



American
Foundation
for Suicide
Prevention



SEIZE THE AWKWARD

Suggested Social Copy to Support *Seize the Awkward*

Thank you for helping support *Seize the Awkward*! To spread the word about the campaign on social media, we have provided suggested copy to share the campaign on your social platforms. Please use the campaign hashtag, **#SeizeTheAwkward**, URL, www.SeizeTheAwkward.org, or Instagram, **@SeizeTheAwkward**, whenever possible.

If you would like to attribute the campaign to our sponsors, The Jed Foundation (JED) and the American Foundation for Suicide Prevention (AFSP), please use the following handles. Tag JED on Facebook, Twitter, and Instagram using **@jedfoundation**; tag AFSP on Facebook, Twitter, and Instagram using **@AFSPnational**.

The following social copy is suggested to share campaign assets, including videos found [here](#) and images found [here](#).

Facebook and Twitter:

- Meet Awkward Silence. He's here to teach you how to #SeizeTheAwkward and reach out to your friends to see how they're doing. Learn more at SeizeTheAwkward.org
- Nobody likes an awkward silence, but it can actually be a great time to check in with a friend on their mental health. Learn how you can #SeizeTheAwkward at SeizeTheAwkward.org
- When it comes to mental health, awkward silences don't have to be a bad thing. Learn how you can #SeizeTheAwkward with a friend at SeizeTheAwkward.org
- If you've noticed your friend hasn't seemed like themselves recently, #SeizeTheAwkward and ask them how they're feeling! Learn more at SeizeTheAwkward.org
- Awkward silences don't have to be so awkward. Sometimes you can use them to check in with a friend about how they're doing. Learn how to #SeizeTheAwkward and start a conversation about mental health at SeizeTheAwkward.org
- It doesn't matter how you ask. All that matters is that you do. Learn how you can #SeizeTheAwkward with a friend who may be struggling with their mental health at SeizeTheAwkward.org
- Opening up about mental health can make your friendships even stronger. To learn how to #SeizeTheAwkward at SeizeTheAwkward.org
- When it comes to checking in on a friend about their mental health, trust your instincts. Learn how to #SeizeTheAwkward at SeizeTheAwkward.org
- When it comes to mental health, awkward silences don't have to be a bad thing. Learn how you can #SeizeTheAwkward with @jedfoundation & @AFSP's new campaign at SeizeTheAwkward.org

Instagram:

- Nobody likes an awkward silence, but it can actually be a great time to check in with a friend on their mental health. Follow @SeizeTheAwkward to learn how you can #SeizeTheAwkward
- It doesn't matter how you ask. All that matters is that you do. Follow @SeizeTheAwkward to learn how you can #SeizeTheAwkward to check in with a friend about their mental health



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