

Social Media Templates

These sample posts are designed to help construction employers promote the Construction CareLine and the confidential Mental Health Assessment across social media platforms. Copy, customize, and share these messages as written or adapt them to reflect your organization's voice.

General Awareness

LinkedIn

Supporting mental well-being is part of building a safer workplace.

Construction work is demanding, and everyone faces challenges from time to time. The Construction CareLine offers free, confidential support designed specifically for construction workers and their families.

By making support easy to access, we can help create workplaces where looking after your mental well-being is just as important as looking after your physical safety.

The line is available 24/7. Call 1-833-444-6020 or visit oregonconstructioncareline.org/.

Suggested Hashtags: #ConstructionCareLine #ConstructionSafety

Facebook

Construction work takes skill, dedication, and resilience. It can also bring unique challenges both on and off the job.

The Construction CareLine provides free, confidential support for construction workers and their families. Whether you're looking for someone to talk to or information about available resources, support is here when you need it.

The line is available 24/7. Call 1-833-444-6020, or visit oregonconstructioncareline.org/.

Instagram

Construction work is demanding.

Looking after your mental well-being is part of staying safe. On and off the job.

The Construction CareLine offers free, confidential support for construction workers and their families.

The Construction CareLine is available 24/7. Call 1-833-444-6020 or learn more through the link in our bio.

Suggested Hashtags: #ConstructionCareLine #MentalHealthMatters

X (Twitter)

Construction work is demanding. Looking after your mental well-being is just as important as staying physically safe on the job.

The Construction CareLine offers free, confidential support for construction workers and their families.

The line is available 24/7. Call 1-833-444-6020 or visit oregonconstructioncareline.org/.

Mental Health Assessment

LinkedIn

Checking in on your mental well-being is an important part of overall health.

The confidential Mental Health Assessment offers a simple way to reflect on how you're doing and connect with helpful resources, including the Construction CareLine if additional support may be helpful.

Take the assessment: suicide-stops-here.org/mental-health-self-assessments/

Suggested Hashtags: #ConstructionCareLine #MentalHealth

Facebook

Taking a few minutes to check in with yourself can make a difference.

The confidential Mental Health Assessment is a simple, private way to learn more about your mental well-being and explore resources that may be helpful.

Take the assessment: suicide-stops-here.org/mental-health-self-assessments/

Instagram

Take a moment for yourself.

The confidential Mental Health Assessment is a quick way to check in on your well-being and learn about available support.

Link in bio.

X (Twitter)

Take a few minutes to check in with yourself.

The confidential Mental Health Assessment can help you better understand how you're doing and connect you with available support.

Take the assessment: suicide-stops-here.org/mental-health-self-assessments/

A Muster Point for Your Mind

LinkedIn

Every construction site has a muster point, a place to reconnect and regroup.

The Construction CareLine is a **Muster Point for Your Mind**: a confidential resource where construction workers and their families can find support, information, and someone who will listen.

Because caring for mental well-being is part of building a safer workplace.

The line is available 24/7. Call 1-833-444-6020 or visit oregonconstructioncareline.org/.

Suggested Hashtags: #ConstructionCareLine #ConstructionSafety

Facebook

Every job site has a muster point.

The Construction CareLine is a **Muster Point for Your Mind**. A confidential place to turn when life feels challenging.

Support is available whenever you need it.

Learn more: oregonconstructioncareline.org/

Instagram

Every job site has a muster point.

The Construction CareLine is a **Muster Point for Your Mind**.

Free. Confidential. Here when you need it.

The line is available 24/7. Call 1-833-444-6020 or visit the link in the bio.

X (Twitter)

Every job site has a muster point.

The Construction CareLine is a **Muster Point for Your Mind**. A confidential place where construction workers and their families can find support when life feels challenging.

The line is available 24/7. Call 1-833-444-6020 or visit oregonconstructioncareline.org/.

Looking Out for Your Crew

LinkedIn

Strong teams look out for one another.

A simple conversation can remind someone they're not alone and that support is available.

The Construction CareLine provides free, confidential support for construction workers and their families.

The line is available 24/7. Call 1-833-444-6020 or visit oregonconstructioncareline.org/.

Suggested Hashtags: #ConstructionCareLine #ConstructionSafety

Facebook

One of the best ways to support a coworker is simply to check in.

Asking, "How are you doing?" can open the door to an important conversation.

The Construction CareLine is here whenever support is needed.

Call 1-833-444-6020 or visit oregonconstructioncareline.org/.

Instagram

Strong crews look out for each other.

A simple check-in can make a difference.

The Construction CareLine is here when support is needed.

Call 1-833-444-6020 or visit the link in the bio.

X (Twitter)

Strong crews look out for one another.

A simple "How are you doing?" can make a meaningful difference.

The Construction CareLine is here whenever support is needed.

Call 1-833-444-6020 or visit oregonconstructioncareline.org/.

Support Starts Early

LinkedIn

Looking after your mental well-being doesn't have to wait until life feels overwhelming.

The Construction CareLine is here for everyday challenges as well as difficult moments, helping construction workers and their families connect with support when they need it.

Call 1-833-444-6020 or visit oregonconstructioncareline.org/.

Suggested Hashtags: #ConstructionCareLine #WorkplaceWellBeing

Facebook

You don't have to wait for a crisis to reach out.

Whether you're navigating stress, change, or simply want someone to talk to, Construction CareLine offers free, confidential support.

Call 1-833-444-6020 or visit oregonconstructioncareline.org/.

Instagram

Support doesn't have to wait.

The Construction CareLine is here for life's everyday challenges. Not just the hardest days.

Call 1-833-444-6020 or visit the Link in bio.

X (Twitter)

You don't have to wait until life feels overwhelming to reach out.

The Construction CareLine provides free, confidential support for construction workers and their families.

Learn more: [Insert Link]

Save This Resource

LinkedIn

Knowing where to turn is part of staying safe.

Save the Construction CareLine as a resource for yourself, your coworkers, and your family. You may not need it today but having it when you do can make all the difference.

Call 1-833-444-6020 or visit oregonconstructioncareline.org/.

Suggested Hashtags: #ConstructionCareLine #ConstructionLeadership

Facebook

Save this resource today.

The Construction CareLine provides free, confidential support for construction workers and their families.

You may not need it right now, but someone you know might.

Call 1-833-444-6020 or visit oregonconstructioncareline.org/.

Instagram

Save this post.

The Construction CareLine offers free, confidential support for construction workers and their families.

Keep it handy for yourself, or someone you care about.

Call 1-833-444-6020 or visit the link in bio.

X (Twitter)

Save this resource today.

The Construction CareLine offers free, confidential support for construction workers and their families.

You may not need it today, but someone you know might.

Call 1-833-444-6020 or visit oregonconstructioncareline.org/

Suggested Usage

These posts are intended to help construction employers consistently reinforce awareness of Construction CareLine and the confidential Mental Health Assessment throughout the year. Consider incorporating them into existing communications during:

- New employee onboarding
- Weekly or monthly safety meetings
- Company newsletters
- Mental Health Awareness Month
- National Safety Month
- Suicide Prevention Month
- Employee wellness initiatives
- Internal social media channels
- External social media channels

Best Practices

- Pair posts with a Construction CareLine poster, flyer, or QR code whenever possible.
- Customize the copy to reflect your organization's voice while keeping the core messaging intact.
- Include photos of your employees, jobsites, or company events when appropriate to make posts more authentic.
- Share content consistently throughout the year to reinforce that mental health is an important part of workplace safety—not just during awareness campaigns.