

The logo for Action Anxiety Day features the word "Action" in a large, bold, blue font with a white outline and a red shadow. Below it, the words "ACTION ANXIETY DAY" and "JOURNÉE ACTION ANXIÉTÉ" are written in a smaller, blue, sans-serif font. The logo is set against a background of overlapping light blue circles.

Action

ACTION ANXIETY DAY
JOURNÉE ACTION ANXIÉTÉ

SOCIAL MEDIA GUIDE



Anxiety
CANADA



SOCIAL MEDIA GUIDE

3 POSTERS
(DOWNLOAD & PRINT!)

5 WHY SUPPORT #AAD?

6 CONTENT BANK

7 SOCIAL MEDIA TIPS

Action

ACTION ANXIETY DAY
JOURNÉE ACTION ANXIÉTÉ

Action Anxiety Day takes place each year
on June 10th! **ACT** on Anxiety with us:

Awareness - Raise awareness and advocate for anxiety.

Colours - Wear blue & orange on June 10 to show support!

Talking - Talk about anxiety & share your coping tools with others. Let's break the stigma together!

Learn more ways to **ACT**:

actionanxietyday.com



Anxiety
CANADA



Action

ACTION ANXIETY DAY
JOURNÉE ACTION ANXIÉTÉ

JUNE 10

How you can **ACT** on Action Anxiety Day

- A**wareness: Advocate for anxiety and learn about it.
- C**olours: Wear **blue** and **orange** to show your support.
- T**alking: Speak about anxiety and share coping tools.

Learn more ways to **ACT**
actionanxietyday.com



WHY SUPPORT AAD?

We created the annual [Action Anxiety Day](#) as an anxiety awareness and education day. Over 30% of people are diagnosed with an anxiety disorder over the course of their lifetime. Despite how common anxiety is, many of us have a hard time opening up about it.

We want to destigmatize anxiety and make coping tools more accessible for everyone. But to do that, we need your help! You can **ACT** by:

AWARENESS

- Advocate for the cause and raise awareness of anxiety, anxiety disorders, and treatments.

COLOURS

- Wear **blue** & **orange** on June 10th to show your support and shed the stigma around anxiety.





TALKING

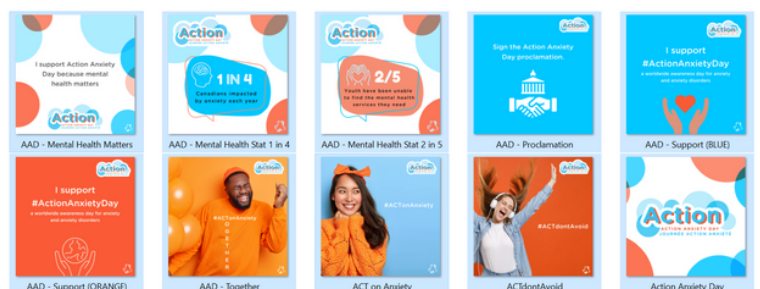
- Speak up about anxiety and share coping tools, including our evidence-based resources.



SOCIAL MEDIA CONTENT BANK

Examples to get you started on social media! Download a [zip file](#) with all the images you need to share your story and support Action Anxiety Day.

Caption Examples	Image Ideas
<p>INSTAGRAM:</p> <p>Happy #ActionAnxietyDay! Join @anxiety_canada in their mission to promote #anxietyawareness & increase access to proven resources and coping tools. Together, let's #ACTonAnxiety and #BreakTheStigma.</p>	
<p>FACEBOOK:</p> <p>I support @AnxietyCanada's #ActionAnxietyDay because [share your story] Learn more at www.actionanxietyday.com ❤️🧡 #ACTonAnxiety</p>	
<p>LINKEDIN:</p> <p>It's #ActionAnxietyDay, @AnxietyCanada's worldwide anxiety awareness day! Today, let's support each other by prioritizing mental health and psychological safety in the workplace. #ACTonAnxiety</p>	
<p>TWITTER/X:</p> <p>@Anxiety_Canada's awareness day, #ActionAnxietyDay, aims to destigmatize #anxiety & make treatment more accessible for all. Ways to Support: wear orange or blue, share your story & raise funds for the cause!</p>	



[download zip file with all suggested social images here](#)

SOCIAL MEDIA TIPS

1 Share AAD and your story with friends

Personal stories help your network to understand why the cause is important to you. You never know who you could help by openly sharing stories, resources, and support online. No time to create social media posts? Use our content bank.

2 Share photos, videos, and links with followers online

- Sharing photos, videos, and links helps us spread awareness! You can also share our [Educator Toolkit](#) to encourage learning all about anxiety in elementary schools (the toolkit includes a contest young students can participate in!).
- Fundraising for AAD? Encourage your friends and family to learn more and donate by linking to your fundraising page (<https://fundraise.anxietycanada.com>)!

3 Save space for text that matters by shortening links

To shorten links, visit the following websites: [Bitly.com](https://bitly.com) or tinyurl.com.



4 Make sure to follow and tag us!



Instagram and X/Twitter: [@Anxiety_Canada](#)

Facebook, LinkedIn, TikTok & YouTube [@AnxietyCanada](#)

For an overview of Anxiety Canada's many science-based resources, visit anxietycanada.com/get-help.

Thank you for supporting Action Anxiety Day!