



Change Direction Jam, a Global Conversation on Mental Health Culture Change - Social Media Participation Guide

This Global Conversation is taking place from October 10th through the 11th. Around the world, 1 in 4 people have a diagnosable mental health condition, but not everyone who needs support receives it. Our Global Conversation aims to change that — by focusing on changing the culture of mental health.

Thank you for registering for the Change Direction Jam!

The Jam is a series of global online conversations that are taking place simultaneously over the course of two days. Using IBM's award-winning InnovationJam™ platform, this Global Conversation 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 two-day Conversation.

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 Global Conversation! Make sure your networks join you for the Global Conversation 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 GLOBAL CONVERSATION

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 Change Direction Jam, a Global Conversation on Mental Health Culture Change, starting on World Mental Health Day, October 10th and 11th, is our chance to join subject matter experts, facilitators, celebrities, and people around the world in a virtual conference and crowdsourcing campaign to #ChangeDirection.

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 Change Direction Jam, a Global Conversation on Mental Health Culture Change is your chance to join subject matter experts, facilitators, celebrities, and the world in a virtual conference and crowdsourcing campaign to #ChangeDirection. This Global Conversation is starting on World Mental Health Day, October 10th and continuing into the 11th 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? Participate in @signsforchange's Change Direction Jam, a Global Conversation on Mental Health Culture Change and join the world in a virtual conference to #ChangeDirection. <http://bit.ly/CDJam2019>
- We all have unique insights and innovative ideas about the mental health challenges facing all of us. This October, join the @signsforchange Change Direction Jam, a Global Conversation on Mental Health Culture Change to share yours and #ChangeDirection! <http://bit.ly/CDJam2019>
- Are you feeling inspired to tell your own story with mental health? Join me for @signsforchange's Change Direction Jam, a Global Conversation on Mental Health Culture Change — an online conversation to crowdsource ideas and stories to #ChangeDirection. <http://bit.ly/CDJam2019>.

SHARE SUNDAY- WEDNESDAY THE WEEK OF THE GLOBAL CONVERSATION

LinkedIn

- This Thursday is World Mental Health Day and I will be participating in the Change Direction Jam, a Global Conversation on Mental Health Culture Change to discuss timely mental health topics and to shed light on _____. It is time to #ChangeDirection. Register now: <http://bit.ly/CDJam2019>.

Facebook

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SHARE DURING THE GLOBAL CONVERSATION

LinkedIn

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Facebook

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Twitter

- Today in the #ChangeDirection Jam, a Global Conversation on Mental Health Culture Change, I learned _____. Thankful that the mental health community is shedding light on this topic! Join me!
- I just participated in a discussion about _____ during the #ChangeDirection Jam, a Global Conversation on Mental Health Culture Change. Follow @SignsForChange and @GiveAnHour to stay up-to-date on the latest mental health discussions and to join the movement.

RESOURCES

Twitter: @GiveAnHour and @SignsForChange

Facebook: /giveanhour and /campaigntochangedirection

Website: <https://www.changedirection.org/globalconversation/>

Global Conversation Registration: <http://bit.ly/CDJam2019>

Video: What is a Jam? https://www.collaborationjam.com/video/All_Callout_02.mp4