Social Media Toolkit

Equal Treatment Maryland Social Media Handles:

- Facebook – @MDBHCoalition
- Instagram – @md_bhcoalition
- LinkedIn – @maryland-behavioral-health-coalition
- Twitter – @MD_BHCoalition

Click here to get the Gubernatorial Candidate’s social media handles.

Hashtags: #EqualTreatmentMD #MDGov

SAMPLE POSTS

General:

- Our ask is simple and achievable: make mental health and substance use care available when and where Marylanders need it. Learn more at EqualTreatmentMD.org.
- Marylanders can’t wait until they’re in crisis to receive life-saving services. Visit EqualTreatment-MD.org to ask Maryland’s candidates for Governor to ensure mental health and substance use care is available when and where Marylanders need it.
- Your voice matters. Visit EqualTreatmentMD.org to demand equal treatment for all Marylanders. #EqualTreatmentMD #MDGov
- Visit EqualTreatmentMD.org to engage with Maryland’s candidates for governor and demand their support for the equal treatment of mental health and substance use care when and where needed.

Individual Outreach Posts:

- I’m asking Maryland’s candidates for Governor to ensure mental health and substance use care is available when and where Marylanders need it. Download Equal Treatment MD’s social media toolkit for sample posts to help spread the word! #EqualTreatmentMD
- Join me in telling Maryland’s candidates for Governor why accessible mental health and substance use care is important to you. #EqualTreatmentMD
- Too many Marylanders are lost each year to suicide and overdose. We deserve better. I’m asking our candidates for Governor to commit to making mental health and substance use care available when and where we need it. #EqualTreatmentMD
- I’ll be at @(candidate)’s event to tell them why mental health and substance use care for all Marylanders matters to me. Attend a candidate’s event near you to help spread the word and support Equal Treatment MD’s #EqualTreatmentMD campaign!
- I believe in accessible mental health and substance use care for myself, my friends and family, and all Marylanders—@(candidate) should too! Our next Governor of Maryland must commit to #EqualTreatmentMD.
- @(candidate), Marylanders deserve accessible mental health and substance use care when
and where they need it. I’m asking for your commitment to #EqualTreatmentMD with Equal Treatment MD’s as candidate for Governor.

- Marylanders deserve access to mental health and substance use care when and where they need it regardless of their age or insurance status. @candidate join #EqualTreatmentMD with Equal Treatment MD’s and commit to this goal.

Statistics:

- Over 45% of Maryland’s youth aged 12-17 experiencing depression did not receive mental health care in the last year. It’s time Maryland’s Governor commits to making mental health and substance use care available when and where needed. Urge the candidates to commit to our simple and achievable ask by visiting: LINK. #EqualTreatmentMD #MDGov

- Maryland has 48 federally designated mental health professional shortage areas, including 16 entire counties. Every Marylander should have access to mental health and substance use care when and where they need it. Visit EqualTreatmentMD.org to urge Maryland’s candidates for Governor to commit to equally accessible care. #EqualTreatmentMD #MDGov

- Maryland was ranked 7th worst in the nation for rates of opioid deaths from April 2020 through April 2021. Marylanders can’t wait until they’re in crisis to receive life-saving services. Our next Governor must commit to our simple ask of making mental health and substance use care available when and where needed.

- An estimated 2,876 Marylanders lost their lives to overdose between April 2020 and April 2021, making Maryland 7th worst in the nation for rates of opioid deaths. Visit EqualTreatmentMD.org to ask our Gubernatorial candidates to commit to mental health and substance use care when and where Marylanders need it. #EqualTreatmentMD #MDGov

- In February 2021, nearly 40% of Marylanders reported symptoms of anxiety or depression, yet nearly a third of those individuals were unable to get needed counseling or therapy. Visit our action center to urge candidates to commit to our simple and achievable ask for accessible mental health and substance use care: EqualTreatmentMD.org/action-center #EqualTreatmentMD #MDGov

- Commercial health insurance companies in Maryland reimburse behavioral health providers nearly 20% less than other doctors for similar procedures. It’s time for mental health and substance use care to be considered equally important by insurance companies. Call on Maryland’s candidates for Governor to commit to our ask: EqualTreatmentMD.org/action-center #EqualTreatmentMD #MDGov

Advocacy Alert Sign Up:

- Marylanders can’t wait until they’re in crisis to receive life-saving services. Sign up for Equal Treatment MD’s advocacy alerts to help ensure the next Governor of Maryland commits to making mental health and substance use care available when and where needed: EqualTreatmentMD.org/join-us

- Our ask is simple and achievable: make mental health and substance use care available when and where Marylanders need it. Sign up for Equal Treatment MD’s advocacy alerts to make your voice heard and demand equal treatment for all Marylanders: EqualTreatmentMD.org/join-us

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