



Sample Content for Social Media

Remember to add graphics to create the most impactful posts. Visit our graphics page and download or use your own.

Sample Facebook posts:

Will you help a veteran or soldier who is struggling after deployment? Click here to find out how. The full app is Available for free in the NY/NJ area. A section of the app is available for free nationwide. <http://bit.ly/1uGkWMw> #togstrong

We've seen many apps for veterans and service members. But interactive gaming technology with virtual humans? This is unique—and it works. Check it out. <http://bit.ly/1uGkWMw> #togstrong

Less than half of veterans who screen positive for a mental health disorder ever get help. You can help change that. <http://bit.ly/1uGkWMw> #togstrong

...A conversation can make a difference.
Find out how. <http://bit.ly/1uGkWMw> #togstrong

The challenges don't end after deployment.

Civilian life can be tough too. This app uses virtual humans to help you learn what to do when you're worried about a buddy. <http://bit.ly/1uGkWMw> #togstrong

Sample Tweets

A conversation can change someone's life. Be prepared to help a vet or service member in need... <http://bit.ly/1uGkWMw> #togstrong

Help a buddy who is struggling. Learn what to say and do. <http://bit.ly/1uGkWMw> #togstrong

Virtual humans can help vets and soldiers. <http://bit.ly/1uGkWMw> #togstrong
#gamingforhealth

We all wonder what to say. Virtual humans can help. <http://bit.ly/1uGkWMw> #togstrong #supportveterans #PTSD

A free new app helps the conversation about adjusting to civilian life.

<http://bit.ly/1uGkWMw> #togstrong

Gaming technology helps vets and service members adjust to civilian life.

<http://bit.ly/1uGkWMw> #togstrong.

61% of veterans have a hard time with re-entry to civilian life. Gaming can help.

<http://bit.ly/1uGkWMw> #togstrong.

Additional Language for Together Strong Product Description

Together Strong is an app that uses virtual humans and gaming technology to help veterans and service members learn what to say and do when a peer is struggling with the adjustment to civilian life. Through interactive role-play and simulations, the user becomes prepared to have real conversations that will motivate a friend to access help, build resilience, and lead a healthy, positive life.

The program is based on extensive research in neuroscience, social cognition, and psychology. Service members and veterans also gave extensive input during program development.

Together Strong places the user in a virtual environment where they role-play as a veteran or service member worried about a peer. The ultimate goal is to help the peer build resilience and the motivation to access help. To get there, the user needs to decide how to navigate a series of conversations with characters facing a range of challenges from employment and family dynamics to mental health. The program offers an engaging, game-like experience as users try out different approaches and receive personalized feedback, tips, and opportunities for additional practice.

Together Strong is built on a conversational approach that has been proven by dozens of research studies. It focuses on empathy, trust, and collaboration to help others strengthen their own motivation for change.