

# CredibleMind newsletter and social media communications toolkit

Created Fall 2024



*Building a sustainable foundation for a safe, healthy, and welcoming community through public service excellence.*

# Toolkit created by CredibleMind

*This CredibleMind newsletter communications toolkit was **created by CredibleMind** to assist organizations, within any sector, in sharing the resources provided on the CredibleMind site with their employees, clients and families they serve.*

*Our hope is the content provided within this communications toolkit is copied and shared by many.*



Content Created By



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# CredibleMind background

- Olmsted County contracted with CredibleMind in December 2023 with funds provided by the Olmsted County Opioid Settlement Funds
- The Olmsted County CredibleMind site is supported by the Health Promotion Unit within Olmsted County Public Health Services.



# What is CredibleMind?

- One-stop shop for **personalized wellbeing resources**.
- **Convenient online access** to thousands of **evidence-based resources**, all reviewed by experts and users for highly personalized experience.
- **Fully confidential** and available **24/7**.
- Customized links to **local community resources**.
- Site is **translated** into 3 languages (**Spanish, Somali, Arabic**).



# General Communications Toolkit



# General Communications Toolkit

A general communications toolkit can be found on the Olmsted County website with printable handouts, posters and social media posts to be used by work sites and the general community to increase awareness of Olmsted County CredibleMind.

**CredibleMind**  
**CredibleMind: The One-Stop Shop for Mental Wellbeing Resources**

CredibleMind is the free online platform that brings together expert-rated and vetted videos, podcasts, apps, online programs, books, and articles all in one easy-to-use place.

Confidential, anonymous, and available 24/7, with CredibleMind you can learn new skills, understand your own mental health, take a mental health assessment, and browse our library of thousands of mental wellbeing resources.

**CredibleMind covers over 200 topics including:**

- Stress
- Burnout
- Anxiety
- Depression
- Relationships
- Mindfulness
- Resilience
- Coping with Medical Diagnosis
- Time-Management
- Happiness
- Sleep
- Parenting
- Grief and Loss
- Flourishing
- Substance Use
- Aging

**Get started today by signing up and taking a mental health assessment**  
Some assessments you'll find on CredibleMind are:

- Is it Job Stress or Burnout?
- What's your Mental Health Profile?
- How Strong is Your Resilience Network?
- Is Caring for Others Taking a Toll on You?
- Is Your Mind Full or Are You Mindful?
- What's Your Meditation Style?

By signing up, you will have access to: past assessment results to track improvement over time, resources, and handpicked CredibleMind resources right to your email!

No matter what you are going through, CredibleMind has resources to help with science-based strategies you can trust.

Visit [olmstedcounty.crediblemind.com](http://olmstedcounty.crediblemind.com) to get started

**PERSONAL GROWTH**  
**CREDIBLEMIND**

**RESOURCES**

**MINDFULNESS**

**MEANING & PURPOSE**

**SELF-CARE**

**DIVERSITY, EQUITY, AND WELLBEING**

**olmstedcounty.crediblemind.com**

**LGBTQIA+ Community**

A new hub for LGBTQIA+ resources is now available on Olmsted County's CredibleMind platform.

This hub is a one-stop shop where LGBTQIA+ residents, their families, and others in the community can find helpful, safe, and inclusive resources.

**Check It Out Today!**

[olmstedcounty.crediblemind.com](http://olmstedcounty.crediblemind.com)

**YOU ARE NOT ALONE**

Depression is more than just feeling sad. It's a serious mental health condition characterized by persistent feelings of sadness, hopelessness, and loss of interest in activities once enjoyed.

CredibleMind offers free personalized online access to thousands of mental health resources for a highly personalized experience.

**Need Help Now? Call or Text 988**

**988 SUICIDE & CRISIS LIFELINE**

Scan code for more information or visit <https://olmstedcounty.crediblemind.com/>



**Public Health**  
Prevent. Promote. Protect.  
**Olmsted County**

# CredibleMind Monthly Focused Articles





# Newsletter and email content

**Do you currently distribute a newsletter or email to your employees, clients and/or families you serve?**

**You're in luck!**

This toolkit is filled with content that you can copy and paste into any newsletter or email. Additionally, there are social media posts that correlate to the monthly content.

Please help us in spreading the awareness about Olmsted County CredibleMind today!



