



THE GLOBAL BUSINESS COLLABORATION  
for Better Workplace **Mental Health**

**Welcome onboard!**

## Congratulations on signing the Leadership Pledge!

Your organisation has officially taken its first step in joining a global movement to improve workplace mental health for all.

By joining other visionary leaders around the globe, you're helping us to effect real change in the way that mental health is approached in workplaces across all sectors and in every country across the world.

In this onboarding pack, you'll find:

- Handles and hashtags
- Sample social media posts to promote your involvement
- Sample internal comms, for updating your staff on the commitment you have taken
- Next steps
- Important contact information

Thank you for helping us to make history; because the future rests on healthy minds.



# Social media key info.

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<b>Website</b>	<ul style="list-style-type: none"><li>• <a href="#"><u>The Global Business Collaboration for Better Workplace Mental Health website</u></a></li></ul>
<b>LinkedIn</b>	<ul style="list-style-type: none"><li>• <a href="#"><u>The Global Business Collaboration for Better Workplace Mental Health</u></a></li></ul>
<b>Twitter</b>	<ul style="list-style-type: none"><li>• <a href="#"><u>@GBCmentalhealth</u></a></li></ul>
<b>Hashtag</b>	<ul style="list-style-type: none"><li>• #BetterWorkplaceMH</li></ul>

# Sample social media posts.

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## Twitter

1. As employers, we have an opportunity to effect real change by creating mentally healthy workplaces. That's why we're pleased to announce we've signed on to @GBCmentalhealth's Leadership Pledge and will be taking action to build #BetterWorkplaceMH!  
[www.betterworkplacemh.com/pledge](http://www.betterworkplacemh.com/pledge)
2. The future rests on healthy minds, but no one business has all the answers. That's why we're happy to share that we are committed to changing the future of workplaces with @GBCmentalhealth by signing the Leadership Pledge. #BetterWorkplaceMH

Learn more: [www.betterworkplace.com/pledge](http://www.betterworkplace.com/pledge)

## LinkedIn

Mental health issues are rising. Every year, 12 billion working days are lost to anxiety and depression alone. As employers, we have an opportunity to effect real change by creating mentally healthy workplaces. That is why we have joined @The Global Business Collaboration for Better Workplace Mental Health by making a public Pledge to advance progress in workplace mental health.

Learn more: [www.betterworkplacemh.com/plege](http://www.betterworkplacemh.com/plege).

#BetterWorkplaceMH

# Graphics and video content.

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If you'd like to add a graphic or video to your post, please select from the graphic assets included in your onboarding pack.

Every year,  
**12 billion**  
**workdays**  
are lost to  
depression  
and anxiety.

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The future  
rests on  
**healthy**  
**minds.**

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# Sample email.

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Below is a sample email you can use to let your employees know you've signed the Leadership Pledge:

*Subject line: Mental health matters*

*Dear all,*

*I know that times are really tough for a lot of people. With the global pandemic impacting all of us in different ways, mental health issues are on the rise.*

*Evidence showed that this was also the case before the pandemic with 48% of Gen Zs and 44% of millennials stating they are anxious or stressed all or most of the time, and 12 billion days lost each year to depression and anxiety alone.*

*As a result, taking action on workplace mental health has never been more important. That is why I have just signed a public Pledge committing myself, and the organisation, to take steps to prioritise action on workplace mental health.*

*You can read the language of the Pledge on The Global Business Collaboration for Better Workplace Mental Health's website [here](#).*

*As an organisation we have: XXX*

*As an organisation we plan to: XXX*

*If you have any suggestions of how we could improve mental health support please email [email address].*

*Many thanks,  
[XXX]*



## Next steps.

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As our global community of leaders grows, we'll be in touch with opportunities and events to get involved in that will support you, and your organisation, to deliver on your Pledge commitments, and help create global change when it comes to workplace mental health.

# Contact information.

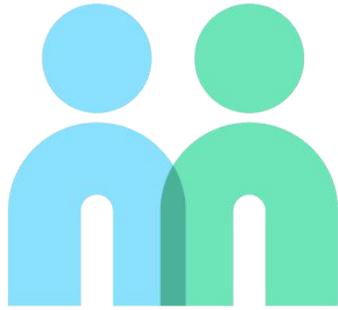
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If you have any questions about the Leadership Pledge or next steps, you can contact us using the following:

[pledge@betterworkplacemh.com](mailto:pledge@betterworkplacemh.com)

All that's left for us to say is thank you for joining us, and committing to make your mark on the future of workplace mental health.





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