

**2022**  
**New York State Crisis Text Line**

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# **Marketing Toolkit**

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**Colleges & Universities Edition**



**Office of  
Mental Health**

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## A Simple Resource for a Massive Problem

**The problem:** 65 million Americans suffer from mental illness each year. They quietly struggle with depression, anxiety, eating disorders, bullying, suicidal thoughts, and more.

**The resource:** Crisis Text Line provides free, 24/7 support for people in crisis, via text.

**Visit [www.omh.gov](http://www.omh.gov) and click on Crisis Prevention for a downloadable Marketing Toolkit**

## How it Works

### Step 1:

Text Got5U to 741741

### Step 2:

After receiving an automated response, a trained Crisis Counselor will respond shortly

### Step 3:

Crisis Counselor will help bring texter from hot to cool moment and plan for future health and safety.

## Three Levels of Support

### 1. Algorithm

The system reviews for severity. Texters with imminent risk are urgently matched to a Crisis Counselor.

### 2. Crisis Counselors

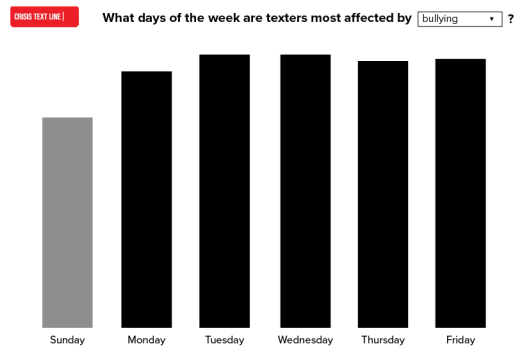
People over the age of 18 who apply, go through a background check, are accepted, and complete a 34 hour training including role plays and observations.

### 3. Supervisors

Full-time paid staff who have a Masters degree in mental health or a related field and oversee our Crisis Counselors.

## Data to Improve the World

We use data to make us better – and to improve communities. Imagine the impact this large data set could have on police departments, school boards, policy makers, hospitals, families, journalists and academics. Visit [crisistrends.org](http://crisistrends.org) to learn more.



## Get Involved

Visit our website at [crisistextline.org](http://crisistextline.org) to learn more about us and get involved as a volunteer Crisis Counselor.



## What College & University Administrators Can Do

### Flyers

Posted in classrooms, bathrooms and offices.

### Webpage

Prominently feature Text “Got5U to 741741” on the university website and mental health resources page

### Press Release

Include information in school-wide announcements and press releases to local news publications to raise awareness of this new tool on campus.

### Social Media

Post short, relatable content on the university social media pages.

### Listservs & Email Newsletters

Send the resource to campus groups, greek life and student housing groups to gain attention.

### Volunteer Promotion in Online Portals

Include Crisis Text Line’s opportunity to become a Crisis Counselor to the campuses’ volunteer website and/or online jobs portal.

### Promotional Items

Provide lanyards at freshman orientation and wristbands for students.

### Publications

Add to student publications, blogs, and alumni magazines through articles on the resource, interesting crisis trends data and/or a profile of a volunteer Crisis Counselor at the university. Utilize recurring ad space to promote the resource/volunteer opportunity.

### Freshman Orientation

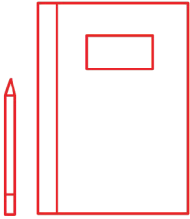
Include information on Crisis Text Line during freshman orientation. Ask all students to take out their phones and enter 741741 into their address book.

### Resident Advisor Training

Include information in resident assistant trainings and make sure resident assistants have the number in their phone and a stack of cards with the number on it.

### Emergency Protocol

Any messaging that goes out to students in the event of emergency or crisis (campus death, sexual assault, natural disaster, etc) should include information about reaching out to Crisis Text Line for support.



## WHAT STUDENTS CAN DO

### Chalk Campaign

Write the number on the sidewalks, in the parking lot, and on whiteboards in classrooms... every week.

### Campus Clubs & Publications

Activate student groups to spread the word. Write an article about Crisis Text Line and the data at [crisistrends.org](http://crisistrends.org) in the school newspaper promoting the resource.

### Announcements

Include Got5U language or Crisis Text Line's PSA video on any student group or organization announcements

### Social Media

Post on Twitter, Instagram, TikTok, Snapchat and Facebook so your friends know where to turn to in a crisis: "Text Got5U to 741741"

### Your Community

Be an advocate in your college community. Share Crisis Text Line with school leaders.

### Volunteer

Become a volunteer Crisis Counselor. We promise you will feel the impact you are making every single shift. Best of all, you can do it from your couch!

