



## IAMNOTALONE Social Media Guide

### Relevant Links

**Mental Health America's Main Website:** [mhanational.org](http://mhanational.org)  
**MHA I Am Not Alone Website:** [mhanational.org/iamnotalone](http://mhanational.org/iamnotalone)  
**FAQs:** [iamnotalone.mhanational.org/faq](http://iamnotalone.mhanational.org/faq)

### About MHA's IAMNOTALONE

We know we are facing a loneliness epidemic that is impacting mental well-being and overall health. In 2020, feelings of loneliness and isolation were cited as a top reason for mental health struggles according to data from [MHA's Online Screening Program](#). Among individuals who screened moderate-to-severe for a mental health condition, 71% reported that one of the top three things contributing to their mental health concerns was loneliness or isolation.

Mental Health America's new website, "I Am Not Alone," is a social networking website aimed at combating loneliness and isolation. "I Am Not Alone" is a space where anyone can post activities and events designed for people living with mental health conditions. Users can create, find, and attend activities based on shared interests. The site aims to kickstart the process of building new, meaningful friendships, particularly for those struggling with loneliness and isolation brought on by COVID-19.  
[mhanational.org/iamnotalone](http://mhanational.org/iamnotalone)

### Major Statistics On Loneliness

- 3 in 5 Americans feel lonely.<sup>1</sup>
- Loneliness can cause the same amount of damage to your lifespan as smoking 15 cigarettes a day.<sup>2</sup>
- People with strong social relationships are 50% more likely to live longer.<sup>3</sup>

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<sup>1</sup> [www.cigna.com/static/www-cigna-com/docs/about-us/newsroom/studies-and-reports/combating-loneliness/cigna-2020-loneliness-factsheet.pdf](http://www.cigna.com/static/www-cigna-com/docs/about-us/newsroom/studies-and-reports/combating-loneliness/cigna-2020-loneliness-factsheet.pdf)

<sup>2</sup> [www.cigna.com/assets/docs/newsroom/loneliness-survey-2018-updated-fact-sheet.pdf](http://www.cigna.com/assets/docs/newsroom/loneliness-survey-2018-updated-fact-sheet.pdf)

<sup>3</sup> <https://journals.plos.org/plosmedicine/article?id=10.1371/journal.pmed.1000316>

- 50% of people with disabilities will be lonely on any given day.<sup>4</sup>
- In 2020, loneliness and isolation were reported as the top major mental health concerns in MHA's online screening data.<sup>5</sup>

## Important Accounts to Tag

- **Instagram:** @mentalhealthamerica
- **Twitter:** @MentalHealthAm
- **Facebook:** @mentalhealthamerica

### Hashtags:

- #IAmNotAlone

### Call To Action

- MHA wants to learn about your experience with loneliness and isolation. Tell us about a time you experienced loneliness during the pandemic and how you overcame it.
- Tag MHA on Facebook (@mentalhealthamerica), Twitter (@MentalHealthAm), or Instagram (@mentalhealthamerica).
- Join the I Am Not Alone community by visiting [mhanational.org/iamnotalone](https://mhanational.org/iamnotalone) and begin connecting with people like you.
- Share our website [mhanational.org/iamnotalone](https://mhanational.org/iamnotalone) with the hashtag #IAmNotAlone.

## Post anytime on/after October 21

### Social Media Graphics

#### Sample Language:

When people are lonely, they experience a mismatch between the relationships they have and the relationships they desire.

Did you know there are degrees of loneliness? People can experience different types of loneliness based on their experiences.

Loneliness is bad for your health. Studies show that loneliness can cause the same amount of damage to your lifespan as smoking 15 cigarettes a day.

Loneliness affects everyone. Three in five Americans report feeling lonely. Additionally, MHA's screening data shows that loneliness and isolation were the top mental health concerns in 2020 and 2021. Loneliness also affects people with disabilities 50% more than able-bodied people.

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<sup>4</sup> [www.sense.org.uk/support-us/campaigns/loneliness/](https://www.sense.org.uk/support-us/campaigns/loneliness/)

<sup>5</sup> <https://mhanational.org/mental-health-and-covid-19-what-mha-screening-data-tells-us-about-impact-pandemic>

Those with lower incomes are also more likely to experience loneliness.

It is important to address loneliness. When people have strong social relationships, they are 50% more likely to live longer. Peer support is a great way to address loneliness and isolation. It allows you to receive support from someone you can relate to.

On Global Peer Support Celebration Day, Mental Health America launched its new website, I Am Not Alone. I Am Not Alone is a peer-to-peer social networking site designed for those living with mental health challenges. I Am Not Alone helps combat feelings of loneliness through the power of peer support and social connectedness. I Am Not Alone places peers at the center of our work. Activity organizers can specify if their activity is peer-specific. This allows those experiencing mental health challenges to know that this space is for people like them. This is powerful, as peer support allows individuals to receive support from someone who has lived through similar challenges and who they can relate to. This paves the way for meaningful relationships that can better support an individual's recovery.



**Loneliness**

noun — /lɒnlənəs/

When the relationships we have are not the relationships we want.



**Did you know there are degrees of loneliness?**

**SOCIAL LONELINESS**  
Social loneliness exists when people have an absence of a network of friends, family or community.

**EMOTIONAL LONELINESS**  
Emotional loneliness occurs when people have a lack of a confidante or a trusting, loving relationship, even within a good social network.

**EXISTENTIAL LONELINESS**  
Existential loneliness is a feeling of separateness from others and is most commonly associated with people with a life-threatening illness or those experiencing trauma.



**HOW LONELINESS IMPACTS YOUR HEALTH.**

Loneliness can cause the same amount of damage to your lifespan as smoking 15 cigarettes a day.

SOURCE: CIGNA



Loneliness is recognized as a significant threat to physical and mental health.

SOURCE: SOCIAL SCIENCE & MEDICINE



**Loneliness affects everyone.**



# 3 IN 5

Americans experience loneliness.



SOURCE: CIGNA



MENTAL HEALTH AMERICA'S  
SCREENING DATA CONTINUES TO  
SHOW A RISE IN LONELINESS.

In 2020 and 2021, the top  
major health concern was  
**loneliness** and **isolation**.



SOURCE: MENTAL HEALTH AMERICA



# 50%

of people with  
disabilities will be lonely  
on any given day.

SOURCE: SENSE.ORG.UK



People with lower incomes  
experience higher degrees  
of loneliness.

SOURCE: CIGNA



## It's critical to address loneliness as a **public health issue**.

When people have strong social  
relationships, they are 50% more  
likely to live longer.

Peer support addresses loneliness  
by allowing you to receive support  
from someone you can relate to.



SOURCE: PLOS MEDICINE



**IAMNOTALONE**  
addresses loneliness  
and isolation

Visit [mhanational.org/iamnotalone](http://mhanational.org/iamnotalone)  
to get started and learn more.