

Supporters Pack Guidance

Thank you for offering to support the Feel Better Campaign!

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There are a selection of graphics to use for each message theme; (COVID Safety, Campaign Awareness, NHS 111, Mental health support and Event Promotions). These can be swapped and changed within the same theme but please avoid confusing graphics across themes as the designs have been selected for consistency with our channels.

As the graphics pack contains large files, we have created a resources link so that you can download directly here: <https://www.feelbetterleeds.org.uk/socialgraphics>

We would ask that where possible you add tracking links to the posts. This will give us a measure of the engagement with different types of content and variations across the different supporters.

There are no plans to have regular content updates but there will be monthly reviews of content. We may choose to develop new messages or assets in line with changing communications or events. We would encourage you to let us know if you feel there are ways in which Feel Better could draw attention to particular issues affecting students, throughout the campaign.

Event titles and dates will be shared from 9th October, with the first session going live on the 15th October: Events will run fortnightly until February 2021 (excluding Christmas break).

Social Media Content for Supporters

Message Message Theme	Message Sample Copy	Media Assets to use	Tags and # Who and what	NOTES:
COVID Safety	Returning to university might be feeling a little strange at the moment, but here are some words advice from a fellow #Leeds student .	Use any of the student message videos provided	#feelbetterleeds #Leeds Tag Feel Better accounts either Instagram or Facebook FB: @feelbetterleeds Instagram @feelbetternhs	
COVID Safety	Stay Alert, Control the virus, Save lives. Keeping your distance helps stop you from catching the virus and spreading it to those around you.	Stay Alert.gif Stay alert.mp4	#feelbetterleeds #Leeds Tag Feel Better accounts either Instagram or Facebook FB: @feelbetterleeds Instagram @feelbetternhs	Use these messages primarily in the weeks 5th October to 11th. Then occasional use of messages for the following weeks until Christmas break.
COVID Safety	Hands, Face, Space. Feeling unwell? Check your symptoms at feelbetterleeds.org.uk/coronavirus/ and then if you need to, book your free test.	Consequences.gif Consequences.mp4	#feelbetterleeds #Leeds Tag Feel Better accounts either Instagram or Facebook FB: @feelbetterleeds Instagram @feelbetternhs	Use these messages primarily in the weeks 5th October to 11th. Then occasional use of messages for the following weeks until Christmas break.
COVID Safety	Protect those around you. Wearing a mask will help to make sure that we don't spread the virus to others.	face covering 01.png face covering 02.png facecovering 03.png	#feelbetterleeds #Leeds Tag Feel Better accounts either Instagram or Facebook FB: @feelbetterleeds Instagram @feelbetternhs	Use these messages primarily in the weeks 5th October to 11th. Then occasional use of messages for the following weeks until Christmas break.
COVID Safety	Help the fight against coronavirus. Make sure you do what you can to help, wear a mask in public places and keep a safe distance.	safe distance.gif safe distance.mp4 safe distance 02.png	#feelbetterleeds #Leeds Tag Feel Better accounts either Instagram or Facebook FB: @feelbetterleeds Instagram @feelbetternhs	Use these messages primarily in the weeks 5th October to 11th. Then occasional use of messages for the following weeks until Christmas break.
COVID Safety	Make this your act of kindness. Wear your face mask in public places and keep a safe distance to help others.	safe distance 03.png face covering 03.png	#feelbetterleeds #Leeds Tag Feel Better accounts either Instagram or Facebook FB: @feelbetterleeds Instagram @feelbetternhs	Use these messages primarily in the weeks 5th October to 11th. Then occasional use of messages for the following weeks until Christmas break.
COVID Safety	Keep Apart, Keep us Safe. Keep your distance in public places to help stop the spread.	safe distance.gif safe distance.mp4 safe distance 01.png	#feelbetterleeds #Leeds Tag Feel Better accounts either Instagram or Facebook FB: @feelbetterleeds Instagram @feelbetternhs	Use these messages primarily in the weeks 5th October to 11th. Then occasional use of messages for the following weeks until Christmas break.
Campaign Awareness	There is still support out there for you. Go check out the Feel Better site for more information on looking after your health and wellbeing. feelbetter.org.uk	EventPromo01.png EventPromo02.png	#feelbetterleeds #Leeds #feelbetter Tag Feel Better accounts either Instagram or Facebook FB: @feelbetterleeds Instagram @feelbetternhs	From 12th October until February these messages can be used.