Visit [crisistextline.org/volunteer](http://crisistextline.org/volunteer)

# Examples of messaging for social media and emails



## Email Signatures:

Your mental health is just as important as your physical health. Crisis Text Line is available free, confidential, and 24/7. Text Got5U to 741741 to connect with a Crisis Counselor. [www.crisistextline.org/topics/school](http://www.crisistextline.org/topics/school)



## Instagram:

Our mental health matters. It can be hard to cope with coronavirus while social isolating. It's always brave to reach out for help. @CrisisTextLine offers free, 24/7 crisis counseling. Just text Got5U to 741741.

**Pro Tip:** don't forget to tag @CrisisTextLine, @officeofmentalhealth and @preventsuicideny



## Facebook:

**Facebook Groups:** (consider sharing in teacher and professionals groups to get the word out to other teachers and administrators who may be looking for free mental health resources for their students)

If you're looking for a free mental health resource to help your students cope during remote learning, please consider sharing Crisis Text Line with them. They can text Got5U to 741741 to connect with a Crisis Counselor. Free, confidential and 24/7.

**School social media:** (consider sharing on school-run accounts to reach students and parents)

**Pro Tip:** don't forget to tag @CrisisTextLine, @officeofmentalhealth and @preventsuicideny



## Twitter:

Our mental health matters. It can be hard to cope with #coronavirus while social isolating. It's always brave to reach out for help. @CrisisTextLine offers free, 24/7 crisis counseling. Just text Got5U to 741741. [www.crisistextline.org/topics/school](http://www.crisistextline.org/topics/school)

Physical health is just as important as mental health. Remember that it is always brave to reach out for help. @CrisisTextLine is here for students, teachers, and parents who need help coping. Text Got5U to 741741 for free crisis counseling, 24/7.

**Student-run social media:** (students, consider sharing on your personal social and on accounts you run for student organizations)

**Pro Tip:** don't forget to tag @CrisisTextLine and @NYSomh



## TikTok:

**Share five things** you're doing to take care of your mental health while social distancing. Then, tell everyone they can text Got5U to 741741 to reach a Crisis Counselor.

**Pro Tip:** don't forget to tag @CrisisTextLineceofmentalhealth and @preventsuicideny



## Snapchat:

**Share five things** you're doing to take care of your mental health while social distancing. Then, tell everyone they can text Got5U to 741741 to reach a Crisis Counselor.

**Pro Tip:** don't forget to tag @CrisisTextLine



**You Don't Need a  
Cape to Save Lives**



[crisistextline.org/volunteer](https://crisistextline.org/volunteer)

**CRISIS TEXT LINE |**



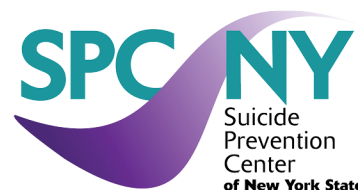
**YOU ARE  
BRAVE**

**You are not alone in this.**

**TEXT “Got5U” to 741-741**

**FREE, 24/7 CONFIDENTIAL TEXT LINE**

**CRISIS TEXT LINE |**



**Office of  
Mental Health**

# Life is tough.

# So are you.

TEXT “**Got5U**” to **741-741**

FREE, 24/7 CONFIDENTIAL TEXT LINE



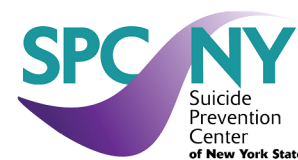
Office of  
Mental Health

**LIFE IS TOUGH.  
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**CRISIS TEXT LINE |**



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Mental Health**

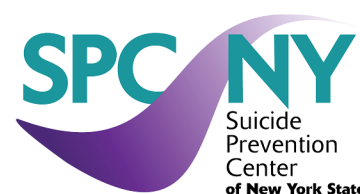
**support  
is  
just a  
text away.**

**How are u?**

**I could be better,  
tbh...**

**TEXT “Got5U” to 741-741**  
**FREE, 24/7 CONFIDENTIAL TEXT LINE**

**CRISIS TEXT LINE |**

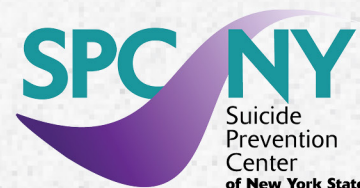


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**TEXT "Got5U" to 741-741**

**FREE, 24/7 ANONYMOUS TEXT LINE**



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Mental Health**

# Need to talk?

We've got time to listen

Text "Got5U" to 741741 to start a conversation

CRISIS TEXT LINE |

Free, 24/7, Confidential Crisis Support

# FEELING OVERWHELMED?

We've got time to listen

Text "Got5U" to 741741 to start a conversation. We're here to talk 24/7.



