**Promotional Language**

Please share the social media posts below with your community and help us spread the word about the <HealthyMenMichigan.org> campaign.

**Facebook** **Posts**

Even if you’re the “strong, silent type,” sometimes you need to take control of your life and your health. Take positive steps today. Men in Michigan can check their mental health and find local resources at [HealthyMenMichigan.org](http://healthymenmichigan.org/).  
[POST THIS](https://www.facebook.com/dialog/feed?%20%20app_id=402419143274309%20%20&display=popup&caption=Healthy%20Men%20Michigan%20%20&link=https%3A%2F%2FHealthyMenMichigan.org%20%20&redirect_uri=http://mentalhealthscreening.org/programs/hmm%20%20&picture=http%3A%2F%2Fmentalhealthscreening.org%2Fassets%2Fimg%2FHMM%2FSharable_Image.jpg%20%20&description=Even%20if%20you%E2%80%99re%20the%20%E2%80%9Cstrong,%20silent%20type,%E2%80%9D%20sometimes%20you%20need%20to%20take%20control%20of%20your%20life%20and%20your%20health.%20Take%20positive%20steps%20today.%20Men%20in%20Michigan%20can%20check%20their%20mental%20health%20and%20find%20local%20resources%20at%20HealthyMenMichigan.org.)

Six million men in the United States experience depression in any given year. Depression is common and treatable and seeking help for it shows strength and courage. Check your symptoms today at [HealthyMenMichigan.org](http://healthymenmichigan.org/).  
[POST THIS](https://www.facebook.com/dialog/feed?%20%20app_id=402419143274309%20%20&display=popup&caption=Healthy%20Men%20Michigan%20%20&link=https%3A%2F%2FHealthyMenMichigan.org%20%20&redirect_uri=http://mentalhealthscreening.org/programs/hmm%20%20&picture=http%3A%2F%2Fmentalhealthscreening.org%2Fassets%2Fimg%2FHMM%2FSharable_Image.jpg%20%20&description=Six%20million%20men%20in%20the%20United%20States%20experience%20depression%20in%20any%20given%20year.%20Depression%20is%20common%20and%20treatable%20and%20seeking%20help%20for%20it%20shows%20strength%20and%20courage.%20Check%20your%20symptoms%20today%20at%20HealthyMenMichigan.org.)

Myth: Only people with tough life circumstances experience depression. Fact: A person can experience depression even if they have everything they want and feel they should be happy. You can check in on your own mental health at [HealthyMenMichigan.org](http://healthymenmichigan.org/) and find local resources.  
[POST THIS](https://www.facebook.com/dialog/feed?%20%20app_id=402419143274309%20%20&display=popup&caption=Healthy%20Men%20Michigan%20%20&link=https%3A%2F%2FHealthyMenMichigan.org%20%20&redirect_uri=http://mentalhealthscreening.org/programs/hmm%20%20&picture=http%3A%2F%2Fmentalhealthscreening.org%2Fassets%2Fimg%2FHMM%2FSharable_Image.jpg%20%20&description=Myth:%20Only%20people%20with%20tough%20life%20circumstances%20experience%20depression.%20Fact:%20A%20person%20can%20experience%20depression%20even%20if%20they%20have%20everything%20they%20want%20and%20feel%20they%20should%20be%20happy.%20You%20can%20check%20in%20on%20your%20own%20mental%20health%20at%20HealthyMenMichigan.org%20and%20find%20local%20resources.)

Directions aren’t the only help men are reluctant to seek. Many men hesitate to reach out for help if they are feeling sad or depressed. [HealthyMenMichigan.org](http://healthymenmichigan.org/) provides mental health resources for men in Michigan.  
[POST THIS](https://www.facebook.com/dialog/feed?%20%20app_id=402419143274309%20%20&display=popup&caption=Healthy%20Men%20Michigan%20%20&link=https%3A%2F%2FHelpYourselfHelpOthers.org%20%20&redirect_uri=http://mentalhealthscreening.org/programs/hmm%20%20&picture=http%3A%2F%2Fmentalhealthscreening.org%2Fassets%2Fimg%2FHMM%2FSharable_Image.jpg%20%20&description=Directions%20aren%E2%80%99t%20the%20only%20help%20men%20are%20reluctant%20to%20seek.%20Many%20men%20hesitate%20to%20reach%20out%20for%20help%20if%20they%20are%20feeling%20sad%20or%20depressed.%20HealthyMenMichigan.org%20provides%20mental%20health%20resources%20for%20men%20in%20Michigan.)

