

ZERO REASONS WHY

A TEEN SUICIDE PREVENTION CAMPAIGN

INFLUENCER KIT

#ZEROREASONSWHY #BETTERTOGETHER #ITSOKAYTODIEOKAY #LISTEN
#MENTALHEALTHAWARENESS #MAKEADIFFERENCE #SUICIDEPREVENTION
#ENDTHESTIGMA #REALTALK #KANSASCITY #THERAPY
#COMMUNITY #BETHE110 #EDUCATION #YOUNMATTER
#STARTTHECONVERSATION #MENTALHEALTH #STOPSTIGMA #HIGHSCHOOL
#SHAREYOURSTORY #1000 #MENTALHEALTHMATTERS #ALONENOTAPART
#BELIEVEKC #YOURENOTALONE #BETHEDIFFERENCE #STOPSTIGMA

A **#ZeroReasonsWhy** influencer is someone who wants to use their social media platforms to end the stigma of mental health and prevent teen suicide. And a great way to contribute to this effort is by engaging with and sharing content on your personal channels.

YOU CAN HELP RIGHT NOW

Follow our social channels and invite your friends to follow:

Instagram: @zeroreasonswhy_ Twitter: @zeroreasonswhy_ Facebook: /zeroreasonswhy

Share about **#ZRW** on your social channels:

- Instagram: Share something in your story or post an image on your feed. Share why you care. Include @zeroreasonswhy_ and #ZeroReasonsWhy so we see your post.
- Facebook: Add a profile photo frame. Click “Update” on your profile photo, then “Add a Frame” and search for Zero Reasons Why. Pick a frame you like!
- Twitter and Facebook: Update your cover image. Download a **#ZRW** cover image from our website.
- Use **#ZRW** images, icons and logos downloaded from our website.

Keep using your voice to **#EndTheStigma**

- Like and comment on our posts (at least weekly) to encourage others
- Share our content that you love in your Instagram story
- Share your own story using the **#ZeroReasonsWhy** hashtag
- Watch for announcements about events, Story Days, Teen Council meetings or other ways to get involved in person

Contact PublicAffairs@ZeroReasonsWhy.org to learn more about the campaign.