



Community
MENTAL HEALTH
CLINTON • EATON • INGHAM

Together we can.



Social Media Toolkit

Integrated Treatment & Recovery Services (ITRS)

*Raising Awareness of Substance Use
Treatment and Recovery Services and Programs
in our Community through CMHA-CEI*



Getting Started

All of the information and resources within this toolkit can be used to make posts on your organization's Social Media pages. The overall theme is promoting programs and services that the Greater Lansing Area can access with or without insurance coverage. Everyone's sobriety journey is different, but CM-HA-CEI and ITRS are dedicated to being a friendly face when an individual is ready to take that first step towards recovery.

All you need to do is simply:

1. Copy the post text,
2. Paste the post text,
3. Attach any images that may be specified, and
4. Post!

Questions?

Should you have any questions regarding the information and resources provided in this toolkit you can contact our skilled staff for assistance.

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Post 1 (Instagram Carousel)

Content for Community Partner Instagram Page:

With new services and resources to offer the community, the Integrated Treatment and Recovery Services (ITRS) Department within Community Mental Health Authority of Clinton, Eaton, and Ingham Counties (CMHA-CEI) is available to help individuals who are looking to take a step towards a healthier future. ITRS is...

Qualified: ITRS staff are compassionate and qualified professionals that specialize in helping individuals create their own path in their treatment and recovery process. CMHA-CEI focuses on a person centered approach to find services and programs that fit your needs and goals.

Caring Individuals: Caring individuals who instill hope in others throughout their journey. ITRS staff help celebrate the wins (small or big) and motivate you to become a healthier version of yourself.

Community Resource Navigators: Peer Recovery Coaches are part of the programs integrated teams and work with individuals throughout the tri-county area. Peer Recovery Coaches have lived experiences and have been trained to know various community resources to provide linkages to care. They assist those who need access to services and resources to live comfortably, so they can successfully complete their substance use treatment and recovery.

Accessible: Available to help anyone in need, regardless of healthcare coverage.

Contact CMHA-CEI today for more information on SUD Treatment and Recovery Programs and Services by contacting the CMHA-CEI Access Center at 517-346-8318 or visit www.ceicmh.org

Design 1:



Download Image 1

[HERE](#)

Download Image 2

[HERE](#)

Download Image 3

[HERE](#)

Download Image 4

[HERE](#)

Download Image 5

[HERE](#)

Design 2:



Download Image 1

[HERE](#)

Download Image 2

[HERE](#)

Download Image 3

[HERE](#)

Download Image 4

[HERE](#)

Download Image 5

[HERE](#)

Post 2 (Facebook Post)

Content for Community Partner Facebook Page:

The Facebook Post will contain only four graphics as the content on the Accessible graphic will be stated in the body of the post. By inserting the graphics as they are below, the four graphics will appear in a box like appearance.

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For the Box Layout: Upload photos selecting Image 1, 2, 3, and 4 in that order.



Access and download images on page 1. Images are the same as Design 2.

Post 3 (Facebook Post)

Community Partner Facebook Post:

Everyone's sobriety journey is different. Community Mental Health Authority of Clinton, Eaton, and Ingham Counties (CMHA-CEI) and their Integrated Treatment & Recovery Department (ITRS) are dedicated to being a friendly face when an individual is ready to take that first step towards recovery.

Learn more about ITRS by watching the video below:

YouTube Video Link: <https://www.youtube.com/watch?v=mrl2FZM0Et4>

Upload the video in the post, which will automatically play the video in your news feed.

Download [Here](#)

Post 4 (Facebook and/or Instagram Post)

Community Partner Facebook/Instagram Post:

Substance use impacts our mental health. The reasons we use substances and/or the effects that substances have on our brain chemistry, influences our overall behavioral health and how we live and function in our daily lives.

If you are interested in learning what the different levels of care may look like, you'll see that seeking help for addiction is not as scary as it seems. Taking the first step is the hardest part. Integrated Treatment and Recovery Services (ITRS) is here to help.

Give the CMHA-CEI Access Center a call to learn more about our services and programs at 517-346-8318. A Customer Service Representative will go through a quick assessment with you. Our team will help you to your next steps in sobriety and a healthier future.

Community Mental Health Authority of Clinton, Eaton, and Ingham Counties (CMHA-CEI) offers substance use disorder and alcohol addiction treatment and services that are available to anyone throughout the State of Michigan.

To learn more about ITRS, please visit the CMHA-CEI webpage at: <http://www.ceicmh.org/services/itrs>

Design 3 (Levels of Care):

Download Image 1
[HERE](#)

Download Image 2
[HERE](#)

Download Image 3
[HERE](#)

Download Image 4
[HERE](#)

Download Image 5
[HERE](#)

Post 5 (Facebook and Instagram Post)

Community Partner Post Content:

Community Mental Health Authority of Clinton, Eaton, and Ingham Counties provides services for people experiencing a substance use problem that will require withdrawal management. Contact the Recovery Center today by calling the toll-free number at 1-855-872-3869 or call our Access Center at 517-346-8318 for more information. Walk-ins are available 24/7 at 812 E. Jolly Rd. Lansing, MI. Visit <http://www.ceicmh.org/services/itrs/detox-services> to learn more.

#NationalRecoveryMonth #recoveryjourney #substanceuserrecovery #mentalhealthawareness

Graphic: [Download Here](#)



Post 6 (Facebook and Instagram Post)

Community Partner Post Content:

Recovery from alcohol and substance use is Possible.

For more information about recovery services at CMHA-CEI, contact our Access Center at 517-346-8318.

#NationalRecoveryMonth #recoveryjourney #substanceuserrecovery #mentalhealthawareness



Graphic Option 1
[Download Here](#)



Graphic Option 2
[Download Here](#)

Post 7 (Facebook and Twitter "X")

Community Partner Post Content:

Unsure if your substance use is something to be concerned about? Take a quick screening here to help you to determine where you are at and how to seek help.

Link: <https://screening.hfihub.com/CEI>

#NationalRecoveryMonth #recoveryjourney #substanceuserrecovery #mentalhealthawareness