ILGA-Europe’s upcoming campaign, Come Out for Mental Health, is part of our thematic social media awareness efforts. The campaign will be launched on 9 October leading up to the 10 October, World Mental Health Day.

We will throughout the two week campaign aim to:

- **Kick start the conversation why it is important to talk about mental health within the LGBTI community – and why the community should step up to help each other.**

- **Highlight the facts and research on low mental health for LGBTI people.**

- **Give concrete tools to how we as a community can address low mental health – by pointing at existing resources at a national level via organisations that do service providing community work: counselling/helplines (online/offline), support groups etc. These will be made available on our website.**

@ILGAEurope
What can you do?

- , ❤️ and share our social media posts on Facebook, Twitter and Instagram.
- Kick start a conversation on social media, on why you think it is important to Come Out for Mental Health.
- If you are part of an organisation, then ask your organisation to...
  - , ❤️ and share our social media posts on Facebook, Twitter and Instagram.
  - Use our social media visuals to promote your own initiatives on mental health (just remember to tag us and use the #ComeOut4MentalHealth)
  - Do an Instagram Boomerang or similar with your organisation – check out during the campaign what how we made it with the ILGA-Europe Board and staff team. It is a fun way of promoting the campaign.

<table>
<thead>
<tr>
<th>Useful hashtags</th>
<th>Useful handles</th>
</tr>
</thead>
<tbody>
<tr>
<td>#ComeOut4 MentalHealth</td>
<td>@ILGAEurope</td>
</tr>
<tr>
<td>#LGBTI</td>
<td>@TGEUorg (Transgender Europe)</td>
</tr>
<tr>
<td>#WMHDay (only for the 10 October)</td>
<td>@MHESEME (Mental Health Europe)</td>
</tr>
</tbody>
</table>
Ideas for tweets – but be as creative as you want!

- Why is it important to #ComeOut4MentalHealth of #LGBTI people? See for yourself: [www.rainbow-europe.org/mental-health](http://www.rainbow-europe.org/mental-health)
- Poor mental health is a reality for many #LGBTI ppl. We need to be better as a community, we all deserve support. #ComeOut4MentalHealth
- Mental health is a part of all of us. Be there for your #LGBTI friends and family #ComeOut4MentalHealth

Ideas for posts – but be as creative as you want!

- Come out for mental health. If you don’t hear others talking about their own mental health, it can feel lonely. [www.ilga-europe.org/mentalhealth](http://www.ilga-europe.org/mentalhealth)
- Come out for mental health. Mental health is a part of all of us. We all deserve support. And the more we talk about it, the more powerful we become. [www.ilga-europe.org/mentalhealth](http://www.ilga-europe.org/mentalhealth)
- Come out for mental health. Check why it is important that we talk about mental health within the LGBTI community. [www.ilga-europe.org/mentalhealth](http://www.ilga-europe.org/mentalhealth)