

YOU GOOD?

988 | MENTAL
HEALTH
LIFELINE

SOCIAL MEDIA TOOLKIT

CAMPAIGN APPLICATIONS - SOCIAL MEDIA

The following examples demonstrate how campaign messaging may be adapted across social media application while maintaining visual consistency. Each section shows demographic specific posts and general captions to accompany them.



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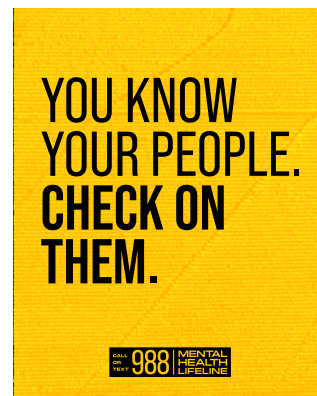
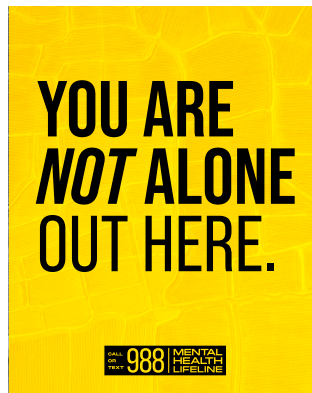
SOCIAL MEDIA - POSTS & CAPTIONS

GENERAL POST



1. Sometimes "You good?" is just a question.
Sometimes it's an invitation to really talk.
Ask it. Mean it. Listen to the answer.
And if you need someone to talk to, call or text 988.
#YouGood #988Oklahoma #MentalHealth
#SuicideAwarenessMonth
2. "Yeah, I'm good."
Maybe they are. Maybe they aren't. If something feels off,
stay in the conversation. Ask again. Listen.
And if you're the one having a hard time, call or text 988.
#YouGood #988Oklahoma #MentalHealthMatters
#SuicideAwarenessMonth
3. Not every conversation starts with "I need help."
Sometimes it starts with: "I've had a rough week."
"I haven't been sleeping." "I'm just not myself lately."
Whatever your first words are, 988 is here to listen.
Call or text 988.
#YouGood #988Oklahoma #988Lifeline #SuicideAwarenessMonth
4. You don't need a special reason to call someone you care about.
If it's been a while, reach out. Ask how they're doing.
Stay on the phone a little longer.
Sometimes checking in matters more than you know.
If more support is needed, call or text 988.
#YouGood #988Oklahoma #StayConnected

RURAL POSTS



1. Haven't seen someone around lately? They've gotten quieter?
Something just seems off? Check in.
A call, a text or a simple "You good?" can start a conversation.
If you or someone you know needs someone to talk to, call or text 988.
#YouGood #988Oklahoma #Oklahoma #RuralOklahoma #MentalHealth
2. You know when your people aren't quite themselves.
Don't overthink the check-in.
Call. Stop by. Ask, "You good?" Then make time for the answer.
If more support is needed, call or text 988.
#YouGood #988Oklahoma #SuicideAwarenessMonth #MentalHealthMatters
3. Sometimes people tell you they're struggling.
Sometimes you just notice they haven't been themselves lately.
Trust that instinct. Check in.
And if you or someone you know needs someone to talk to,
call or text 988.
#YouGood #988Oklahoma #RuralOklahoma ##SuicideAwarenessMonth

