



# Get PsychEd



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# WELCOME!

Together, we're going to create amazing things.

We applaud your commitment to **Psych EDucation** and sharing resources with your internal and external networks. Now that you are a part of our partnership program, you may be asking **what do I do next?**

You are in the right spot!

In this guide, we will share with you some ways you can announce the news about your partnership.

From understanding the ways you can share your videos to accessing email templates you can use to share the news about your partnership, this guide will provide you with messaging templates, technical instructions, and real-life examples from other partners.

Remember all messaging templates, images, logos, and infographics can be downloaded on our website at [www.psychhub.com/getpsyched](http://www.psychhub.com/getpsyched).



## IN THIS GUIDE:



**INDICATES CLICKABLE LINKS**



**PROVIDES SAMPLE COPY**



**IDENTIFIES A VERIFIED STATISTIC**



## OUR VISION

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# Bring mental health education to the world.

At Psych Hub, we are reimagining substance use, suicide prevention, and mental health education through intentional and thoughtful video creation. We've created the most comprehensive online video library in the world that hosts free, engaging videos about a wide variety of topics within the mental health space. Psych Hub is solving the mental health, opioid, and suicide crisis by providing free, credible education to all on mental health conditions and treatment options.

By combining clinical research and the art of storytelling, our videos provide engaging and credible mental health information that is accessible to everyone.

## OUR MISSION

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Psych Hub aims to be the trusted resource for consumers, family members, providers, and anyone else seeking evidence-based mental health information.

Our content is meant to help individuals better understand their health care journey, from identifying symptoms to providing insight on therapy and treatment options. The stories we tell are brought to life through short animated videos to effectively demonstrate the many faces of mental health and substance use disorders.

**Mental health disorders can impact anyone.** Through meaningful and innovative education, we can provide understanding and help each other lead healthier lives.

ABOUT US

## Why mental health education?

Mental health disorders don't discriminate. In fact, about **one in five adults** in the United States will experience mental illness in a given year.

### MENTAL HEALTH BY THE NUMBERS:



1 billion people (13%) worldwide experience a mental illness each year.<sup>1</sup>

In the United States, nearly 1 in 5 adults will experience a mental health condition and children ages 13-18 will encounter a serious mental illness.<sup>2</sup>

Approximately 1 in 25 adults in the U.S. (11.2 million) experiences a serious mental illness in a given year that substantially interferes with or limits one or more major life activities.<sup>3</sup>

56% of American adults with a mental illness do not receive treatment.<sup>4</sup>

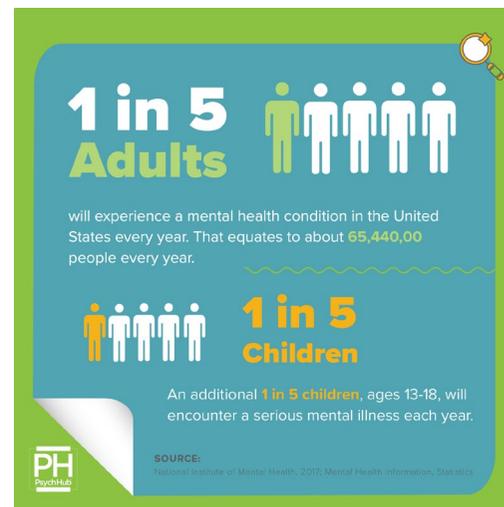
1.1% of adults in the U.S. live with schizophrenia.<sup>5</sup>

2.6% of adults in the U.S. live with bipolar disorder.<sup>6</sup>

6.9% of adults in the U.S.—16 million—had at least one major depressive episode in the past year.<sup>7</sup>

18.1% of adults in the U.S. experienced an anxiety disorder such as posttraumatic stress disorder, obsessive-compulsive disorder and specific phobias.<sup>8</sup>

1 suicide is completed every 12 minutes.<sup>9</sup> And 90% of those who completed suicide had an underlying mental illness.<sup>9</sup>



Find graphics displaying these awareness stats in our **Partner Resource Center**.



We focus on hope, not guilt. That's why we see education as the means to create a culture that's smart about mental health. Now, let's dive into the details and do this thing **together**.

