LINE
support is just a text away.

How are u?

I could be better, tbh...

TEXT "Got5U" to 741-741
FREE, 24/7 CONFIDENTIAL TEXT LINE
I need to talk

I’m here to listen

TEXT “Got5U” to 741-741

FREE, 24/7 ANONYMOUS TEXT LINE
Need to talk?
We’ve got time to listen
Text “Got5U” to 741741 to start a conversation

Free, 24/7, Confidential Crisis Support
FEELING OVERWHELMED?
We’ve got time to listen

Text “Got5U” to 741741 to start a conversation. We’re here to talk 24/7.

CRISIS TEXT LINE | Free, 24/7, Confidential Crisis Support
Need to talk?
We’ve got time to listen
Text “Got5U” to 741741 to start a conversation

Free, 24/7, Confidential Crisis Support

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Need to talk?
We’ve got time to listen
Text “Got5U” to 741741 to start a conversation

Free, 24/7, Confidential Crisis Support
In Crisis?
We’ve got time to listen.

Text Got5U to 741741
and speak anonymously
with a Crisis Counselor

Free, 24/7 support for people in crisis.
it's okay

• to cry
• to have bad days
• to mess up
• to feel less than “perfect”
• to not be okay
• to not have it figured out
• to talk about it

WE’RE HERE TO LISTEN.

TEXT “Got5U” to 741-741
FREE, 24/7 CONFIDENTIAL TEXT LINE
KEEP GOING...
DON’T GIVE UP...
YOU’RE NOT ALONE.

TEXT “Got5U” to 741-741
FREE, 24/7 ANONYMOUS TEXT LINE
wellness check-in

I AM FEELING GREAT

I AM FEELING FINE

I AM FEELING ANGRY / IRRITATED

I AM FEELING ANXIOUS

I AM FEELING DEPRESSED

I AM FEELING SAD / UPSET

I AM NOT DOING WELL & NEED SUPPORT

I AM STRUGGLING WITH MY MENTAL HEALTH

If you need support, you can text “Got5U” to 741-741
FREE, 24/7 ANONYMOUS TEXT LINE
IT’S OKAY TO ASK FOR HELP

TEXT “GOT5U” TO 741-741
FREE, 24/7 • CONFIDENTIAL • TEXT LINE

You don’t have to go through this alone.
THIS IS TOUGH
SO ARE YOU

TEXT “Got5U” to 741-741
FREE, 24/7 CONFIDENTIAL TEXT LINE
YOU ARE STRONG.

YOU ARE BRAVE.

YOU ARE NOT ALONE IN THIS

TEXT “Got5U” to 741-741
FREE, ANONYMOUS, 24/7 TEXT LINE
You’re not alone.
Let’s chat.
We’re here to help.

TEXT “Got5U” to 741-741
FREE, 24/7 CONFIDENTIAL TEXT LINE
THIS IS TOUGH.

SO ARE YOU.

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FREE, 24/7 CONFIDENTIAL TEXT LINE
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LET’S CHAT. WE’RE HERE TO HELP.

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