

myStrength Social Media Kit

Content & Images for Schools, Organizations and Businesses

We have drafted three social media posts for you. Use these images and captions to share on the social media platforms on which you and/or your organization actively participates and posts.

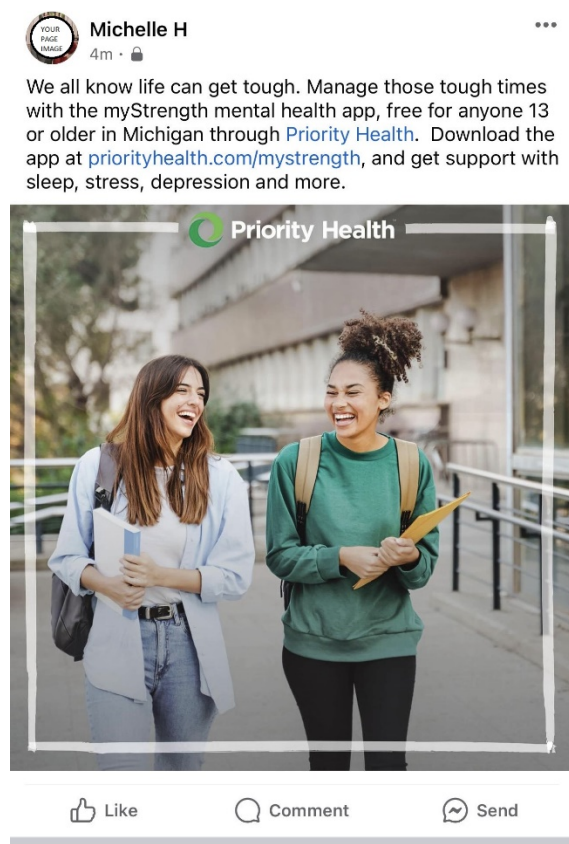
TAGGING INSTRUCTIONS

When posting, tag the Priority Health social account in your post.

Type the @ symbol followed by PriorityHealth (with no spaces) to tag us. When you see the Priority Health account pop up in your text box, click on it and keep typing your post.

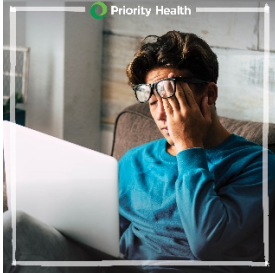
EXAMPLE POST

Notice that Priority Health is in blue below because of the @ tagging.



POST 1: IMAGES AND CONTENT (choose one image and one content paragraph)

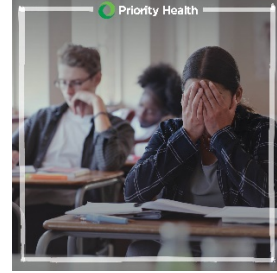
✓ **POST 1:**



Link to image:
[Glasses thinking](#)



Link to image:
[Girl taking test](#)



Link to image:
[Face in palms](#)

✓ **SCHOOLS POST 1:**

We all have struggles. That's why Priority Health is offering FREE access to myStrength, a digital mental health app, for all <school district name> students, staff and family members age 13 and up. Visit priorityhealth.com/mystrength and create a FREE account.

✓ **BUSINESSES AND ORGS POST 1:**

We all have struggles. That's why Priority Health is offering FREE access to myStrength, a digital mental health app, for all Michigan residents age 13 and up. Visit priorityhealth.com/myStrength and create a FREE account.

POST 2: IMAGES AND CONTENT (choose one image and one content paragraph)

✓ **POST 2:**



Link to image:
[Backpacking](#)



Link to image:
[Family stretch](#)



Link to image:
[Yoga in grass](#)

✓ **SCHOOLS POST 2:**

Have you or your teenage student created your myStrength mental health plan? Priority Health is offering this wellness resource for FREE, and it's easy as 1-2-3:

1. **Download the app** at priorityhealth.com/mystrength
2. Create an account and answer a few questions about what's on your mind to **personalize your plan**
3. Explore content, activities and tools to help you **live your happiest and healthiest life**

✓ **BUSINESSES AND ORGS POST 2:**

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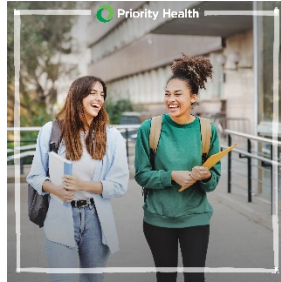
1. **Download the app** at priorityhealth.com/mystrength
2. Create an account and answer a few questions about what's on your mind to **personalize your plan**
3. Explore content, activities and tools to help you **live your happiest and healthiest life**

POST 3: IMAGES AND CONTENT (choose one image and one content paragraph)

✓ **POST 3:**



Link to image:
[Laughing with hats](#)



Link to image:
[Walking girls](#)



Link to image:
[Trampoline fun](#)

✓ **SCHOOLS POST 3:**

We all know life can get tough. Manage those tough times with the myStrength mental health app, free for anyone 13 or older in Michigan through Priority Health. Download the app at priorityhealth.com/mystrength, and get support with sleep, stress, depression and more.

✓ **BUSINESSES AND ORGS POST 3:**

We all know life can get tough. Manage those tough times with the myStrength mental health app, free for anyone 13 or older in Michigan through Priority Health. Download the app at priorityhealth.com/mystrength, and get support with sleep, stress, depression and more.