# January

- **Mindful Momentum:** Start the New Year with Mindful Momentum—a balanced approach to setting meaningful goals through reflection, purposeful planning, and mindful actions. Explore our resources to help you move forward with clarity and intention while staying grounded in what truly matters. Find [resource recommendations](#).
- **Exploring Meaning & Purpose:** As the New Year unfolds, it's the perfect time to reflect on what brings deeper meaning to your life and work. Living with purpose enhances emotional resilience, reduces stress, and improves overall wellbeing. This week, we're focusing on how pursuing what truly matters—whether through passions, relationships, or giving back—can create a sense of fulfillment and balance. Find [resource recommendations](#).
- **Is Alcohol Impacting Your Relationship?:** Alcohol can play a subtle yet significant role in our relationships. While it's often associated with socializing and relaxation, excessive or frequent use can sometimes strain connections with loved ones. Find [resource recommendations](#).

Find [social media graphics](#) created by CredibleMind by topic area.



# February

- **Living with Chronic Conditions:** Living with a chronic illness can pose unique challenges that extend beyond physical health. It's often tied directly to one's mental wellbeing as well. In this topic, we offer resources to help those who may be struggling with the physical and mental implications from a chronic condition. Find [resource recommendations](#).
- **Building Healthy Relationships:** Building healthy relationships is a process that requires mutual understanding, effective communication, and a commitment to growth. To help guide you on this journey, we've compiled resources to help foster stronger connections. Find [resource recommendations](#).
- **Moving Meditation:** While the New Year may have many of us thinking about adopting a meditation practice, sedentary meditation isn't for everyone. Moving meditations can be like taking a mindful stroll and might be a great avenue for those who struggle to sit still and quiet their minds. Interested in learning more? Find [resource recommendations](#).

Find [social media graphics](#) created by CredibleMind by topic area.



# March

- **Work-Life Balance:** It might feel like juggling work and your personal life is impossible. But finding a balance between the two is crucial for your happiness and overall wellbeing. To help avoid stress and burnout, we've compiled resources to bring some balance into your world. Find [resource recommendations](#).
- **Mindful Parenting:** Practicing mindfulness can be a game-changer in the whirlwind of parenthood. Yet, it's something that's easier said than done. To help, we've compiled resources to help you stay present as a parent. Find [resource recommendations](#).
- **Sleep and Rest:** Forget the stigma around napping -- catching some afternoon Z's can be exactly what many of us need to push ourselves through the day. Even better: it's a way to boost productivity and recharge your mental batteries. Interested in learning more? Find [resource recommendations](#).

Find [social media graphics](#) created by CredibleMind by topic area.



# April

- **Autism Awareness:** Living with autism involves unique differences in brain functioning and processing that can vary widely from person to person. From difficulties in communication and social interactions to sensory sensitivities, each individual's experience is distinct. We've compiled resources to bring some awareness and empathy around autism into your world. Find [resource recommendations](#).
- **Intro to Therapy:** Embarking on a therapy journey can represent a transformative step toward self-discovery and emotional wellbeing. However, it can also be incredibly overwhelming. To help, we've compiled resources to help you take that next step, or support a loved one in starting their therapy journey. Find [resource recommendations](#).
- **Stress:** In today's fast-paced and demanding world, stress has become an inevitable part of our daily lives. As a result, it has a huge impact on both our physical and mental wellbeing. We've put together some resources on stress relief that work. Find [resource recommendations](#).
- **Cultural Approaches to Health & Wellbeing:** Most mainstream approaches to mental health are based on the dominant culture of a particular society, but, in a world with so much diversity and variety of cultures, it is important to uplift the approaches of minority and marginalized groups. We've curated some resources that celebrate diverse approaches to mental health and wellness. Find [resource recommendations](#).

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# May

- **Mental Health in the Home:** Our home environment plays a huge role in how we feel day-to-day. Whether it's managing stress, finding peace, or supporting each other, our homes are where it all happens. We've compiled resources to give you some tools to manage your wellbeing at home. Find [resource recommendations](#).
- **Mental Health at School:** In the hustle and bustle of academic life, prioritizing mental wellness at school is essential. Whether you're a student or supporting a student, there are a variety of ways to protect and nourish your mental wellbeing at school. To help, we've compiled resources to help the student in your life. Find [resource recommendations](#).
- **Mental Health Outdoors:** Immersing yourself in nature isn't just a leisurely pastime; it's an investment in mental wellbeing. We've put together some resources on ways to incorporate the outdoors into your day-to-day life. Find [resource recommendations](#).
- **Mental Health in the Workplace:** From dealing with stress to finding that illusive work-life balance sweet spot, our mental wellbeing at work matters big time. We've curated some resources that help us discover why prioritizing mental health in the workplace is so important to overall happiness. Find [resource recommendations](#).

