

Black Dog Ride Social Media Engagement

Links to accounts:

- Mental Health First Aid USA Twitter (@MHFirstAidUSA):
<https://twitter.com/MHFirstAidUSA>
- Mental Health First Aid USA Facebook:
<https://www.facebook.com/MentalHealthFirstAidUSA>
- Black Dog Ride Twitter (@blackdogride):
<https://twitter.com/blackdogride>
- Black Dog Ride Facebook: <https://www.facebook.com/BlackDogRide>

Sample Tweets:

- Rev your engines! [@blackdogride](#) is coming to the USA in support of [@MHFirstAidUSA](#). Learn more: <http://bit.ly/1HL9Tty>
- What do motorcycles and [@MHFirstAidUSA](#) have in common? More than you think. [@blackdogride](#) comes to the USA on 9/13. <http://bit.ly/1HL9Tty>
- Help [@MHFirstAidUSA](#) train more #veterans and first responders. Support [@blackdogride](#) as they traverse the USA. <http://bit.ly/1LzFdcV>
- 65 Australian motorcyclists are raising funds, awareness for [@MHFirstAidUSA](#). Help [@blackdogride](#) reach their goal. <http://bit.ly/1LzFdcV>

Sample Facebook Posts:

- What do 65 men on motorcycles and [Mental Health First Aid USA \[tag\]](#) have in common? More than you think. On Sept. 13, [Black Dog Ride \[tag\]](#) comes to the USA to raise awareness and funds to offer more scholarships for Mental Health First Aid for veterans and first responders. Learn more about the Ride and find out if the Black Dog Riders will be rolling through your town! <http://bit.ly/1HL9Tty>
- Since 2009, [Black Dog Ride \[tag\]](#) has worked tirelessly to raise awareness and funds for suicide prevention programs across Australia. This year, they're coming to the USA in support of [Mental Health First Aid USA \[tag\]](#). Learn more about the Ride and help the Riders reach their goal by donating here: <http://bit.ly/1LzFdcV>
- Veterans and first responders are in a unique position to help people who may be facing mental health challenges. Help [Mental Health First Aid USA \[tag\]](#) train more veterans and first responders by supporting [Black Dog Ride \[tag\]](#) as they traverse the United States raising awareness and funds to provide Mental Health First Aid training scholarships to these critical populations. <http://bit.ly/1LzFdcV>

NOTE: Use www.bitly.com to shorten all URLs when tweeting/posting to Facebook