



- Include “Text SCHOOL to 741741 for free crisis counseling” in school announcements or school discussions
- Share the resource regularly across all school social media
- Include the resource in all remote learning resources and online student portals (Google Classroom, Canvas, Zoom, Schoology etc.)
- Share and re-share the resource particularly around in communications around canceled events such as proms, championships, and graduations
- Share this toolkit with the PTA at your school so they can push out the number as a resource, too
- Print this [flyer](#) to include in students’ grab-and-go meals

**FOR TEACHERS**

- Facilitate regular mental health check-ins with your students during this pandemic and encourage them to text SCHOOL to 741741 for crisis counseling if they need it
- Include the resource in all syllabi and assignments
- Include the resource in your email signature
- Add a reminder of the resource to all online learning sessions (in Zoom chats, Google hangouts etc.)
- Add the resource to all class-wide communications
- Encourage students to save “Text SCHOOL to 741741” in their phones if they ever need it
- Share this toolkit in Facebook groups and professional circles for teachers

**FOR STUDENT LEADERS**

- Share digital assets across social media accounts and include “Text SCHOOL to 741741” as a resource in your bio
- If you are the leader of a team, club, or student leadership organization, include the resource in community emails and announcements
- Share this toolkit with your peers to help get the word out about 741741 for people who need it!
- Start a social media challenge in your community to check in about mental health
  - PRO TIP: Don’t forget to tag @crisistextline and “Text SCHOOL to 741741”

**EXAMPLES****EMAIL COPY AND SIGNATURES**

In all remote learning and COVID-related communications, include the following copy:

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

## REMOTE LEARNING TOOLS

Pin the following copy to chat sections of remote learning video conferences such as Google Hangouts, Zoom, etc.

*While we're here to learn, a reminder that your mental health matters. Crisis Text Line is available free, confidential, and 24/7. Text SCHOOL to 741741 to connect with a Crisis Counselor. [www.crisistextline.org/topics/school](http://www.crisistextline.org/topics/school)*

Include the following copy on syllabi and in online learning portals like Google Classroom or Canvas:

*Social distancing and online learning can be hard to manage. Crisis Text Line is available free, confidential, and 24/7. Text SCHOOL to 741741 to connect with a Crisis Counselor. [www.crisistextline.org/topics/school](http://www.crisistextline.org/topics/school)*

## SOCIAL MEDIA

**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 SCHOOL to 741741 to connect with a Crisis Counselor. Free, confidential and 24/7.*

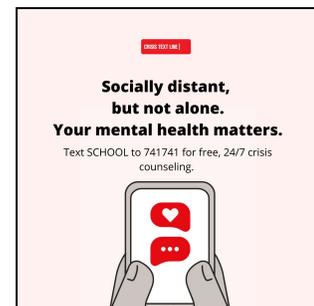
**School social media:** (consider sharing on school-run accounts to reach students and parents)

**Instagram:** [DOWNLOAD ASSET](#)

Remote learning can be hard. While we're keeping everyone physically healthy, remember that your mental health matters too. If you need to talk to someone about all of it, @CrisisTextLine is here for you. Text SCHOOL to 741741 to connect with a Crisis Counselor. Free, confidential, 24/7.

**Facebook:**

Remote learning is a change for all of us. Social distancing is for physical health, but your mental health matters too. Crisis Text Line is a free resource for parents, students, and teachers to help you cope during this time. Text SCHOOL to 741741 for free crisis counseling 24/7. [www.crisistextline.org/topics/school](http://www.crisistextline.org/topics/school)



**Twitter:**

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 SCHOOL to 741741 for free crisis counseling, 24/7.

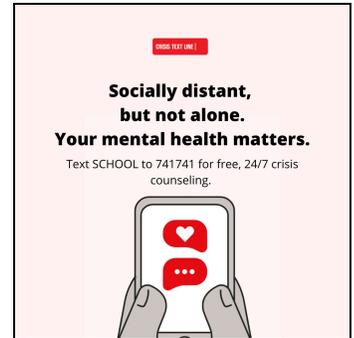
**Student-run social media:** (student leaders, consider sharing on your personal social and on accounts you run for student organizations)

**Instagram:** [DOWNLOAD ASSET](#)

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 SCHOOL to 741741.

**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 SCHOOL to 741741. [www.crisistextline.org/topics/school](http://www.crisistextline.org/topics/school)

**TikTok:**

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

Pro Tip: don't forget to tag @CrisisTextLine

**Snapchat:**

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

Pro Tip: don't forget to tag @CrisisTextLine