



0800 83 85 87
www.breathingspace.scot

Breathing Space Day 2023

Social Media Toolkit

SOCIAL MEDIA CAMPAIGN

We would appreciate your support in promoting our social media assets which cover four areas:

	Format	Instagram	Facebook	Twitter
1. General Breathing Space information - Aims / Need help now	PNG			
2. 'Hide Behind Fine' campaign - Radio Ad - Static image	MP4			
	PNG			
3. National Breathing Space Day	GIF			
	MP4			
	PNG			
4. Online mental health information - NHS inform - Panic/ Anxiety/ Social Anxiety/ Self-esteem	PNG			

BREATHING SPACE

Scotland's mental health phone and web chat service for people aged 16 years and over.

If you're in distress or feeling low, stressed or anxious, our specialist advisors will listen and offer advice. Our advisors come from a range of mental health, counselling and social work backgrounds.

Breathing Space is available to anyone in Scotland over the age of 16, and is open when other support such as family, friends or GPs may be unavailable. You can let us know what's on your mind or ask about helpful resources in your area.

Phone open: Weekdays: Mon-Thurs (6pm - 2am) Weekend: Fri 6pm - Mon 6am



RADIO CAMPAIGN: 'WHAT HIDES BEHIND FINE'

With Breathing Space you don't have to hide behind fine

When we're feeling down, anxious or overwhelmed, a lot of us put on a 'brave face'. We all have our reasons... we don't want to make a fuss, we don't want to seem weak or we don't want to worry our loved ones. When asked how we are, a lot of us answer 'fine' without a second's hesitation. But how many people aren't?

This ad and related assets shows our listeners that we see them and we understand what they're going through. And it shows that with Breathing Space, you don't have to hide behind fine.

The audio file is available to use. There are also online banners in 2 designs and 4 sizes.



NATIONAL BREATHING SPACE DAY

Take some 'breathing space' on 1st February

This national awareness day takes place every year across Scotland on 1st Feb to promote mental wellbeing and raise awareness of Breathing Space. Scots are encouraged to find some 'breathing space' away from life's stresses by taking part in an activity they enjoy to benefit their mental wellbeing. This could mean visiting the great outdoors, going for a coffee or simply taking a few moments to relax.



DIGITAL MENTAL HEALTH RESOURCES

NHSinform is Scotland's trusted health information website

For anyone looking for mental health and wellbeing information online, NHSinform.scot is a trusted source covering topics which include anxiety, panic, phobias, problem solving, self-esteem and social anxiety.

Web chat open: Weekdays: Mon-Thurs (6pm - 2am) Sat/Sun: 4pm - 12am



SOCIAL MEDIA POSTS Topics

General signposting to Breathing Space

(opening hours of service are 6pm-2am weekdays and 24 hours at weekends)

'Hide Behind Fine' campaign

Example Text

It's not easy to talk about problems and emotions. That's why there's Breathing Space. They try to make it easier to talk about what you're going through. #youmatterwecare

📞 0800 83 85 87

<https://breathingspace.scot/how-we-can-help/need-to-talk/>

Feeling low, stressed or anxious? You are not alone. Our friends at Breathing Space are there to listen and offer advice.

#youmatterwecare

📞 0800 83 85 87 <https://breathingspace.scot/how-we-can-help/what-we-do/>

When we're feeling low or anxious, a lot of us put on a 'brave face'. We're proud to support Breathing Space, showing you don't need to hide behind 'I'm fine'. #youmatterwecare

For support 📧 breathingspace.scot

When we're feeling anxious or overwhelmed, we sometimes hide behind 'I'm fine'. Please remember our friends at Breathing Space are here for you. #youmatterwecare

📞 0800 83 85 87 📧 breathingspace.scot

OFFICIAL

General signposting to NHSinform

www.nhsinform.scot

Don't forget that Breathing Space can listen and offer advice if you're feeling low or anxious. The sooner you talk to them, the better you might feel. Mental health resources and support also available on nhsinform.scot #youmatterwecare

 0800 83 85 87

If you are feeling stressed or anxious, a range of resources and support are available on NHS inform. You are not alone with your mental health. #youmatterwecare

For more tips ▀ www.nhsinform.scot/mental-wellbeing

OFFICIAL

Key awareness dates
World Suicide Prevention Day
10th September 2023

Today is about #SuicidePrevention. If you're feeling down it can help to talk things through. Our friends at Breathing Space are available in the evenings and at the weekends.

📞 0800 83 85 87

For urgent support ➡ www.nhsinform.scot/campaigns/suicide
We're supporting United to Prevent Suicide's campaign @_FCUnited, where well-known names within the Scottish game speak openly about their mental health. Find out more ➡ unitedtopreventsuicide.org.uk/fc-united/

World Mental Health Week 4-10th October

Today is #WorldMentalHealthWeek. You are not alone and talking about how you feel is a positive first step in getting help. Pick up the phone and call Breathing Space, they're here to listen.

📞 0800 83 85 87

<https://breathingspace.scot/how-we-can-help/what-we-do/>

National Stress Awareness Day 3rd Nov

Help is out there if you're struggling with stress. Our friends at Breathing Space are there to talk things through on 0800 83 85 87. #stressawarenessday

Visit NHS inform for further tips ➡ <https://bit.ly/3DQcXo6>

National Breathing Space Day 1st Feb

It's #BreathingSpaceDay today. A reminder that it's ok to take some time for yourself. If you're struggling with your mental health, talk to Breathing Space on 0800 83 85 87.

Time to Talk Day 2nd Feb

How are you doing today? Breathing Space is a free, confidential phone and web chat service for anyone in Scotland feeling low, stressed or anxious. #timetotalk

 0800 83 85 87

 breathingspace.scot

Stress Awareness Month April

Struggling with stress? Talking things through can help. Our friends at Breathing Space can provide listening and advice on 0800 83 85 87.

Visit NHS inform for more tips  <https://bit.ly/3DQcXo6>

Mental Health Awareness Week 15-23 May

This #MentalHealthAwarenessWeek remember that Breathing Space can listen and offer advice if you're feeling low. They provide a safe and supportive space, whatever your reason for calling.

 0800 83 85 87

 breathingspace.scot