

Social media toolkit

COVID-19 mental health research

You might recall that in 2020, the Ontario Centre of Excellence for Child and Youth Mental Health (the Centre) and the CHEO Research Institute have launched a study to explore the impact of COVID-19 on Ontario's children, young people and families. Now, nearly a year into the pandemic, we are taking the research a step further to check in on how young people are doing now, what mental health services and supports they have accessed over the past several months and how these services can be improved.

The study consists of two surveys, which we are requesting your help to share in your networks. The better the participation in the study, the more meaningful and useful the results will be! To help you share, we've included some sample social media posts and visuals that you are welcome to use. Shareable visuals begin on page 3. The toolkit is also available in French.

Suggested short form (e.g. Twitter, Instagram caption)

Survey for young people

Are you:

- ✓ 12-25 years old?
- ✓ a resident of Ontario?
- ✓ currently living through a global pandemic?

Take this 10-min survey to share your thoughts and experiences with @CYMH_ON and @CHEO: <https://redcap.cheori.org/surveys/?s=RA38L7WXNM>

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😓 COVID-19 has changed a lot about life as we know it. How are you doing? Are you getting any help to support your mental health? If you're between 12 and 25, share your thoughts with @CYMH_ON and @CHEO through this 10-min survey:

<https://redcap.cheori.org/surveys/?s=RA38L7WXNM>

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You can help @CYMH_ON and the @CHEO Research Institute understand how to best support the mental health of young people in Ontario during and after the pandemic. If you're between 12 and 25 and have 10-minutes to spare, please take this survey:

<https://redcap.cheori.org/surveys/?s=RA38L7WXNM>

Survey for parents

Are you a parent or caregiver of young people between the ages of 4 and 25? Share your #COVID19 experience to help @CYMH_ON and the @CHEO Research Institute understand how to best support young people and their families during and post-pandemic:

<https://redcap.cheori.org/surveys/?s=KCMT9K7FR3>

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Parents and caregivers, what kinds of mental health services & supports have the young people in your life accessed since the beginning of the pandemic? How can they be improved? Share your thoughts with @CYMH_ON and @CHEO Research Institute through this survey: <https://redcap.cheori.org/surveys/?s=KCMT9K7FR3>

Suggested longer form (e.g. Facebook, LinkedIn)

Survey for young people

There's this joke that says 2020 was the longest decade in history. Did it feel that way to you? There's no doubt that the COVID-19 pandemic has changed a lot about the way we live and, unlike 2020, it's not over yet. The Ontario Centre of Excellence for Child and Youth Mental Health and the CHEO Research Institute want to know how you're doing now and if you've used any mental health services or supports since the beginning of the pandemic, with the goal of improving services for all young people in Ontario during and after this wild time.

If you're between 12 and 25 years old, living in Ontario and have about 10 minutes to spare, please share your thoughts via this survey: <https://redcap.cheori.org/surveys/?s=RA38L7WXNM>

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Are you living your best life on Zoom and facetime or really missing the "old normal" or somewhere in between? If you're between 12 and 25 years old, living in Ontario and have 10 minutes to spare, the Ontario Centre of Excellence for Child and Youth Mental Health and the CHEO Research Institute would like to know how you're doing now and how you've been coping since the beginning of the pandemic. Share your thoughts and experiences via this survey: <https://redcap.cheori.org/surveys/?s=RA38L7WXNM>

Survey for parents

Parents and caregivers, we know that life has been far from normal over the past year... and that puts a lot of pressure on you. The Ontario Centre of Excellence for Child and Youth Mental Health and the CHEO Research Institute are continuing to refine our understanding of how to best support young people and their families during and after the pandemic. If you have children between the ages of 4 and 25, you can help by sharing your thoughts and experiences through this 10-minute survey: <https://redcap.cheori.org/surveys/?s=KCMT9K7FR3>

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Are your kids thriving as homebodies or are you navigating breakdowns about how limited their physical world has become? Either way, or somewhere in between, you've had a lot to juggle over the past year! The Ontario Centre of Excellence for Child and Youth Mental Health and the CHEO Research Institute are continuing to refine their understanding of how to best support young people and their families during and after the pandemic. If you have children between the ages of 4 and 25, you can help by sharing your thoughts and experiences through this 10-minute survey: <https://redcap.cheori.org/surveys/?s=KCMT9K7FR3>

Shareable visuals
Facebook, Twitter, LinkedIn





Ontario Centre of Excellence
for Child & Youth Mental Health
Centre d'excellence de l'Ontario en santé
mentale des enfants et des adolescents

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Instagram, Facebook



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