



Text 'STW' to 85258:
**Your marketing toolkit to help
promote your Shout keyword**



**Shropshire, Telford
and Wrekin**

Introduction to marketing your partnership with Shout

We're thrilled that you've chosen to partner with us to help your audiences access our free, confidential, 24/7 text messaging support, provided by qualified mental health professionals.

To maximise the impact of our partnership, we advise you to:

- **Regularly promote your keyword** through patient-facing channels such as 111 option 2, waiting rooms, websites and social media
- **Share this toolkit with key stakeholders and partners across your local services** who can help you reach those who might need our support

56%

of Shout texters
didn't have anyone
else to talk to

54%

felt more comfortable
texting than talking
about their problems



Your next steps

Signpost to your Shout keyword service in these key places to help increase your usage:

1. **III Option 2**

Adding the service here gives people the choice to text rather than talk out loud about their problems.

Suggested wording:

*"If you would prefer to receive support by text, talk silently and anonymously by texting STW to 85258.
This service is provided in partnership with Shout."*

2. **List the service on your website**

Listing the service in key areas on your website makes it possible for people looking for support online to find it.

- [Urgent help page](#)
- [Services directory](#)
- Update any relevant CAMHS, adult or maternity mental healthpages

Marketing assets

Click the links below to download:

- **Social media assets**

For use across social media channels

- **Posters**

Artwork for a set of posters promoting your keyword

- **Information card**

Business card-sized assets providing discreet information

- **A5 flyers**

Artwork for a set of A5 flyers promoting your keyword

- **Digital screens**

Artwork to use on digital screens in GP surgeries and other local services

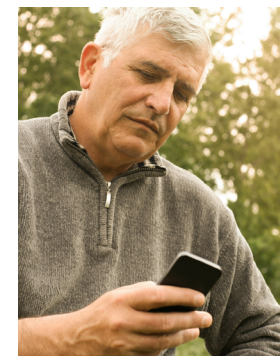


shout
85258

NHS
Shropshire, Telford
and Wrekin

Feeling low?
Worried?
Stressed?

Text **'STW'** to **85258**
Free, confidential, 24/7 support



shout
85258

NHS
Shropshire, Telford
and Wrekin

Feeling isolated?
Struggling to cope?

Text **'STW'** to **85258**
Free, confidential, 24/7 support
provided by Shout

Suggested copy

Tailor the following copy to suit your audiences, considering specific mental health struggles such as anxiety, panic attacks, loneliness, stress or suicide.

When writing about the service, please:

- **Always state that it's provided in partnership with Shout.** This helps people to understand who they're texting when they send a message to 85258
- You may want to include that **the Shout service is powered by Mental Health Innovations**, registered charity number 1175670

For children and young people, download your easy-read explanation of how Shout works [here](#).



Suggested copy:

About the partnership

Example 1: Are you feeling low or struggling to cope? Talk silently and anonymously by texting the word 'STW' to 85258.

We're pleased to be working with Shout to offer free, confidential support by text message, 24/7.

Example 2: Struggling to cope? Text the word 'STW' to 85258 for support.

Shout's mental health professionals are available 24/7 and can help if you're feeling stressed, isolated or low.

We're proud to partner with Shout to offer free and confidential text support to anyone in Shropshire, Telford and Wrekin.



shout
85258

NHS
Shropshire, Telford
and Wrekin

Feeling low?
Struggling to cope?

Text **'STW'** to **85258**
Free, confidential, 24/7 support

Are you feeling low or struggling to cope?
Talk silently and anonymously by texting the word
'STW' to 85258.

We're pleased to be working with Shout to offer free,
confidential support by text messages, 24/7.

Suggested copy:

Promoting your keyword

Example 1: Feeling sad or anxious?

Text 'STW' for free, confidential text support, provided by Shout

Example 2: Feeling isolated or low? Text 'STW' to 85258. Our partner Shout is here to listen, 24/7

Example 3: Struggling to cope? You're not alone. Text 'STW' to 85258 for free, confidential mental health support by text message, provided by Shout

Example 4: Need to talk? Text 'STW' to 85258 to connect with Shout for a text conversation that's free, confidential and available 24/7

**Tag Shout
on social media:**

LinkedIn: [Shout UK](#)
and [Mental Health
Innovations](#)

Twitter:
[@GiveUsAShout](#)

Instagram:
[/giveusashoutinsta](#)

Facebook:
[/giveusashoutuk](#)

TikTok:
[@giveusashout](#)



Audiences

Key stakeholders

If you haven't already, it can be helpful to map the key teams, partners and service providers who can help you to reach your audiences.

Download our stakeholder mapping tool [here](#).

PR and media

Download our [press release template](#) to help you promote the partnership in local news and media.

Possible texters

You'll find suggested copy and the list of promotional assets we have delivered in this toolkit.