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Campaign Awareness	Feel Better is back for students across #Leeds! Visit: feelbetterleeds.org.uk for information on which health service to use for what, along with advice on how to stay happy and healthy this winter.	EventPromo01.png EventPromo02.png	#feelbetterleeds #Leeds #feelbetter Tag Feel Better accounts either Instagram or Facebook	From 12th October until February these messages can be used.
Campaign Awareness	Did you know sleep helps us retain information better than no sleep at all? Find out more about about how to take care of yourself during your time at University: feelbetter.org.uk	Sleep05.png	#feelbetterleeds #Leeds #feelbetter Tag Feel Better accounts either Instagram or Facebook FB: @feelbetterleeds Instagram @feelbetternhs	From 12th October until February these messages can be used.
Campaign Awareness	Self care just got a little easier, so let us point you in the right direction. Find out more information here: feelbetter.org.uk	SelfCare 01.png SelfCare02.png SelfCare03.png	#feelbetterleeds #Leeds #feelbetter Tag Feel Better accounts either Instagram or Facebook FB: @feelbetterleeds Instagram @feelbetternhs	From 12th October until February these messages can be used.
Campaign Awareness	If you're a student who's just arrived in Leeds, make sure you register with your GP. You can do this over the phone (please don't walk in). Find your nearest GP here: nhs.uk #FeelBetterLeeds	GPInLeeds.png GPInLeeds02.png	#feelbetterleeds #Leeds #feelbetter Tag Feel Better accounts either Instagram or Facebook FB: @feelbetterleeds Instagram @feelbetternhs	From 12th October until February these messages can be used.
Campaign Awareness	If you're worried that you might have caught an STI then you can call the Leeds Sexual Health advice line on 0113 39 20334 or visit https://leedssexualhealth.com/ #FeelBetterLeeds	Sexualhealth02.png Sexualhealth03.png	#feelbetterleeds #Leeds #feelbetter Tag Feel Better accounts either Instagram or Facebook FB: @feelbetterleeds Instagram @feelbetternhs	From 12th October until February these messages can be used.
Campaign Awareness	Feeling like you're a bit run down? Take care of yourself, stock up on over the counter medicine, keep hydrated and rest up! You will be back on your feet in no time. Check out some great self care advice here feelbetter.org.uk	Run_down01.png Run_down02.png Run_down03.png Run_down04.png	#feelbetterleeds #Leeds #feelbetter Tag Feel Better accounts either Instagram or Facebook FB: @feelbetterleeds Instagram @feelbetternhs	From 12th October until February these messages can be used.
NHS 111	Feeling unsure of where to turn? Talking to trained advisors may help you find the right support for you. Call NHS 111 or visit 111.nhs.uk	Your NHS is still here for you.gif Your NHS is still here for you.mp4 NHS111.gif NHS111.mp4	#feelbetterleeds #NHS111 Tag Feel Better accounts either Instagram or Facebook FB: @feelbetterleeds Instagram @feelbetternhs	From 12th October until February these messages can be used.
NHS 111	Although restrictions exist, don't let it stop you from getting the support you need. Find out more by calling NHS 111 or visiting 111.nhs.uk for advice and information.	Your NHS is still here for you.gif Your NHS is still here for you.mp4 NHS111.gif NHS111.mp4	#feelbetterleeds #NHS111 Tag Feel Better accounts either Instagram or Facebook FB: @feelbetterleeds Instagram @feelbetternhs	From 12th October until February these messages can be used.
NHS 111	Feeling under the weather but not sure if you should self-care or get professional medical help? Give NHS 111 a ring or visit 111.nhs.uk and they'll be able to advise on which service is best for your needs. #FeelBetterLeeds	Your NHS is still here for you.gif Your NHS is still here for you.mp4 NHS111.gif NHS111.mp4	#feelbetterleeds #NHS111 Tag Feel Better accounts either Instagram or Facebook FB: @feelbetterleeds Instagram @feelbetternhs	From 12th October until February these messages can be used.