Find [social media graphics](#) created by CredibleMind by topic area.



# June

- **LGBTQIA+:** As June rolls in, so does Pride Month, a time to honor the vibrant LGBTQIA+ community and all its beautiful diversity. We're diving into resources that focus on self-care and empowerment because taking pride in who you are is key and offering tools to support friends and family or advocate for change. Find [resource recommendations](#).
- **Coping with Traumatic Events:** In times of distress, it's crucial to come together and support each other. To help, we've curated a collection of resources aimed at helping you navigate through traumatic events with resilience and care. Find [resource recommendations](#).
- **Yoga:** Ever wondered about the magic that happens when you roll out your yoga mat? It's more than just striking a pose; it's about nurturing the profound connection between your mind and body. We've put together some resources on ways to learn more about yoga and its benefits. Find [resource recommendations](#).

Find [social media graphics](#) created by CredibleMind by topic area.



# July

- **Exploring Meaning & Purpose:** Finding deeper meaning in our lives becomes essential on the journey of continuous improvement for our mental health. Dedicating time to explore what truly resonates with us can help to develop resilience and fulfillment. Find [resource recommendations](#).
- **Supporting a Loved One with Depression:** Supporting a loved one through depression can feel like navigating a maze of uncertainty and emotions. Knowing what to say, how to act, and simply how to show up can be daunting. This month, we're delving into the complexities of supporting a loved one with depression, offering guidance on navigating these challenging waters with compassion and understanding. Find [resource recommendations](#).

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# August

- **How to Manage Back-to-School Anxiety as a Teen:** Managing back-to-school anxiety as a teen is crucial for maintaining mental health and fostering a positive academic experience. This month, join us as we focus on practical strategies and supportive practices to navigate the challenges of returning to school. Find [resource recommendations](#).
- **Music for Mental Health:** This month, we're focusing on the benefits of music in nourishing our mental wellbeing. From soothing melodies to upbeat tunes, the world of music offers endless possibilities for emotional healing, stress reduction, and cognitive enhancement. It's not just about listening; it's about experiencing, connecting, and being present in each moment. Find [resource recommendations](#).
- **Financial Wellness:** Managing financial stress is essential for maintaining overall wellbeing and fostering a sense of security. Addressing money worries with practical strategies can help build resilience and peace of mind. This month, join us as we focus on effective tips and coping strategies for managing financial stress. Find [resource recommendations](#).

Find [social media graphics](#) created by CredibleMind by topic area.



# September

- **Imposter Syndrome:** This month, we're focusing on understanding and managing imposter syndrome. By learning to identify these feelings, we can work towards building self-confidence and celebrating our successes. It's not just about noticing these thoughts; it's about embracing our true abilities and accomplishments. Find [resource recommendations](#).
- **Preventing Burnout in the Workplace:** This month, we're focusing on strategies to prevent burnout and create a more balanced work life. By setting boundaries, practicing self-care, and fostering a supportive work environment, we can reduce stress and improve overall job satisfaction. It's not just about managing work; it's about finding harmony and taking care of ourselves. Find [resource recommendations](#).
- **Suicide Prevention Month: How to Help and Support a Friend.** This September, National Suicide Prevention Month, we're focusing on how to help and support a friend who might be struggling with thoughts of suicide. By learning to recognize the signs and knowing how to respond, we can provide comfort and reassurance. Find [resource recommendations](#).

Find [social media graphics](#) created by CredibleMind by topic area.