Case study: Navigo

Navigo is a not-for-profit social enterprise based in North East Lincolnshire, where it supports nearly 170,000 people as an NHS integrated health, social and mental health service provider.

As a Shout keyword partner, Navigo has doubled the number of people they support with their mental health after a creative localised marketing campaign promoting their keyword.

[Read in full >](#)

"It's really important to get the word out there about the service, to let people know they can use it. Use different marketing channels, tailor the messaging to your audience and work with local partners - your collective reach is much greater."

Anna Morgan

Director of Corporate Services,
Navigo

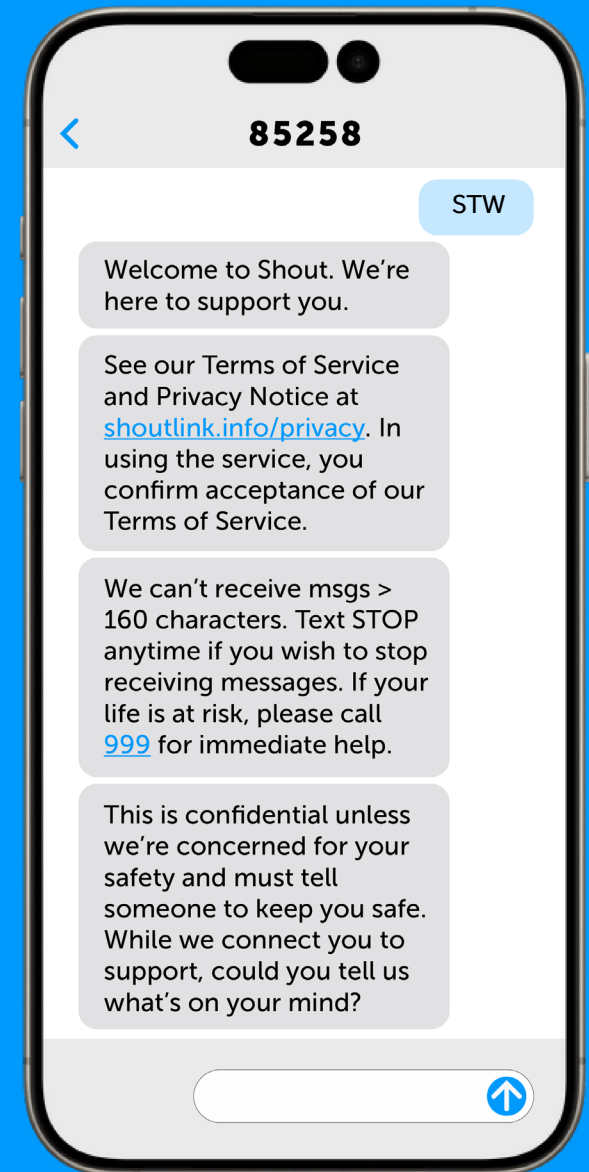


How does the service work?

Shout is a free, confidential and 24/7 text support service for anyone in the UK who is struggling with their mental health.

Shout's mental health professionals can support texters with issues such as anxiety and stress, isolation and loneliness, low mood, self-harm, relationship issues and suicidal thoughts or feelings.

The service is anonymous and does not show up on phone bills. It is free to use on all major UK mobile networks..



Texter FAQs

[Download our graphics](#) covering the questions Shout texters most commonly ask to share with your audiences.

Frequently asked questions about texting Shout



shout
85258
here for you 24/7

Does texting Shout appear on my phone bill?

Texting Shout does not appear on your phone bill. It's free, anonymous and confidential to speak to a trained Shout Volunteer.

I'm getting a message saying I'll be charged if I text Shout. I thought it was free?

It is free and confidential to text the Shout service from the following major networks:

EE, O2, Three and Vodafone. These include BT Mobile, Tesco Mobile, Virgin Mobile, iD Mobile, Sky, Telecom Plus, Lebara, Smarty and GiffGaff.

Some Android phones, including the Samsung Galaxy, issue a warning that you will be charged for texting us. Provided you are on one of the networks listed here, this warning is incorrect and you will not be charged.

Find more information at giveusashout.org.



What else you can expect from Shout in your first year

Events

Look out for invites to quarterly clinical webinars and our annual best practice workshop for keyword partners.

Quarterly newsletter

You're on the list for our roundup of news and insights exclusively for ICB and local NHS partners.

Content toolkits

We'll send additional assets to share with audiences at key times of year, in line with Shout campaigns.

Other support available to you and your audiences

Shout: Our website has advice and resources on a wide range of issues and situations that can impact our mental health. Find a range of resources available for non-English speakers here.

The Mix: Online articles, community boards, The Mix Six podcast and more, to connect young people to information and advice from experts and their peers.

Mental Health Innovations: Our reports look into current mental health issues in the UK, exploring Shout's unique data insights and sharing clinical expertise from our team.



**For more information, Shout's brand guidelines
or any other support with marketing,
please contact:**

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