**Virginia Department of Behavioral Health and Developmental Services**

**Social – Post Copy & Best Practice**

**Overview:** To provide guidance and best practices for sharing about the HelpStartsHereVirginia.org.

Use the recommended post copy with the Facebook, Twitter, Instagram, or LinkedIn post.

Post no more than one shareable per week to keep the audience engaged in the story, without saturating their feed.

| **Recommended Post Copy** | **Shareable** |
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| You can get help for mental health or substance use – no matter your income. Find it at HelpStartsHereVirginia.org. |  |
| Yes, you can find the help you need for mental health or addiction, even if you have little or no insurance. Go to HelpStartsHereVirginia.org for  details on resources in your community. |  |
| With Help Starts Here Virginia, you can find free or affordable help for mental health and substance use, right in your community. |  |