# October

- **Parenting a Child with ADHD:** October is ADHD Awareness Month. Parenting a child with ADHD can be both challenging and rewarding, requiring patience, understanding, and flexibility. We've compiled a collection of resources that offer practical strategies for parenting a child with ADHD. It's not just about managing behaviors; it's about celebrating their strengths and supporting their growth. Find [resource recommendations](#).
- **Coping with Life's Challenges:** World Mental Health Day (October 10th) is an opportunity to focus on the importance of mental health and the strategies we can use to navigate difficult times. Here, we're highlighting effective ways to manage stress, anxiety, and other challenges that life may bring. Find [resource recommendations](#).
- **How to Talk About Cancer with Your Loved Ones:** Breast Cancer Awareness Month encourages us to support those affected and understand the importance of early detection. In honor of that, we're focusing on how to talk about cancer with your loved ones through empathy, openness, and a willingness to listen. Find [resource recommendations](#).

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# November

- **Altruism & Volunteering:** Did you know that, outside of making you feel good, there are some mental health benefits to volunteering your time? We take a look at the positive impact altruism can have on your overall wellbeing. Find [resource recommendations](#).
- **Journaling for Gratitude:** There are lots of different ways to adopt a gratitude practice and, this week, we're looking specifically at journaling. How to start a journaling practice, the benefits of it, and why it might be something you want to incorporate into your daily routine. Find [resource recommendations](#).
- **Grief & Loss:** Grief is a challenging emotion to navigate at any time but it can feel especially difficult during the holidays. Here, we focus specifically on anticipatory grief and take a deeper look at what it is, how it happens, and why it's a perfectly normal form of grief. Find [resource recommendations](#).

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# December

- Meditate Your Way to Happiness:** As we move into December, it's the perfect time to embrace the calming power of meditation and its ability to bring happiness into our lives. Amid the busyness of the holiday season, it's easy to feel overwhelmed or stressed, but with just a few mindful moments each day, we can create a sense of peace and joy from within. Find [resource recommendations](#).
- Workplace Boundaries:** With deadlines and holiday pressures, it can be easy for work to spill into your personal life, but setting boundaries is essential to avoid burnout and maintain your wellbeing. This month, we're focusing on practical ways to reinforce those boundaries -- whether it's unplugging after work hours, managing your workload, or setting expectations with colleagues. Find [resource recommendations](#).
- Understanding Codependent Behavior:** As we approach the holiday season, we're focusing on understanding codependent behavior and how it affects our mental and emotional health. Codependency can blur the lines between offering healthy support and becoming overly reliant on each other, leading to imbalanced relationships and emotional strain. Find [resource recommendations](#).
- Brighten Your Winter:** As we close out December and welcome the new year, it's the perfect time to focus on finding light and warmth during the winter months. Winter months may bring additional challenges, so we're bringing you resources to beat seasonal sadness. Find [resource recommendations](#).

Find [social media graphics](#) created by CredibleMind by topic area.



