

## **Mental Health Awareness Week – Keeping People Connected**

This year's Mental Health Awareness Week starts Monday 9<sup>th</sup> May and the theme is loneliness. To support the week, Community Living Well is running its own campaign, 'Keeping People Connected'. We want to highlight all of the incredible organisations in our local community who work to keep people connected and reduce loneliness.

We're asking you to record a short video message about your organisation, about any particular activities or events you run that connect people, help them to make friends and to stay connected.

It would be great if a local resident who takes part in the activity made the video, if not, then the activity lead. It would also be wonderful if we could represent the diversity within our community and share videos in other languages, so please feel free to record your video in a community language.

Send your videos to us and we'll share it on our Instagram and Facebook pages. We'll tag your organisation in the post too so you can share it across your social media channels, and let's tell even more people in our community about these amazing initiatives!

### **Guide to creating your video – using a smartphone or tablet**

1. Think of regular activities that your organisation delivers that helps local residents to stay connected, make new friends and tackle isolation.
2. Choose an activity that your organisation will continue to run for quite some time (no point promoting something that is going to end in a couple of weeks).
3. Make one video per activity that you would like to share (you can send us more than one video).
4. Ensure your video tells people where and when it is, if there is a cost and who it is aimed at.
5. Make it very welcoming and maybe give some background.
6. If the option is available to you, repeat the exact same video but in a community language.
7. Maybe have your organisation's pop-up banner in the background (if you have one).
8. Rehearse what you're going to say beforehand to avoid pausing or losing focus during filming.
9. Ensure you're in a quiet place with good lighting.
10. When you're ready, hold or position your phone or tablet so you can see your head and shoulders in the screen, with some space around the edges. If holding the phone, hold it as still as you can.
11. Make sure there are no shadows over your face.
12. Hit record and record your video message. Keep it short and sweet! Anything up to 60 seconds would be perfect, but don't worry if you go over a little.
13. Once you're happy with your video, save it, then send it to 07908 265 186 via text message or WhatsApp – make sure you're connected to WiFi when sending your video.
14. In the message, please state that you give permission for Community Living Well to share your video on Community Living Well's social media accounts (this might include Instagram and/or Facebook).
15. Please also tell us your organisation's social media tags so we can tag you (include yours as well if you want us to tag you personally, but this is entirely optional).
16. More importantly – have fun!