## Let's get started sharing videos.

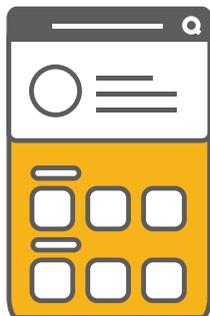
There are two main ways to share our videos with your audiences:



### Host our videos on your site to create your own video hub

Some of our partners like to host our videos through their websites or internal networks – we think that's great! What are the benefits?

- You send traffic to your own website and provide visitors with engaging, best in class video content.
- We provide embed codes and instructions for uploading any of our videos
- We make it easy! Download our complete guide to adding videos to your website [here](#). 



### Leverage your own Psych Hub co-branded partner page

Some of our partners prefer to brand their own Psych Hub landing page to share videos with their audiences. Here's why that may work for you:

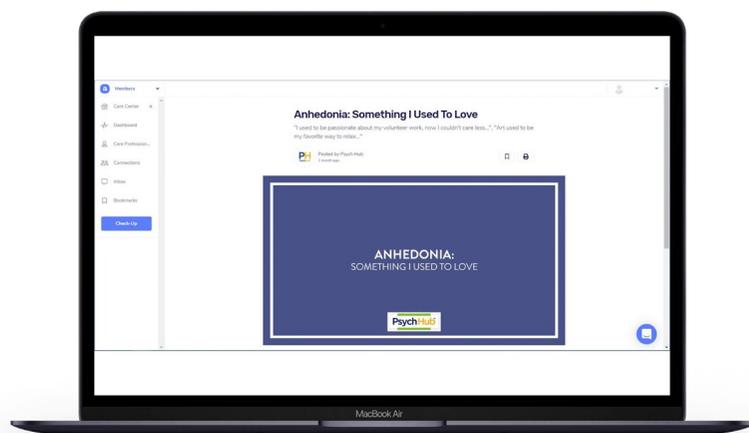
- You can automatically set up your page during the sign-up process just by uploading your logo.
- We can set up two pages in case you need videos for both individuals and providers.
- We make it easy! If you want to add more topics to your current page reach out to your [Partnership Account Manager](#). 

**IT DOESN'T MATTER WHICH PATH YOU TAKE. EITHER WAY YOU ARE SHARING MENTAL HEALTH EDUCATION.**

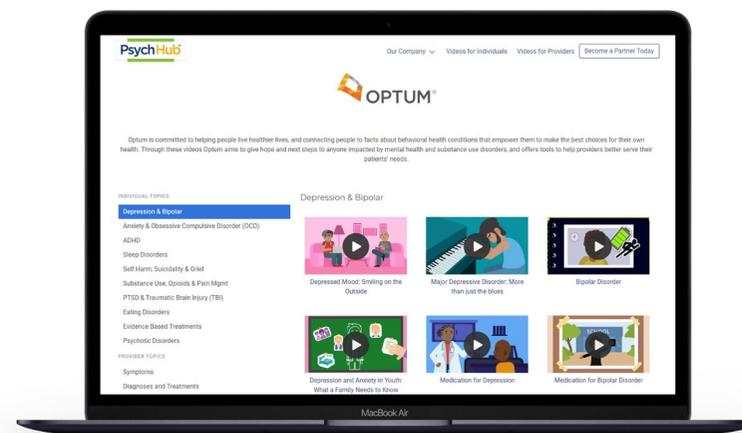
Check out how two of our current partners are sharing Psych Hub videos.

**OUR VIDEOS WORK WELL WITH EITHER FORMAT.**

## YOUR VIDEO HUB



## CUSTOM PARTNER PAGE



Placement tips & tricks.

You might be wondering **where should these videos live on my organization's website?** We have some ideas. Already have relevant mental health content posted on your site? In that case, our videos might be a good match for your blog. Or, keep your audience coming back for more new resources by adding videos to your homepage, where they will quickly provide an engaging visual element. You can also spruce up an internal site or portal by adding all of our videos there so your audience can find them in one spot.

## PRO TIP

*If you decide to create your own branded page on the Psych Hub website don't forget to add your logo!  
If you want to personalize your page with your own headline like our friends at Optum, please reach out to your [Partnership Account Manager](#).*



## Get social.

Now that you've partnered with Psych Hub, we know you may want to share the news on your social media channels. Here are some **sample posts** to get you started.