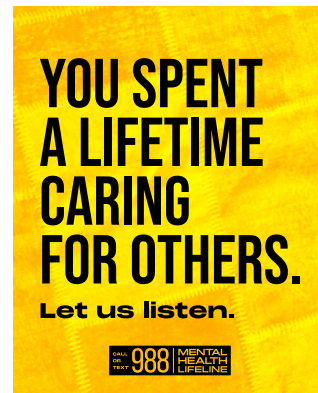
SOCIAL MEDIA - POSTS & CAPTIONS

VETERANS POSTS



1. You looked out for the people beside you.
Keep checking on each other.
And when someone asks you, give them the real answer.
Veterans can call 988 and press 1 to reach the Veterans Crisis Line.
#YouGood #9880klahoma #Veterans #VeteransCrisisLine #MentalHealth
2. If something from your service is still weighing on you,
talking about it is okay. Confidential support is available 24/7 through
the Veterans Crisis Line by calling or texting 988 and pressing 1.
#YouGood #9880klahoma #Veterans #VeteransCrisisLine
#MentalHealthAwareness
3. Some things are hard to talk about.
That doesn't mean you have to keep them to yourself.
Start wherever you can.
Veterans can call 988 and press 1 to reach the Veterans Crisis Line 24/7.
#YouGood #9880klahoma #Veterans #VeteransCrisisLine

OLDER ADULTS POSTS



1. You've spent a lifetime showing up for the people you love. You deserve someone to show up for you, too. Whether you need someone to listen, talk things through, or simply check in, support is available. Call or text 988.
#YouGood #9880klahoma #OlderAdults #MentalHealth #StayConnected
2. Maybe you're the one who makes the calls. Checks on the family.
Makes sure everyone else is okay.
Today, answer the question for yourself:
How are you?
If you need someone to talk to, call or text 988.
#YouGood #9880klahoma #OlderAdults #MentalHealthMatters #Connection
3. You show up for a lot of people.
Make sure you're checking in with yourself, too.
If things haven't felt right lately, talk to someone you trust or call or text 988.
#YouGood #9880klahoma #OlderAdults #CheckIn #MentalHealth

SOCIAL MEDIA - POSTS & CAPTIONS

MIDDLE AGED MEN POSTS



1. Work's been a lot. Money's tight. Things at home aren't great.
You haven't been sleeping.
When someone asks, "You good?" you don't always have to say yes.
Talk to someone you trust. Or call or text 988.
#YouGood #9880klahoma #MensMentalHealth
2. Work. Family. Bills. Expectations. There can be a lot on your shoulders.
You don't have to carry it all alone.
If you need someone to listen, call or text 988.
#YouGood #9880klahoma #MensMentalHealth #MentalHealth #0klahoma
3. "Just tired." "Work's been crazy." "I'm fine."
Sometimes that's exactly what it means.
Sometimes it's worth checking on the guy next to you.
If you or someone you know needs someone to talk to, call or text 988.
#YouGood #9880klahoma #MensMentalHealth #MentalHealthMatters #CheckIn
4. You're there for your family. Your friends. Your coworkers.
The people who count on you. Make sure someone is there for you, too.
Call or text 988 anytime.
#YouGood #9880klahoma #MensMentalHealth #MentalHealthAwareness #0klahoma

TRIBAL POSTS



1. Our voices, our stories, and our traditions matter. Staying connected to one another helps keep our communities strong.
If you need someone to listen, call or text 988.
#YouGood #9880klahoma #NativeCommunities #MentalHealth #Connection
2. Talking about what we're carrying isn't a sign of weakness. It's a way to care for ourselves, our families, and our communities.
988 is here to listen—24/7. Call or text 988.
#YouGood #9880klahoma #NativeVoices #MentalHealthMatters #TalkItOut
3. Our traditions carry our stories forward. Your presence matters to the people, places and traditions that make you who you are.
If you need someone to listen, call or text 988.
#YouGood #9880klahoma #NativeCommunities #StayConnected #988Lifeline

ASSETS & CONTACTS

FEEDBACK ON SERVICES

We would love to hear about your experience using 988!

Leave Feedback

GENERAL INQUIRIES

Have questions, comments, or need to reach us? Just send us a message here.

Send Your Message

MEDIA CONTACT

Do you have a media request, questions about usage of this guide or need specific art files? Send us an email!

dmhcommunications@odmhsas.org



To learn more about how 988 works, visit: 988oklahoma.com