CRISIS TEXT LINE |

Free, 24/7, Confidential Crisis Support

# Need to talk?

We've got time to listen  
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Free, 24/7, Confidential Crisis Support

# Need to talk?

We've got time to listen  
Text "Got5U" to 741741 to start a conversation

CRISIS TEXT LINE |

Free, 24/7, Confidential Crisis Support

# Need to talk?

We've got time to listen  
Text "Got5" to 741741 to start a conversation

CRISIS TEXT LINE |

Free, 24/7, Confidential Crisis Support

# Need to talk?

We've got time to listen  
Text "Got5" to 741741 to start a conversation

CRISIS TEXT LINE |

Free, 24/7, Confidential Crisis Support

# Need to talk?

We've got time to listen  
Text "Got5" to 741741 to start a conversation

CRISIS TEXT LINE |

Free, 24/7, Confidential Crisis Support

# Need to talk?

We've got time to listen  
Text "Got5" to 741741 to start a conversation

CRISIS TEXT LINE |

Free, 24/7, Confidential Crisis Support





# In Crisis?

We've got time to listen.

**Text Got5U  
to 741741**

and speak anonymously  
with a Crisis Counselor



**CRISIS TEXT LINE |**

Free, 24/7 support for people in crisis.

it's okay

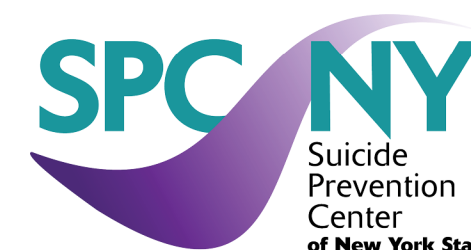
- to have bad days
- to feel less than “perfect”
- to not have it figured out
- to cry
- to mess up
- to not be okay
- to talk about it

**WE'RE HERE TO LISTEN.**

**TEXT “Got5U” to 741-741**

**FREE, 24/7 CONFIDENTIAL TEXT LINE**

**CRISIS TEXT LINE |**



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**KEEP GOING...**

**DON'T GIVE UP...**

**YOU'RE NOT ALONE.**

**TEXT “Got5U” to 741-741**

FREE, 24/7 ANONYMOUS TEXT LINE

# wellness check-in

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I AM FEELING  
GREAT



I AM FEELING  
FINE



I AM FEELING  
ANGRY / IRRITATED



I AM FEELING  
ANXIOUS



I AM FEELING  
DEPRESSED



I AM FEELING  
SAD / UPSET



I AM NOT  
DOING WELL &  
NEED SUPPORT



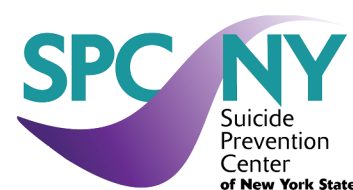
I AM STRUGGLING  
WITH MY MENTAL  
HEALTH

If you need support, you can text

**“Got5U” to 741-741**

FREE, 24/7 ANONYMOUS TEXT LINE

CRISIS TEXT LINE |



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# IT'S OKAY TO ASK FOR HELP

TEXT “GOT5U” TO 741-741

FREE, 24/7 • CONFIDENTIAL • TEXT LINE

You don't have to go through this alone.

CRISIS TEXT LINE |



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**THIS IS  
TOUGH**  

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**SO ARE  
YOU**

**TEXT “Got5U” to 741-741**

**FREE, 24/7 CONFIDENTIAL TEXT LINE**

**CRISIS TEXT LINE |**



**Office of  
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**YOU ARE  
STRONG.**



**YOU ARE  
BRAVE.**



**YOU ARE NOT  
ALONE IN THIS**

**TEXT “Got5U” to 741-741**

FREE, ANONYMOUS, 24/7 TEXT LINE



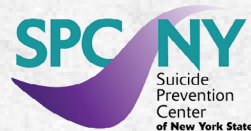
**You're not alone.  
Let's chat.  
We're here to help.**

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**TEXT "Got5U" to 741-741**

**FREE, 24/7 CONFIDENTIAL TEXT LINE**

**CRISIS TEXT LINE |**



**Office of  
Mental Health**



# THIS IS TOUGH. SO ARE YOU.

**TEXT "Got5U" to 741-741**

**FREE, 24/7 CONFIDENTIAL TEXT LINE**

**CRISIS TEXT LINE |**



**Office of  
Mental Health**

# YOU'RE NOT ALONE.

LET'S CHAT. WE'RE HERE TO HELP.

TEXT "GOT5U" TO 741-741

FREE, 24/7 ANONYMOUS TEXT LINE



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Mental Health

# YOU'RE NOT ALONE.

LET'S CHAT. WE'RE HERE TO HELP.

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FREE, 24/7 ANONYMOUS TEXT LINE



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Mental Health

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