Mental health disorders can impact anyone. That's why we're excited to announce our partnership with [@PsychHub\\_ed](#) to bring mental health education to the world with free, best-in-class videos. Check them out! [\[Link to Partner Page or Video Hub\]](#)



In the United States, almost half of adults will experience a mental illness during their lifetime. That's why we're thrilled to partner with [Psych Hub](#) to provide engaging, best-in-class [#mentalhealth](#) education resources for all. Join us in changing the tide! [\[Link to Partner Page or Video Hub\]](#)



Meet [Psych Hub](#), our partner in bringing mental health education to our audience: [\[Link to Partner Page or Video Hub\]](#). Together, we're thrilled to bring you engaging, best-in-class resources to reimagine mental health education.



## Social tips & tricks.

While we still keep things professional on social media, we think of the different channels as places to demonstrate personality, have fun, and relate to our audience members. Our social voice is written in a human tone, and we encourage you to do the same. Be a storyteller. Be a cheerleader. Be part of something big, and [#GetPsychEd](#).

## Keep your network updated.

We're always updating our own social feeds and keeping our partners in the loop on what's going on at Psych Hub. You can rotate sharing different videos or talk about why your organization is passionate about mental health education to keep the conversation going.



[@PsychHubEd](#)



[@PsychHub\\_ed](#)



[/PsychHubEd](#)



[@psychhub\\_education](#)



## Share with style.

From sharing inspiring animations of important mental health concepts to highlighting stories about the people we work with, these graphics are some examples of how we can help you connect with your audience to **#GetPsychEd** about our partnership. Here are some **sample posts** to get you started.

But wait – there's more. You have access to all of these images and several others to share on your social channels. You will find images that have been optimized for each social platform. Find all downloads in our **Partner Resource Center**.



Above is an example of a post you can use to **announce your partnership** along with some of our sample copy, if you would like!

To the left is an example of a mental health statistic graphic that speaks to the importance of the work our wider community is engaged in. Find more examples in the **Partner Resource Center** (and stay tuned for campaign-specific graphics each month by signing up for our newsletter!) 

## Craft your communication plan.



Email is a great way to tell your internal and external audiences about your new partnership. Here are some **sample emails** to get you started!

### EXTERNAL AUDIENCE

In our efforts to provide best-in-class wellness resources, we at **[insert organization name]** are proud to announce our partnership with Psych Hub, the trusted resource for mental health. Mental Health impacts everyone, and we are dedicated to providing clinically sound and engaging education for our community.

Psych Hub offers an extensive video library, providing evidence-based education on mental health, substance use, and suicide prevention.

We are excited to share these videos with you.

To access our video collection visit **[insert Link to Partner Page or Video Hub]**.

Join us in our efforts to educate and empower individuals, change the conversation, and decrease stigma.

#ImPsychEd

### PRO TIP

Download these email templates & other graphics to spice up emails in our **Partner Resource Center**.



### INTERNAL AUDIENCE

In our efforts to provide best-in-class wellness resources to our **[insert audience name here]** we at **[insert organization name here]** are proud to announce our partnership with Psych Hub, the trusted resource for mental health.

Psych Hub offers a vast and engaging video library providing evidence-based education on mental health, substance use, and suicide prevention.

This partnership is important to our organization because mental health impacts everyone, and we are dedicated to providing best-in-class resources for our **[insert audience name here]**.

We are excited to share these videos with you. To access our video collection visit **[insert link to partner page or video hub]**.

Join us in our efforts to educate and empower individuals, change the conversation, and decrease stigma.

#ImPsychEd

## Connect with your audience in person.



Looking for a way to bring your team together? Maybe you want to have a more proactive conversation around mental health with your community.

We provide our partners with the resources they need to have **in-person conversations** and discussions about Psych Hub resources with their staff, employees, members, or patients.

## We have two resources prepared for you.

### PSYCH HUB FLYER

Use this document to answer any questions from your patients or colleagues about Psych Hub.

You can also print out this PDF and distribute to your team or hang it up in your office for patients to see. Click this link to access the **Psych Hub Flyer**



### ABOUT PSYCH HUB & MENTAL HEALTH DECK

Use this ready-to-go deck during your next staff meeting or lunch and learn.

