Below is suggested social media copy (image options attached) to help you promote this month’s health and wellness topic — Parenting and Caregiving — among your members. Feel free to share on your internal communication platforms and via your own LinkedIn accounts, as appropriate.

   

 [Image 1](https://www.optum.com/content/dam/o4-dam/images/consumers/health-solutions/celebrate-mental-health-social-post-oct.jpg?appId=aemshell) [Image 2](https://www.optum.com/content/dam/o4-dam/images/consumers/health-solutions/bullying-social-post-oct.jpg?appId=aemshell) [Image 3](https://www.optum.com/content/dam/o4-dam/images/consumers/health-solutions/tips-for-dad-social-post-oct.jpg?appId=aemshell) [Image 4](https://www.optum.com/content/dam/o4-dam/images/consumers/health-solutions/find-joy-kindness-social-post-oct.jpg?appId=aemshell)

* October 10 is World Mental Health Day. Take a moment to learn more about mental health and wellbeing – and how you can help nurture your own mental health and prevent stigma. [optumwellbeing.com/newthismonth/en-US](https://www.optumwellbeing.com/newthismonth/en-US) #employeehealth #wellbeing #WorldMentalHealthDay
* Many children and adolescents experience bullying — whether as the victim, the bully or both. Learn more about what motivates bullies and how to prevent them in this month’s toolkit. [optumwellbeing.com/newthismonth/en-US](https://www.optumwellbeing.com/newthismonth/en-US) #employeehealth #wellbeing #WorldMentalHealthDay
* Get tips for being the kind of father you hope to be in this month’s toolkit. [optumwellbeing.com/newthismonth/en-US](https://www.optumwellbeing.com/newthismonth/en-US) #employeehealth #wellbeing #wellbeing #WorldMentalHealthDay
* Here’s a simple way to take note of the good in you, your life and self-worth, so you can inspire others to do the same. [optumwellbeing.com/newthismonth/en-US](https://www.optumwellbeing.com/newthismonth/en-US) #employeehealth #wellbeing #wellbeing #WorldMentalHealthDay

**How to post on LinkedIn:**

* Open your LinkedIn account
* Select your preferred text (including link) from above. Copy + paste
* Choose your preferred image and add to your post (save image to your drive, select “add photo” prior to step 4
* Click “post”