# CredibleMind Monthly Social Media Posts

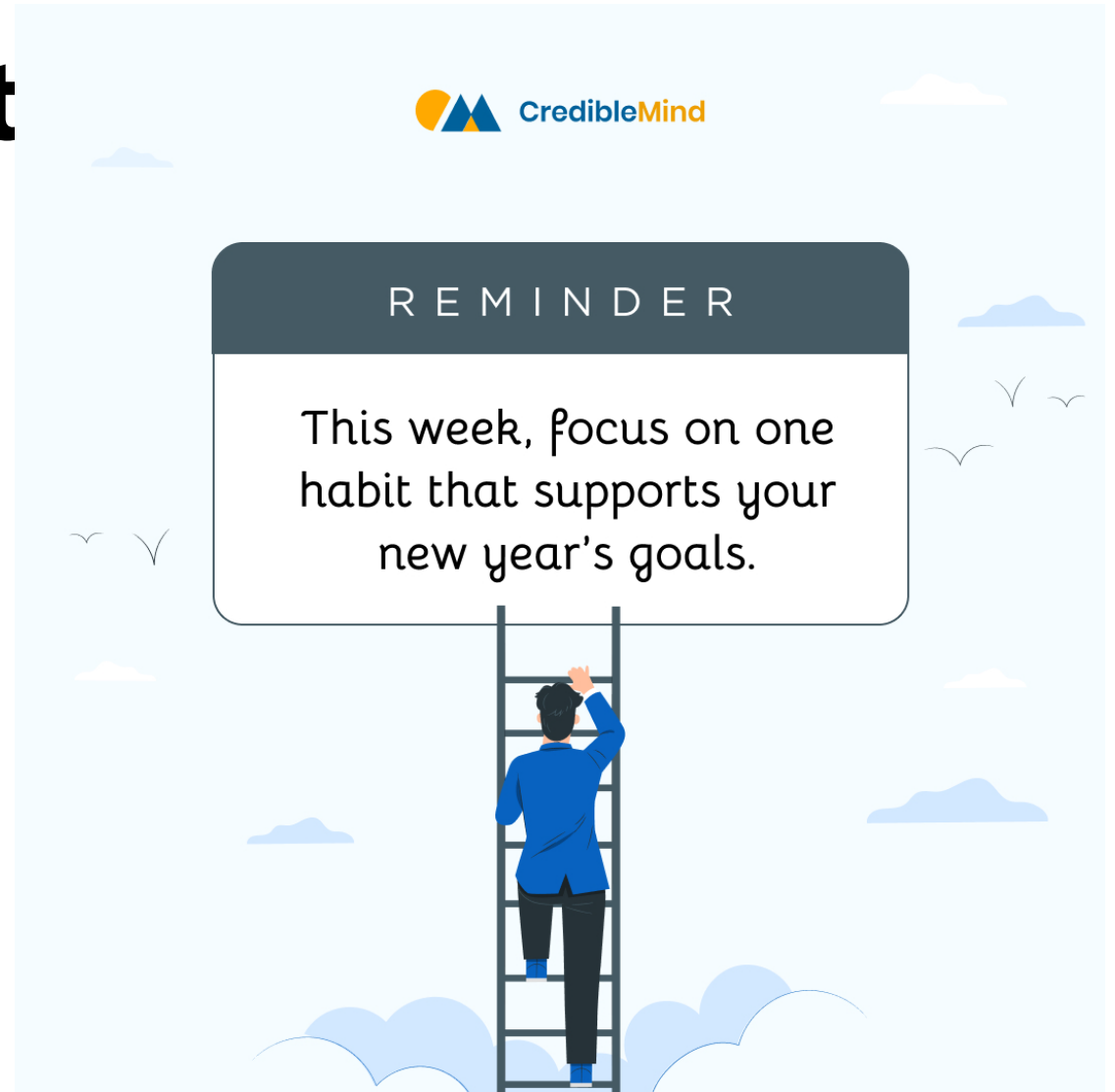


# January – Social post

Mindful Momentum

## Post caption:

A balanced life begins with purposeful goals. Write down one goal that feels aligned with who you are—and watch your mindful momentum grow. Share your goal in the comments!



Find [social media graphics](#) created by CredibleMind by topic area.

# February – Social post

World Cancer Day (Feb. 4th)

## Post caption:

Being diagnosed with cancer not only takes a toll on the individual but also the family members and loved ones around them. According to the American Cancer Society, patients and loved ones may experience feelings of distress, anxiety, and depression. These are not to be taken lightly. On the CredibleMind platform, we have resources that can help you identify when you need help and navigate you toward the appropriate resources. You are not alone!

NEVER  
*lose*  
HOPE



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# March - Social post

National Sleep Awareness Week

## Post caption:

Did you know that good **sleep** is one of the building blocks of a healthy life? Unfortunately, about 60 million American adults suffer from sleep problems such as insomnia, circadian rhythm disorder, sleep deprivation, or sleep apnea.



Find [social media graphics](#) created by CredibleMind by topic area.

# April - Social post

National Counseling Awareness Month

## Post caption:

You don't have to be in a crisis to see a therapist. Sometimes, you may just need to step back and ask yourself if talking to someone might be beneficial to certain areas of your life.



