

##  
Make your voice heard. 

## BE AN INFLUENCER FOR GOOD

Anyone who wants to use their voice on social media to help end the stigma of mental health and prevent teen suicide can be a **#ZeroReasonsWhy Influencer**. You can use the tips and tools in this kit to **start making a difference** right now!

### BE A DIGITAL ADVOCATE

Follow us on social media and invite your friends:



zeroreasonswhy\_



@zeroreasonswhy\_



@zeroreasonswhy



@zeroreasonswhy\_

### ENGAGE WITH ZERO REASONS WHY

- Reshare #ZeroReasonsWhy content that you love to your Instagram story
- Like, share & comment on #ZeroReasonsWhy posts
- Tag @ZeroReasonsWhy\_ in your Instagram bio so your followers can find us
- Use our interactive Instagram story templates. Save them from our Influencer Kit [link to kit once available] or in our Instagram highlight “Shareables”
- Use the #ZeroReasonsWhy hashtag and tag @zeroreasonswhy\_ when sharing or posting about #ZRW or mental health topics

### SHARE WHY YOU CARE

Visit [bit.ly/zrwshare](https://bit.ly/zrwshare) or scan the QR code below to share why you care about mental health, your personal mental health journey or words of encouragement to show others they're not alone. You can record a video or type your answers!



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## HOW TO SHARE YOUR STORY AND ENGAGE OTHERS

Sharing why you care, or your own personal journey is a central part of being an advocate and influencer. Invite others into the conversation by sharing first and then encouraging them to join you to further the mission. Start with your story or message, then move on to why others should care about this, and finally call others to action. This outline can help you share your message in an Instagram caption, TikTok video or any other space where you want to share about mental health and Zero Reasons Why.

Why do you care about mental health?

What does Zero Reasons Why mean to you?



Why is this important?

Why do you care about this, why should others care?



What can others do to get involved and make a difference?

## ATTEND OR HOST A ZERO REASONS WHY EVENT

- Watch for and share announcements about events, meetings or other ways to get involved in-person – *and bring friends with you!*
- Check out our [Event Planning Guide](#) for ideas about hosting your own school or community event
- Post highlights on your social channels during and after a Zero Reasons Why event