Your mental health is a vital part of your overall health, so don’t ignore it. More than 6 million men have depression. This common condition is highly treatable. Check in on your mental health at [HealthyMenMichigan.org](http://healthymenmichigan.org/).  
[POST THIS](https://www.facebook.com/dialog/feed?%20%20app_id=402419143274309%20%20&display=popup&caption=Healthy%20Men%20Michigan%20%20&link=https%3A%2F%2FHealthyMenMichigan.org%20%20&redirect_uri=http://mentalhealthscreening.org/programs/hmm%20%20&picture=http%3A%2F%2Fmentalhealthscreening.org%2Fassets%2Fimg%2FHMM%2FSharable_Image.jpg%20%20&description=Your%20mental%20health%20is%20a%20vital%20part%20of%20your%20overall%20health,%20so%20don%E2%80%99t%20ignore%20it.%20More%20than%206%20million%20men%20have%20depression.%20This%20common%20condition%20is%20highly%20treatable.%20Check%20in%20on%20your%20mental%20health%20at%20HealthyMenMichigan.org.)

When your car runs poorly, you find what’s wrong with it or take it in to be evaluated. Give your health, including your mental health, the same attention. Take a free & anonymous mental health screening and find Michigan resources at [HealthyMenMichigan.org](http://healthymenmichigan.org/).  
[POST THIS](https://www.facebook.com/dialog/feed?%20%20app_id=402419143274309%20%20&display=popup&caption=Healthy%20Men%20Michigan%20%20&link=https%3A%2F%2FHealthyMenMichigan.org%20%20&redirect_uri=http://mentalhealthscreening.org/programs/hmm%20%20&picture=http%3A%2F%2Fmentalhealthscreening.org%2Fassets%2Fimg%2FHMM%2FSharable_Image.jpg%20%20&description=When%20your%20car%20runs%20poorly,%20you%20find%20what%E2%80%99s%20wrong%20with%20it%20or%20take%20it%20in%20to%20be%20evaluated.%20Give%20your%20health,%20including%20your%20mental%20health,%20the%20same%20attention.%20Take%20a%20free%20&%20anonymous%20mental%20health%20screening%20and%20find%20Michigan%20resources%20at%20HealthyMenMichigan.org.)

If your bad days are stacking up and turning into bad weeks, it may be more than just life’s frustrations. It may be depression. Take a quick check at [HealthyMenMichigan.org](http://healthymenmichigan.org/).  
[POST THIS](https://www.facebook.com/dialog/feed?%20%20app_id=402419143274309%20%20&display=popup&caption=Healthy%20Men%20Michigan%20%20&link=https%3A%2F%2FHealthyMenMichigan.org%20%20&redirect_uri=http://mentalhealthscreening.org/programs/hmm%20%20&picture=http%3A%2F%2Fmentalhealthscreening.org%2Fassets%2Fimg%2FHMM%2FSharable_Image.jpg%20%20&description=If%20your%20bad%20days%20are%20stacking%20up%20and%20turning%20into%20bad%20weeks,%20it%20may%20be%20more%20than%20just%20life%E2%80%99s%20frustrations.%20It%20may%20be%20depression.%20Take%20a%20quick%20check%20at%20HealthyMenMichigan.org.)

Your health is important not only to you, but to the people who love and rely on you. Your family, friends, and colleagues need you to be mentally and physically healthy. Take care of them by taking care of yourself and checking in on your mental health at [HealthyMenMichigan.org](http://healthymenmichigan.org/).  
[POST THIS](https://www.facebook.com/dialog/feed?%20%20app_id=402419143274309%20%20&display=popup&caption=Healthy%20Men%20Michigan%20%20&link=https%3A%2F%2FHealthyMenMichigan.org%20%20&redirect_uri=http://mentalhealthscreening.org/programs/hmm%20%20&picture=http%3A%2F%2Fmentalhealthscreening.org%2Fassets%2Fimg%2FHMM%2FSharable_Image.jpg%20%20&description=Your%20health%20is%20important%20not%20only%20to%20you,%20but%20to%20the%20people%20who%20love%20and%20rely%20on%20you.%20Your%20family,%20friends,%20and%20colleagues%20need%20you%20to%20be%20mentally%20and%20physically%20healthy.%20Take%20care%20of%20them%20by%20taking%20care%20of%20yourself%20and%20checking%20in%20on%20your%20mental%20health%20at%20HealthyMenMichigan.org.)