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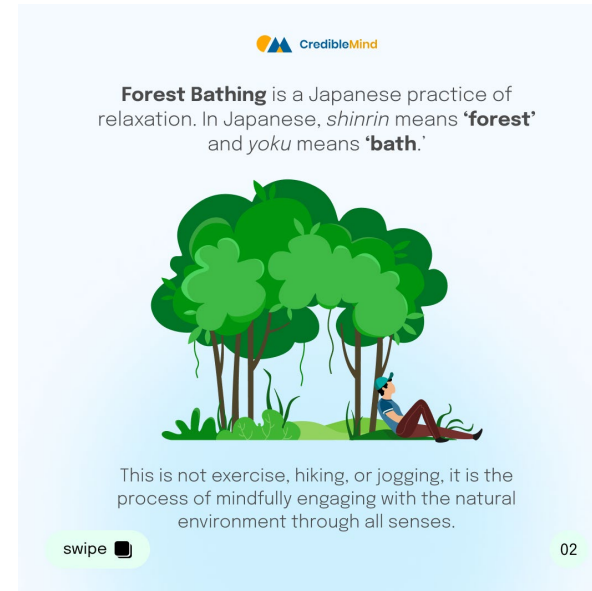
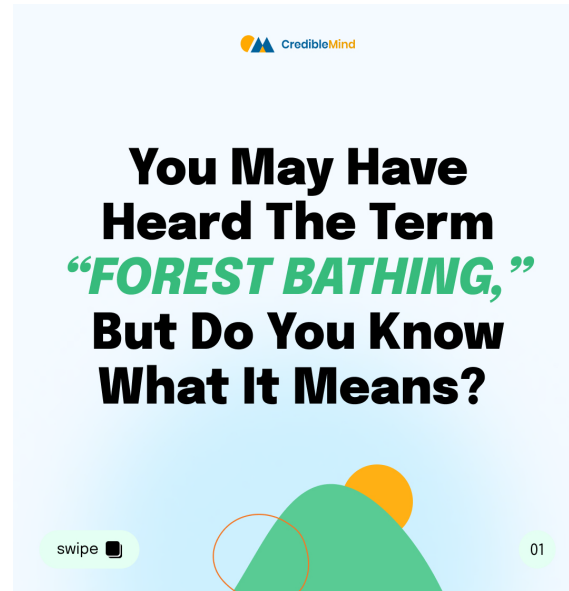
# May - Social post

Mental Health Outdoors

Post caption:

Nature's remedy:

Forest bathing



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# June - Social post

National PTSD Awareness Month

## Post caption:

Post-Traumatic Stress Disorder (PTSD) is an anxiety disorder that can develop after we witness or experience a traumatic event. People with PTSD often experience changes in their behavior like unexpected changes in their mood or avoiding once pleasurable activities. If you or someone you care about is experiencing PTSD, visit CredibleMind.



Find [social media graphics](#) created by CredibleMind by topic area.

# July - Social post

International Self-Care Day (July 24)

## Post caption:

Self-care can be a lot of things, but it's more than just pampering yourself. It's about making sure you're taking care of yourself in all aspects of your life.



Find [social media graphics](#) created by CredibleMind by topic area.

# August - Social post

## Post caption:

Is your child having a hard time focusing after the summer break? Check out these tips to help you and your student recalibrate and get back in the groove.



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## Tips to Refocus (Back-to-School Edition)

- ✓ Remind yourself of your why
- ✓ Practice the Pomodoro Technique (Work 25 minutes; Rest 5 minutes)
- ✓ Eat healthy foods (i.e., blueberries, nuts, fish, etc.)
- ✓ Rest! Rest! Rest!
- ✓ Set realistic goals
- ✓ Create a to-do list



# September - Social post

National Suicide Prevention

## Post caption:

September is Suicide Prevention Month—let's break the silence, offer support, and create a lifeline of hope together.



Find [social media graphics](#) created by CredibleMind by topic area.

# October - Social post

ADHD Awareness Month

## Post caption:

Attention-deficit/hyperactivity disorder (ADHD) is a neurological disorder that affects how a person functions. Here are some ways ADHD can impact a person's life. Check out more ADHD resources by visiting the CredibleMind platform.

## Common Signs and Symptoms of ADHD

ADHD can impact a person's...

...ability to focus.

...ability to complete tasks.

...ability to follow directions.

...ability to control one's  
impulses and behavior.



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# November - Social post

## Post caption:

Navigating the journey of grief and loss—each step a tribute to the love that remains. Let's share our stories, support one another, and remember that healing is a unique path for everyone.



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# December - Social post

National Stress-Free Family Holidays Month

## Post caption:

Stress is a physical, mental, or emotional condition in response to everyday stressors as well as traumatic events. Stress is not necessarily a bad thing. We want you to know, you're not alone.



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# Questions?

If you have any questions about this toolkit or would like to speak to a Community Health Specialist for additional assistance on how your work site could utilize CredibleMind, please contact:

Olmsted County Public Health Services

507-328-7500

[healthweb@olmstedcounty.gov](mailto:healthweb@olmstedcounty.gov)

*Attn: Health Promotion Unit- CredibleMind*

