



## Change Direction Jam - Social Media Participation Guide

The Change Direction Jam is taking place from June 12-13 during A Week to Change Direction. **A Week to Change Direction is a week of action, advocacy, and fundraising around mental health.** Around the world, 1 in 4 people have a diagnosable mental health condition, but not everyone who needs support receives it. Taking place June 9-15, A Week to Change Direction aims to change that — by focusing on changing the culture of mental health.

### Thank you for registering for The Change Direction Jam!

The Change Direction Jam is a series of global online conversations that are taking place simultaneously over the course of three days during A Week to Change Direction. Hosted on IBM's award-winning Innovation Jam platform, the Change Direction Jam is a unique opportunity for anyone and everyone interested in changing the culture of mental health to contribute their innovative ideas, viewpoints, and personal stories.

Similar to a virtual conference, participants have the opportunity to weigh in on the discussions taking place on the platform, post replies and review comments, vote in polls, follow topics of interest, and even start their own conversations! They will be joined by subject matter experts, facilitators, hosts, and a few of #ChangeDirection's celebrity friends. Waking up and feeling inspired to tell your story? Have a moment during your lunch break and time to share some thoughts? Reading an article about the culture of mental health and have an urge to talk about it? You can join for any amount of time, from anywhere in the world, during the course of the three-day Jam.

As conversations take place, IBM's Watson Analytics capabilities will monitor key trends taking place. At the end, the platform will generate actionable insights and recommendations from the discussions — these will inform our path forward to change the culture of mental health.

Veterans, students, parents, artists, and those affiliated with multi-national companies, nonprofits, foundations, and all others — you have unique insights into the mental health challenges facing all of us. We want you to add your voice to the conversation!

### Get Involved

Invite a friend, a colleague, or a family member to join the Jam! Make sure your networks join you for the Change Direction Jam and share the following social media posts. Don't forget to tag anyone you think might be interested to make sure they see your post and make sure to use #ChangeDirection to ensure your post joins the overall social media conversation!

## Sample Social Media Language

### **SHARE BEFORE THE JAM**

#### ***LinkedIn***

Are you reading an interesting mental health article and want to discuss it? Do you have a moment during your lunch break and an urge to share an innovative idea to change the culture around mental health? The #ChangeDirection Jam happening in June, is our chance to join subject matter experts, facilitators, celebrities, and people around the world in a virtual conference and crowdsourcing campaign to change the culture of mental health.

We all have unique insights into the mental health challenges facing all of us. I hope you join me and add your voice to this global online conversation now: <http://bit.ly/CDJam2019>.

#### ***Facebook***

Are you reading an interesting mental health article and want to discuss it? Did you wake up feeling inspired to tell your own story? The #ChangeDirection Jam is our chance to join subject matter experts, facilitators, celebrities, and the world in a virtual conference and crowdsourcing campaign to change the culture of mental health. The Jam will take place in June during A Week to Change Direction and is hosted by [tag: @CampaignToChangeDirection].

We all have unique insights into the mental health challenges facing all of us. I hope you join me and add your voice to this global online conversation now: <http://bit.ly/CDJam2019>.

#### ***Twitter***

- Are you reading an interesting mental health article and want to discuss it? This June, participate in @signsforchange's #ChangeDirection Jam and join the world in a virtual conference to change the culture of mental health. <http://bit.ly/CDJam2019>
- We all have unique insights and innovative ideas about the mental health challenges facing all of us. This June, join the @signsforchange #ChangeDirection Jam to share yours! <http://bit.ly/CDJam2019>
- Are you feeling inspired to tell your own story with mental health? This June, join me for @signsforchange's #ChangeDirection Jam — an online conversation to crowdsource ideas and stories to change the culture of mental health. <http://bit.ly/CDJam2019>.

## **SHARE DURING THE JAM**

### ***LinkedIn***

- This week is A Week to #ChangeDirection: a week of action, advocacy, and fundraising around mental health. I'm participating in the Change Direction Jam to discuss timely mental health topics and to shed light on \_\_\_\_\_. Learn more about this week and how to get involved: <http://bit.ly/AWTCD2019> .

### ***Facebook***

- This week is A Week to Change Direction: a week of action, advocacy, and fundraising around mental health. I'm participating in the Change Direction Jam to discuss timely mental health topics and to shed light on \_\_\_\_\_. Learn more about this week and how to get involved: <http://bit.ly/AWTCD2019>.

### ***Twitter***

- Today in the #ChangeDirection Jam, I learned \_\_\_\_\_. Thankful that the mental health community is shedding light on this topic!
- I just participated in a discussion about \_\_\_\_\_ during the #ChangeDirection Jam. Follow @SignsForChange and @GiveAnHour to stay up-to-date on the latest mental health discussions.

A Week to Change Direction is happening anywhere and everywhere people and organizations want to Change Direction. There is no shortage of ways you, your organization, and/or community can participate and #ChangeDirection! Click [here](#) to see a full list of suggested activities, and thank you for being a valuable member of this community working toward changing the culture around mental health.

## RESOURCES

**Twitter:** @GiveAnHour and @SignsForChange

**Facebook:** /giveanhour and /campaigntochangedirection

**Toolkit:** <https://www.changedirectiontoolkit.org/>

**Website:** <https://www.changedirection.org/a-week-to-change-direction/>

**Jam Registration:** <http://bit.ly/CDJam2019>

**Video:** What is a Jam? <https://www.collaborationjam.com/>