**Facebook** **Posts for people who want to reach out to men...**

If you love a man who struggles with irritability and anger, he may actually have depression. Men often exhibit depression symptoms that are different than women. HealthyMenMichigan.org is a resource available for men in Michigan to check in on their own mental health and find local resources. Check out [HealthyMenMichigan.org](http://healthymenmichigan.org/) today.  
[POST THIS](https://www.facebook.com/dialog/feed?%20%20app_id=402419143274309%20%20&display=popup&caption=Healthy%20Men%20Michigan%20%20&link=https%3A%2F%2FHealthyMenMichigan.org%20%20&redirect_uri=http://mentalhealthscreening.org/programs/hmm%20%20&picture=http%3A%2F%2Fmentalhealthscreening.org%2Fassets%2Fimg%2FHMM%2FSharable_Image.jpg%20%20&description=If%20you%20love%20a%20man%20who%20struggles%20with%20irritability%20and%20anger,%20he%20may%20actually%20have%20depression.%20Men%20often%20exhibit%20depression%20symptoms%20that%20are%20different%20than%20women.%20HealthyMenMichigan.org%20is%20a%20resource%20available%20for%20men%20in%20Michigan%20to%20check%20in%20on%20their%20own%20mental%20health%20and%20find%20local%20resources.%20Check%20out%20HealthyMenMichigan.org%20today.)

Men can be reluctant to seek help when they are physically hurt, and also if they are having symptoms of depression. A loved one or friend who suggests a confidential resource to check on his mental health would be welcome. Tell the man you love to visit [HealthyMenMichigan.org](http://healthymenmichigan.org/) today to check in on his own mental health and find some local resources.  
[POST THIS](https://www.facebook.com/dialog/feed?%20%20app_id=402419143274309%20%20&display=popup&caption=Healthy%20Men%20Michigan%20%20&link=https%3A%2F%2FHealthyMenMichigan.org%20%20&redirect_uri=http://mentalhealthscreening.org/programs/hmm%20%20&picture=http%3A%2F%2Fmentalhealthscreening.org%2Fassets%2Fimg%2FHMM%2FSharable_Image.jpg%20%20&description=Men%20can%20be%20reluctant%20to%20seek%20help%20when%20they%20are%20physically%20hurt,%20and%20also%20if%20they%20are%20having%20symptoms%20of%20depression.%20A%20loved%20one%20or%20friend%20who%20suggests%20a%20confidential%20resource%20to%20check%20on%20his%20mental%20health%20would%20be%20welcome.%20Tell%20the%20man%20you%20love%20to%20visit%20HealthyMenMichigan.org%20today%20to%20check%20in%20on%20his%20own%20mental%20health%20and%20find%20some%20local%20resources.)

Does your husband/brother/boyfriend/son seem more down than usual? Six million men have depression, and many go untreated because they are reluctant to ask for help. Depression is common and treatable. Let the man in your life know that [HealthyMenMichigan.org](http://healthymenmichigan.org/) is a great resource for Michigan men to check in on their mental health and find local resources.  
[POST THIS](https://www.facebook.com/dialog/feed?%20%20app_id=402419143274309%20%20&display=popup&caption=Healthy%20Men%20Michigan%20%20&link=https%3A%2F%2FHealthyMenMichigan.org%20%20&redirect_uri=http://mentalhealthscreening.org/programs/hmm%20%20&picture=http%3A%2F%2Fmentalhealthscreening.org%2Fassets%2Fimg%2FHMM%2FSharable_Image.jpg%20%20&description=Does%20your%20husband/brother/boyfriend/son%20seem%20more%20down%20than%20usual?%20Six%20million%20men%20have%20depression%20and%20many%20go%20untreated%20because%20they%20are%20reluctant%20to%20ask%20for%20help.%20Depression%20is%20common%20and%20treatable.%20Let%20the%20man%20in%20your%20life%20know%20that%20HealthyMenMichigan.org%20is%20a%20great%20resource%20for%20Michigan%20men%20to%20check%20in%20on%20their%20mental%20health%20and%20find%20local%20resources.)

**Tweets**

You are the captain of your own ship. Take control of your #mentalhealth. Visit [HealthyMenMichigan.org](http://healthymenmichigan.org/).  
[TWEET THIS](http://twitter.com/share?text=You%20are%20the%20captain%20of%20your%20own%20ship.%20Take%20control%20of%20your%20%23mentalhealth.%20Visit&url=http://HealthyMenMichigan.org&source=webclient)

About 6 million American men suffer from #depression. Take a free screening and get local resources for men at [HealthyMenMichigan.org](http://healthymenmichigan.org/).  
[TWEET THIS](http://twitter.com/share?text=About%206%20million%20American%20men%20suffer%20from%20%23depression.%20Take%20a%20free%20screening%20and%20get%20local%20resources%20for%20men%20at&url=http://HealthyMenMichigan.org&source=webclient)

When is another lousy mood actually #depression? Take a screening and find resources at [HealthyMenMichigan.org](http://healthymenmichigan.org/).  
[TWEET THIS](http://twitter.com/share?text=When%20is%20another%20lousy%20mood%20actually%20%23depression%3F%20Take%20a%20screening%20and%20find%20resources%20at&url=http://HealthyMenMichigan.org&source=webclient)

