



### ***Seize the Awkward* – Content Creation Do's and Don'ts**

#### **Do:**

- Keep language straightforward and conversational. Avoid overly formal or technical language.
- Employ a light tone (but don't belittle or joke about the people who have mental health issues, and don't joke about the act of reaching out and seizing the awkward).
- Use the phrase "mental health" when necessary. Part of the goal of this campaign is to destigmatize conversations around mental health (and the phrase "mental health" in particular).
- Refer to friends as "they" (rather than "he/she") to avoid issues of gender and keep language informal and colloquial.
- Be honest about the dangers of neglecting mental health problems.

#### **Don't:**

- Put up barriers that young people could use to avoid talking to their friends.
- Talk about suicide directly. The campaign is focused on mental health and tackles these issues farther upstream.
- Reference awkward moments where the relationships described aren't clearly consensual.