



# Action

ACTION ANXIETY DAY  
JOURNÉE ACTION ANXIÉTÉ

## SOCIAL MEDIA GUIDE



Anxiety  
CANADA



## SOCIAL MEDIA GUIDE

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(DOWNLOAD & PRINT!)

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ACTION ANXIETY DAY  
JOURNÉE ACTION ANXIÉTÉ

**JUNE 10, 2023**

**How can you ACT on Action Anxiety Day?**

**A**wareness: Raise awareness & share your anxiety stories!

**C**olours: Wear blue and orange to show your support.

**T**reatment: Raise funds for resources and treatment.

Learn more ways to ACT:

[actionanxietyday.com](https://actionanxietyday.com)



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# WHY SUPPORT AAD?

We created Action Anxiety Day as an annual anxiety awareness and education day. More than 30% of people are diagnosed with an anxiety disorder over the course of their lifetime. Despite how common anxiety is, many of us have a hard time opening up about it.

We want to destigmatize anxiety and make treatment more accessible for everyone. But to do that, we need your help! You can **ACT** by:

- A**wareness • Help advocate for the cause and raise awareness by sharing your own anxiety stories.
- C**olours • Wear **blue** and **orange** on June 10 to show support and eliminate the stigma around anxiety disorders.
- T**reatment • Raise funds to develop trusted, evidence-based resources and affordable treatments for children, teens, and adults.



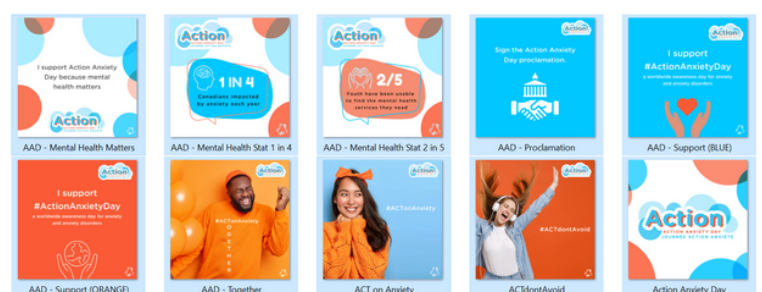


# SOCIAL MEDIA CONTENT BANK



Examples to get you started on social media! Download a [zip file](#) with all the images you need to share your story and support Action Anxiety Day.

Caption Examples	Image Ideas
<p><b>INSTAGRAM:</b></p> <p>Happy #ActionAnxietyDay! Join @anxiety_canada in their mission to promote #anxietyawareness &amp; increase access to proven resources and treatment. Together, let's #ACTonAnxiety and #BreakTheStigma.</p>	
<p><b>FACEBOOK:</b></p> <p>I support @AnxietyCanada's #ActionAnxietyDay because [share your story] Learn more at <a href="http://www.anxietycanada.com/action-anxiety-day">www.anxietycanada.com/action-anxiety-day</a> #ACTonAnxiety #ACTdontAvoid</p>	
<p><b>LINKEDIN:</b></p> <p>It's #ActionAnxietyDay, @AnxietyCanada's worldwide anxiety awareness day! Today, let's support each other by prioritizing mental health and psychological safety in the workplace. #ACTonAnxiety</p>	
<p><b>TWITTER:</b></p> <p>@Anxiety_Canada's awareness day, #ActionAnxietyDay, aims to destigmatize #anxiety &amp; make treatment more accessible for all. Support the cause: wear orange or blue, share your story &amp; raise funds for treatment!</p>	



[download zip file with all suggested social images here](#)

# SOCIAL MEDIA TIPS

**1 Share AAD and your story with friends**  
Personal stories help your network understand why the cause is important to you. You never know who you could help by openly sharing stories, resources, and support online. No time to create social media posts? Use our content bank.

**2 Share photos, videos, and links with followers online**

- Sharing photos and videos help tell your story and illustrate why the cause is important to you.
- If fundraising is part of how you'll support Action Anxiety Day, link to your own fundraising page (<https://fundraise.anxietycanada.com>) so people can visit and donate!

**3 Save space for text that matters by shortening links**  
Use short links, especially on Twitter. [Bitly.com](https://bitly.com), [ow.ly](https://ow.ly) or [tinyurl.com](https://tinyurl.com) can shorten links for you.



**4 Make sure to follow and tag us!**



Instagram & Twitter: [@Anxiety\\_Canada](https://www.instagram.com/Anxiety_Canada)  
Facebook, LinkedIn & YouTube [@AnxietyCanada](https://www.facebook.com/AnxietyCanada)

For an overview of Anxiety Canada's many resources, visit [anxietycanada.com/get-help](https://anxietycanada.com/get-help).

*Thank you for supporting Action Anxiety Day!*

[info@anxietycanada.com](mailto:info@anxietycanada.com) | [anxietycanada.com](https://anxietycanada.com)

