

World Mental Health Day 2025 – 10 October

Small Talks Messaging

Find out more about World Mental Health Day at:

<https://www.mentalhealth.org.uk/our-work/public-engagement/world-mental-health-day>

Pre World Mental Health Day Posts

Message 1 Suggested Channels (Instagram/LinkedIn)

Mental health affects everyone.

#SmallTalks can support our wellbeing and help us to overcome difficult emotions, opening up with others about what's really going on.

YMCA [Name] is getting ready for **#WorldMentalHealthDay**, supporting our community through positive conversations around our mental wellbeing.

Find out more and join our campaign: <https://ymca.org.uk/smalltalks/>

[Instagram [@mentalhealthfoundation](#) / LinkedIn [@Mental Health Foundation](#)]

#YMCA #WMHD2025

Message 2 Suggested Channels (Twitter/Facebook)

Support for your mental health should always be available, regardless of your circumstances. YMCA [name] is participating in **#SmallTalks**, encouraging one another to talk about this.

Take the time, Ask twice, Learn to listen, Keep it up.

Let's break the silence together: bit.ly/3Xt80gZ

#YMCA #SmallTalks

Message 3 Suggested Channels (Facebook/Instagram)

Small Talks reel caption:

YMCA is committed to helping young people realise their full potential, and that includes being able to talk openly about their wellbeing with friends and trusted adults. It all starts with a conversation, but taking that first step can be daunting.

This **#WorldMentalHealthDay**, we're taking part in **#SmallTalks** and supporting those across the communities we serve in holding positive conversations about mental health.

[Facebook - More at:] <https://bit.ly/3Xt80gZ>

#YMCA #WMHD #WorldMentalHealthDay

On the day (10 October)

Message 4 Suggested Channels (Facebook/LinkedIn)

Today is #WorldMentalHealthDay! 🗣️

The focus is on making sure everyone can access the support they need, regardless of their circumstances. At YMCA **[name]**, we are proud to provide a range of services –**[List here]** - that help boost mental wellbeing for young people in our community. Today, we're celebrating these efforts and the impact we make!

Remember, #SmallTalks can make a big difference.

Learn more about our mental health services: **[Link to local YMCA Support and Advice/Mental Health Project]**

Shorter version:

Opening up to someone that we trust may feel uncomfortable at first, but it is a brave step for people to seek the help they need.

Today on #WorldMentalHealthDay, we're taking part in #SmallTalks and **[Local YMCA activity e.g. Bake Off, Tea Talks, Small Walks]** to connect with our community and encourage openness about our mental wellbeing.

#SmallTalks

Post World Mental Health Day

#WMHD might be over, but the need to ensure access to services that bolster our mental wellbeing in our communities remains core to YMCA **[name]**.

As we continue to TALK, we think about the kind of impact we need to achieve with young people, supporting their mental wellbeing, enabling them to fulfil their potential and thrive.

So, let's take these little steps to have #SmallTalks often.

T A L K - Take the time, Ask twice, Learn to listen, Keep it up.

#SmallTalks #WorldMentalHealthDay