In this deck you will be able to tell your team about Psych Hub's mission and how to use the videos to learn more about mental health. Click this link to access the **Psych Hub & Mental Health Deck**.



## Facilitation tips & tricks.

**Engage in dialogue. Encourage sharing.** Print has a tangibility that the web doesn't. It allows you to present static messages to your audience and attract the attention of readers. By creating print materials that feature engaging copy and visuals, you can inform, educate, and **inspire your audience**.

### PRO TIP

*Use these resources together! The Psych Hub Flyer document is a great handout to share after you next lunch and learn.*

## OUR

CMYK: 2, 32, 100, 0

RGB: 249, 180, 24

HEX: #F9B418

## FAVORITE

CMYK: 51, 2, 98, 0

RGB: 140, 194, 65

HEX: #8CC241

## COLORS

CMYK: 100, 82, 24, 9

RGB: 25, 68, 124

HEX: #19447C

## Use our assets with our signature style.

We use two versions of our logo:

FULL



SQUARE



### DOS & DON'TS

**DO** place our logo on a white or clean background. Mom got this one right; it's best to keep things clean.

**DO** use all-white versions of our logos on dark backgrounds.

**DO** give our logo some air. Make sure there's enough space around it so it's legible.

**DON'T** place our logo on a cluttered background. We don't want it to get lost in the crowd.

**DON'T** change the font or the capitalization.

**DON'T** manipulate the logo. No stretching.

You can find downloadable versions of all versions of our logos in our [Partner Resource Center](#).



## Writing tips & tricks.

We know that talking about mental health isn't easy, so we aim to keep our voice positive and encouraging while informative and precise. **Be friendly.** We love it when communication feels personal and real. **Be accurate.** We're very careful to ensure our content is clinically-sound. **Be inspirational.** Our goal is that every interaction with Psych Hub leaves someone feeling knowledgeable, happy, and hopeful.

## YOU ARE THE PEOPLE WHO HELP MAKE OUR DREAM POSSIBLE.

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Thank you for connecting with us, for being a partner and part of our community, for supporting our mission, and for helping us strive toward a healthier future for all.

We hope you gain the knowledge you need for yourself or someone else. Get educated, share your stories, show compassion, and don't judge. **Together we can change the stigma around mental health.**

 @PsychHubEd

 @PsychHub\_ed

 @PsychHubEd

 @psychhub\_education

**DOCUMENT CREATED BY [MARKETING@PSYCHHUB.COM](mailto:MARKETING@PSYCHHUB.COM). PLEASE REACH OUT WITH FURTHER QUESTIONS.**

## SOURCES

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<sup>1</sup>Global Data Health Exchange, 2017

<sup>2</sup>Substance Abuse and Mental Health Services Administration, 2012; "Results from the 2012 National Survey on Drug Use and Health"

<sup>3</sup>Any Mental Illness (AMI) Among Adults. (n.d.). Retrieved May 1, 2019, from [https://www.nimh.nih.gov/health/statistics/mental-illness.shtml#part\\_154785](https://www.nimh.nih.gov/health/statistics/mental-illness.shtml#part_154785)

<sup>4</sup>The State of Mental Health in America 2018, Retrieved July 1, 2019, from <https://www.mentalhealthamerica.net/issues/state-mental-health-america-2018>

<sup>5</sup>Schizophrenia. (n.d.). Retrieved January 16, 2015, from <http://www.nimh.nih.gov/health/statistics/prevalence/schizophrenia.shtml>

<sup>6</sup>Bipolar Disorder Among Adults. (n.d.). Retrieved January 16, 2015, from <http://www.nimh.nih.gov/health/statistics/prevalence/bipolar-disorder-among-adults.shtml>

<sup>7</sup>Major Depression Among Adults. (n.d.). Retrieved January 16, 2015, from <http://www.nimh.nih.gov/health/statistics/prevalence/major-depression-among-adults.shtml>

<sup>8</sup>Any Anxiety Disorder Among Adults. (n.d.). Retrieved January 16, 2015, from <http://www.nimh.nih.gov/health/statistics/prevalence/any-anxiety-disorder-among-adults.shtml>

<sup>9</sup>American Journal of Psychiatry and U.S. Surgeon General's Report, 1999