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Mental health support	Being away from home, uni deadlines and now coronavirus worries. University life can be hard. For support with your mental health at the University visit (INSERT WEBLINK TO OWN SERVICES)	Talk.png FeelingDown.png GettingHelp.png	#mentalhealthmatters #feelbetterleeds #feelbetter Tag Feel Better accounts either Instagram or Facebook FB: @feelbetterleeds Instagram @feelbetternhs	From 12th October until February these messages can be used.
Mental health support	Looking for mental health support? MindMate is available to any young person in #Leeds for resources, tips and advice. Find out more here: mindmate.org.uk	FeelingDown.png GettingHelp.png	#mentalhealthmatters #feelbetterleeds #feelbetter Tag Feel Better accounts either Instagram or Facebook FB: @feelbetterleeds Instagram @feelbetternhs	From 12th October until February these messages can be used.
Mental health support	If you are feeling unable to cope or just want someone to talk to, SHOUT offer a free and confidential text messaging service 24/7. Text 85258 for support.	Talk.png FeelingDown.png GettingHelp.png	#mentalhealthmatters #feelbetterleeds #feelbetter Tag Feel Better accounts either Instagram or Facebook FB: @feelbetterleeds Instagram @feelbetternhs	From 12th October until February these messages can be used.
Mental health support	Your mental health matters. MindWell is a mental health resource that combines information and resources from NHS in Leeds, Leeds City Council and third sector organisations. mindwell-leeds.org.uk	mindwell.png	#mentalhealthmatters #feelbetterleeds #feelbetter Tag Feel Better accounts either Instagram or Facebook FB: @feelbetterleeds Instagram @feelbetternhs	From 12th October until February these messages can be used.
Mental health support	Something on your mind? Samaritans offer a free and confidential helpline anytime you need it. Call 116 123 or email jo@samaritans.org.uk	Talk.png FeelingDown.png GettingHelp.png	#mentalhealthmatters #feelbetterleeds #feelbetter Tag Feel Better accounts either Instagram or Facebook FB: @feelbetterleeds Instagram @feelbetternhs	From 12th October until February these messages can be used.
Event Promotions - driving traffic to the website	There are some amazing resources over on the Feel Better page - go check out their website for upcoming FREE events all designed to make you #feelbetter	EventPromo01.png EventPromo02.png Instagram EventPromo03.png EventPromo04.png	#feelbetterleeds #Leeds #feelbetter Tag Feel Better accounts either Instagram or Facebook FB: @feelbetterleeds Instagram @feelbetternhs	From 12th October until February the Ongoing reminder posts to drive traffic
Event Promotions: Example of reshare.	Make sure you don't miss out on this great free session, check out the #FeelBetterLeeds website for more info! RESHARE OF EVENT PROMO ON FEEL BETTER CHANNELS: Instagram and Facebook	N/A Reshare	#feelbetterleeds #Leeds #feelbetter Tag Feel Better accounts either Instagram or Facebook FB: @feelbetterleeds Instagram @feelbetternhs	From 12th October until February these messages can be used. Event specific posts in week leading up to events. Please reshare Feel Better promotional posts with example copy or similar.
Event Promotions	Don't worry if you have missed any of their FREE sessions, Feel Better have saved them all for you to catch up on! Visit feelbetter.org.uk to see all the videos - available to watch now.	EventPromo01.png EventPromo02.png Instagram EventPromo03.png EventPromo04.png	#feelbetterleeds #Leeds #feelbetter Tag Feel Better accounts either Instagram or Facebook FB: @feelbetterleeds Instagram @feelbetternhs	From 12th October until February these messages can be used. Post event reminders: weekly post reminders to visit the resources page. Please encourage students to visit the website to see latest advice and event recordings.

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Event Promotions	Our Freshers events might have finished but there are Free events still happening over on feelbetter.org.uk - follow them on social to keep up to date with their next event. #feelbetterleeds	EventPromo01.png EventPromo02.png Instagram EventPromo03.png EventPromo04.png	#feelbetterleeds #Leeds #feelbetter Tag Feel Better accounts either Instagram or Facebook FB: @feelbetterleeds Instagram @feelbetternhs	From 12th October until February these messages can be used.