



**MENTAL HEALTH
FIRST AID®**

For Anyone. For Everyone.®

Standard Mental Health First Aid for Health Professional Students

SOCIAL MEDIA KIT – PROMOTING MHFA TRAINING FOR STUDENTS

**Australian Council of Deans of Health Sciences
Council of Deans of Nursing and Midwifery Australia and New Zealand
Medical Deans Australia and New Zealand**

SOCIAL MEDIA POSTS

Overview

Below are example posts that your university can use or adapt as needed. We have provided a selection of images and copy that you can 'mix and match' to best reflect your university's style and messaging. Update the yellow highlighted text as needed to include your university's name and medical program.

Mental Health First Aid Australia social media accounts

Listed below Mental Health First Aid Australia's social media accounts, for you to tag on each channel:

- [LinkedIn](#)
- [Facebook](#)
- [Twitter / X](#)
- [Instagram](#)

Mental Health First Aid Australia logo and branding

We have also included the Mental Health First Aid training logo, which can be included in the images used. Please note, the MHFA® logo must not be changed or altered in any way and must be used on a solid, coloured background.

References to Mental Health First Aid OR MHFA in copy, must be accompanied by the appropriate registration marks. They are: Mental Health First Aid® and MHFA®.

Social media copy

[University/School name] is committed to supporting the well-being of our students. This year we're offering Standard Mental Health First Aid (MHFA) for Health Professional Students eLearning for free to [medical students]. Learn how to recognise signs of mental health problems, provide initial support, and make a positive impact on mental health. Find out more: [Insert link](#)

We're excited to announce that we'll be offering free Standard Mental Health First Aid (MHFA) for Health Professional Students eLearning to [medical students] in 2024. This training will equip students with the skills, knowledge and confidence to recognise and respond to a peer or another adult experiencing a mental health problem or mental health crisis. Learn more: [Insert link](#)

Would you like to make a positive difference on mental health? We will be offering Standard Mental Health First Aid (MHFA) for Health Professional Students eLearning for free to [medical students] in 2024. Learn the skills to have an open, supportive conversation about mental health. Find out more: [Insert link](#)

[University/School name] has teamed up with [@mhfa_australia](#) to deliver Standard Mental Health First Aid (MHFA) for Health Professional Students eLearning for free to [medical students] in 2024. Learn practical first aid skills to make a difference in the lives of your peers. Find out more: [Insert link](#)

This year [\[medical students\]](#) will be invited to complete Standard Mental Health First Aid (MHFA) for Health Professional Students eLearning for free. Learn the practical skills to approach and initiate conversations with fellow students who may be experiencing mental health problems. Find out more: [Insert link](#)

Do you know how to recognise signs of mental health problems? This year we're providing Standard Mental Health First Aid (MHFA) for Health Professional Students eLearning for free to help [\[medical students\]](#) recognise the warning signs, provide initial support, and make a positive impact on mental health. Find out more: [Insert link](#)

Calls to action

We recommend that you develop a landing page with information informed by the content from the course flyer, and link to this as the CTA. However, you may choose to link directly to the flyer, video or other materials, or ask students to contact someone at the university for more information.

Other calls to action may be:

- Learn more: [\[insert link\]](#)
- Find out more: [\[insert link\]](#)
- For more information visit: [\[insert link\]](#)
- Contact [\[University contact person\]](#) for more information.
- Contact [\[University contact person\]](#) to register your interest.

Images and logo

We have provided a selection of images for your university to use as needed. These can be accessed here: [MHFA Training for Students – Images and Logo](#)