Take care of those you love by taking care of yourself. Check your #mentalhealth at [HealthyMenMichigan.org](http://healthymenmichigan.org/).  
[TWEET THIS](http://twitter.com/share?text=Take%20care%20of%20those%20you%20love%20by%20taking%20care%20of%20yourself.%20Check%20your%20%23mentalhealth%20at&url=http://HealthyMenMichigan.org&source=webclient)

Don’t waste another day unhappy and irritable. Take control now with a #mentalhealth screening at [HealthyMenMichigan.org](http://healthymenmichigan.org/).  
[TWEET THIS](http://twitter.com/share?text=Don%E2%80%99t%20waste%20another%20day%20unhappy%20and%20irritable.%20Take%20control%20now%20with%20a%20%23mentalhealth%20screening%20at&url=http://HealthyMenMichigan.org&source=webclient)

Men who face problems want to solve them. Take the first step to solving any #mentalhealth issues with a screening @ [HealthyMenMichigan.org](http://healthymenmichigan.org/).  
[TWEET THIS](http://twitter.com/share?text=Men%20who%20face%20problems%20want%20to%20solve%20them.%20Take%20the%20first%20step%20to%20solving%20any%20%23mentalhealth%20issues%20with%20a%20screening%20%40&url=http://HealthyMenMichigan.org&source=webclient)

Myth: Depression is only for people w/ rough life circumstances. Fact: #Depression can hit anyone. Check symptoms @ [HealthyMenMichigan.org](http://healthymenmichigan.org/).  
[TWEET THIS](http://twitter.com/share?text=Myth%3A%20Depression%20is%20only%20for%20people%20w/%20rough%20life%20circumstances.%20Fact%3A%20%23Depression%20can%20hit%20anyone.%20Check%20symptoms%20%40&url=http://HealthyMenMichigan.org&source=webclient)

Seeking help for your #mentalhealth is a sign of strength. Find screenings and local resources at [HealthyMenMichigan.org](http://healthymenmichigan.org/).  
[TWEET THIS](http://twitter.com/share?text=Seeking%20help%20for%20your%20%23mentalhealth%20is%20a%20sign%20of%20strength.%20Find%20screenings%20and%20local%20resources%20at&url=http://HelpYourselfHelpOthers.org&source=webclient)

Suicide can be prevented by addressing #mentalhealth problems before they become a crisis. Check your health at [HealthyMenMichigan.org](http://healthymenmichigan.org/).  
[TWEET THIS](http://twitter.com/share?text=Suicide%20can%20be%20prevented%20by%20addressing%20%23mentalhealth%20problems%20before%20they%20become%20a%20crisis.%20Check%20your%20health%20at&url=http://HealthyMenMichigan.org&source=webclient)

If you no longer enjoy what you once really liked to do, you may have #depression. Check your mental health at [HealthyMenMichigan.org](http://healthymenmichigan.org/).  
[TWEET THIS](http://twitter.com/share?text=If%20you%20no%20longer%20enjoy%20what%20you%20once%20really%20liked%20to%20do%2C%20you%20may%20have%20%23depression.%20Check%20your%20mental%20health%20at&url=http://HealthyMenMichigan.org&source=webclient)

**Tweets for people who want to reach out to men...**

Know a man who always seems angry and aggressive? It may actually be #depression. Screenings & resources at [HealthyMenMichigan.org](http://healthymenmichigan.org/).  
[TWEET THIS](http://twitter.com/share?text=Know%20a%20man%20who%20always%20seems%20angry%20and%20aggressive%3F%20It%20may%20actually%20be%20%23depression.%20Screenings%20%26%20resources%20at&url=http://HealthyMenMichigan.org&source=webclient)

Men like to take control and solve problems, but many ignore their own #mentalhealth. Tell a man you love about [HealthyMenMichigan.org](http://healthymenmichigan.org/).  
[TWEET THIS](http://twitter.com/share?text=Men%20like%20to%20take%20control%20and%20solve%20problems%2C%20but%20many%20ignore%20their%20own%20%23mentalhealth.%20Tell%20a%20man%20you%20love%20about&url=http://HealthyMenMichigan.org&source=webclient)

If a man you love is struggling, but won’t seek help, tell him men can take screenings & find resources @ [HealthyMenMichigan.org](http://healthymenmichigan.org/).  
[TWEET THIS](http://twitter.com/share?text=If%20a%20man%20you%20love%20is%20struggling%2C%20but%20won%E2%80%99t%20seek%20help%2C%20tell%20him%20men%20can%20take%20screenings%20%26%20find%20resources%20%40&url=http://HealthyMenMichigan.org&source=webclient)