

KTDO Social media “Faces of behavioral health” campaign guidelines

1) Take a picture of the individual

Pictures should be/include

- Landscape orientation (flip that phone sideways!)
- Taken in a well-lit room. If you have the opportunity, step outside into the natural light for a more flattering shot. Do not shoot directly into the light – it’ll make the subject too difficult to see.
- The person’s lower chest, up to right above their head

The person should write their name (just first name is fine) and location on the paper. For example:

Emily Baltimore, MD

Separately, provide a brief statement (one sentence) about their connection to behavioral health treatment or services.

There should be a mix of providers and consumers, and diversity among participants – perhaps target specific districts and counties.

- ### 2) Send the picture, along with the 1-sentence statement, to Emily@thehatchergroup.com. Please include in the email a brief statement giving permission to use your photo. For example “You have my permission to use this image as part of the Keep the Door Open campaign to increase access to behavioral health treatment.”

The Keep the Door Open campaign will then incorporate your picture and statement into our template, and post on social media (Twitter, Facebook).

THANK YOU!