**Staffordshire Health App Finder – Young Peoples Mental Health Campaign**

**Social Media Content Library**

Main URL to use in your posts is <https://staffordshire.orchahealth.com/en-GB/yp-mental-health>

Or you can link to the main Health App Finder landing page which is [www.staffordshire.gov.uk/appfinder](http://www.staffordshire.gov.uk/appfinder)

Ten posts, each with a strong hook and visual, with realistic captions designed to engage young people while reinforcing the campaign messaging. Please use one of the images from the [promotional content library](https://doingourbit.uk/ypmh/) or a suitable image of your own that suits the post.

| **POST NUMBER** | **HOOK** | **MAIN CONTENT** | **CALL TO ACTION** | **SUGGESTED IMAGE** |
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| **1** | **Feeling overwhelmed? You’re not alone.** | *"Before my exams, I was so stressed. Then I found an app that helped me focus and stay calm. It really made a difference."* | Find the right app for you with the Staffordshire Health App Finder. Tap the link or scan the QR code. | Young person holding their phone up with “You’re not alone” on the screen. |
| **2** | **Small steps = Big difference! 💙** | *"* *I used to feel overwhelmed, but I found an app that helped me feel more in control. I’m confident I can do this now”* | Find an app that works for you. Discover trusted mental health support in just a few taps. | Person relaxing outdoors, holding a phone with "Small steps = Big difference" on screen. |
| **3** | **Take a breath. You’re doing great.** | *"When things felt too much, I found an app that helped me sleep better and feel less anxious. It was a game-changer."* | Need a little extra support? Check out the best apps for mental well-being today. | A young person holding their phone with "Take a breath. You’re doing great." displayed. |
| **4** | **Help is just a tap away.** | *" Talking can be hard, but this app helped me express how I was feeling. I don’t feel as alone.."* | Explore the best mental health apps in one place. Tap the link to get started. | Young person sitting in a quiet space, looking at their phone with “Help is just a tap away” on screen. |
| **5** | **You've got this! 🌟** | *"Sometimes, I just need a little boost. This app helps me manage my mood and stay positive."* | Find your perfect app with the Staffordshire Health App Finder. Scan the QR code or visit the link now. | Group of young people smiling, with one holding up a phone that says "You’ve got this!" |
| **6** | **Food & mood are connected! 🍏** | *"I didn’t realise how much my diet affected my energy and mood. Now, I use an app to track healthy meals and feel better every day!"* | Find apps that help you make small, healthy changes to boost your mind and body. Tap the link to explore. | Young person preparing or eating a healthy snack, with “Small changes = big difference” on phone screen. |
| **7** | **Not feeling yourself? You're not alone.** | *"Sometimes I feel really low, and I don’t know why. This app helps me track my mood and find ways to lift myself up when I need it."* | There’s support out there. Find a mental health app that works for you with the Health App Finder. | Young person looking thoughtful, holding phone with “You are not alone” displayed. |
| **8** | **Confidence starts from within. 💪** | *"Fitting in felt impossible. But I found an app that helped me build confidence, stop overthinking, and focus on what really matters."* | Ready to boost your confidence? Find trusted mental health and self-help apps now. | Person standing tall, smiling, holding phone with "You’ve got this!" on screen. |
| **9** | **Eating well = Feeling good! 🥑** | *"I struggled with healthy eating, but this app makes it easy to plan meals and feel better inside & out."* | Explore top-rated nutrition and mental health apps today. Scan the QR code or tap the link. | Young person checking a meal-planning app on their phone, with “Fuel your mind & body” on screen. |
| **10** | **Struggling to focus? We’ve got you.** | *"I used to get distracted all the time, especially when studying. Now I use an app that helps me stay on track and stress less!"* | Discover apps to boost focus, motivation, and mental well-being. Try one today! | Student using phone in a study setting, screen showing "Focus. Breathe. Succeed." |