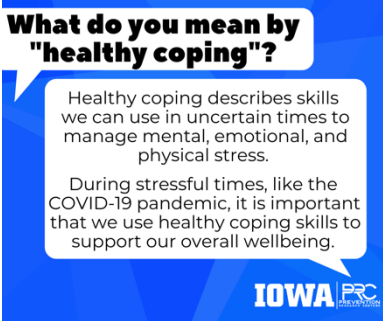
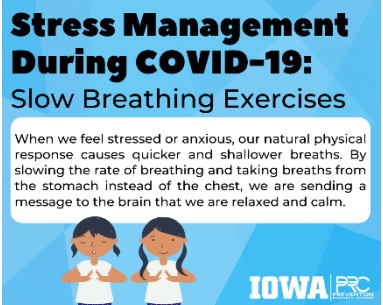

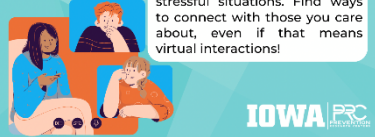
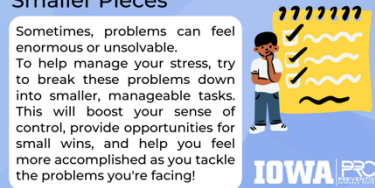
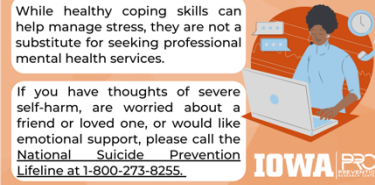


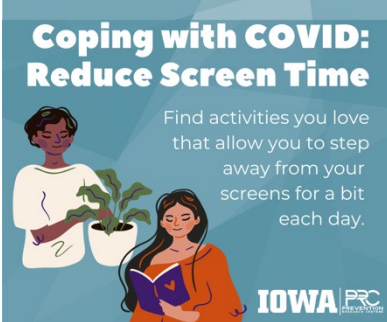

Introduction:

Thank you for your interest in promoting the Healthy Coping series! Before the COVID-19 pandemic, mental health experts mainly diagnosed mental disorders and gave treatment through counseling and medicine. Since the COVID-19 pandemic began, more people are experiencing mental health crises (Panchal et al., 2021). To ease the strain on the already limited mental health services available, an emphasis on self-care strategies such as connecting with others, making time to unwind, and taking care of your body have been suggested (CDC, 2021). These self-care, or healthy coping strategies, can be beneficial to care for both mental and physical health needs. Please note that while healthy coping strategies can help improve mental and physical health, they are by no means a replacement of mental health professionals.

Below are social media messages developed for easy sharing on four different platforms: Facebook, Instagram, Twitter, and LinkedIn. We have prepared example messages and images as well as hashtags for each platform below. The message provides a brief insight into the podcast series while utilizing hashtags to connect keywords to each podcast. While messages were created and ready for use, please feel free to craft the messaging to fit your own social media platform taste. All files can be found in the attached zip drive on the email you received and associated file names for each message are found in the table below. Directions on how to make messages more accessible on Twitter can be found at the very end of this document.


FACEBOOK and LINKEDIN					
Topic theme	Sub-theme	File name	Graphic	Post text	References
Healthy coping	Healthy coping definition	"Healthy coping 1 – what is healthy coping.png"	 <p>What do you mean by "healthy coping"?</p> <p>Healthy coping describes skills we can use in uncertain times to manage mental, emotional, and physical stress.</p> <p>During stressful times, like the COVID-19 pandemic, it is important that we use healthy coping skills to support our overall wellbeing.</p> <p>IOWA PRC</p>	The COVID-19 pandemic has led to uncertain times, grief, and stress. Healthy coping is an important tool to strengthen our emotional health. These tools range from checking in with your breathing, participating in light physical activity, or using healthy eating habits to fuel our minds and bodies. (299)	
Stress management skills	Instructions for slow breathing (managing stress)	"Healthy coping 2 – slow breathing.png"	 <p>Stress Management During COVID-19: Slow Breathing Exercises</p> <p>When we feel stressed or anxious, our natural physical response causes quicker and shallower breaths. By slowing the rate of breathing and taking breaths from the stomach instead of the chest, we are sending a message to the brain that we are relaxed and calm.</p> <p>IOWA PRC</p>	Let's practice a slow breathing exercise together. First, focus on your breath and try to relax your body. A helpful strategy to slow your breath is use three seconds to breathe in and three seconds to breathe out. (216)	WHO Problem Management Plus (PM+) https://www.who.int/mental-health/emergencies/problem-management-plus/en/

	Calming: offer direct approaches in anxiety management to help with racing emotions or extreme numbing reactions	"Healthy coping 3 –calming.png"	Stress Management During COVID-19: Using Calming Techniques 	Calming techniques are direct approaches to anxiety management which helps with racing emotions or extreme numbing reactions. Each person is different, so practice what works for you. (181)	Hobfell et al., Essential Elements Mass Trauma lit review
		"Healthy coping 4 – stay connected.png"	Stress Management During COVID-19: Staying Connected to Loved Ones 	In addition to our already busy lives, the COVID-19 pandemic has made staying connected to loved ones especially difficult. Having the social support loved ones provide is very important to our well-being. Reach out to a loved one to plan a socially distanced chat in the park or a virtual video call! (313)	Hobfell et al., Essential Elements Mass Trauma lit review
	Increase sense of control, opportunities for small wins	"Healthy coping 5 – break big problems down.png"	Stress Management During COVID-19: Break Big Problems Down into Smaller Pieces 	We all love to check off items from our lists. Breaking problems down into smaller, more manageable tasks will allow you to address smaller pieces of what initially seemed to be an overwhelming problem and check off items from your list! (242)	Hobfell et al., Essential Elements Mass Trauma lit review
	Seeking help	"Healthy coping 6 – seek help.png"	Stress Management During COVID-19: Seek Help When Needed 	Healthy coping tools should supplement professional mental health care in severe situations. Please call the National Suicide Prevention Lifeline at 1-800-273-8255 if you have thoughts of self-harm or are worried about the well-being of a loved one. (249)	UI Peer "Iowa Peer & Family Peer Support Specialist Training Program"

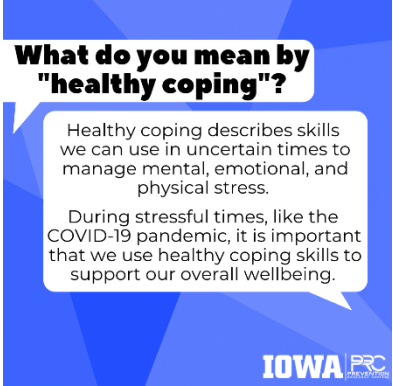
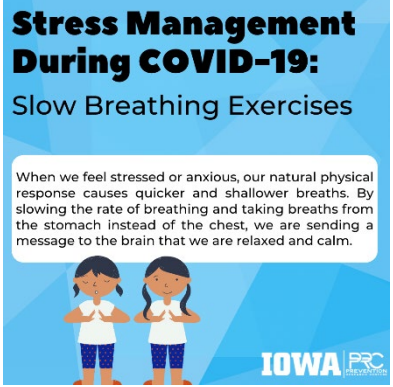
Healthy Coping Skills	Emotional Health: • Reduction in screen time	"Coping with COVID – reduce screen time.png"		While electronic devices are necessary these days to learn and maintain connection with our communities, they can also interfere our well-being. Here you can find digital media tips to help us protect our well-being while using electronic devices! (227)	https://hms.harvard.edu/news/screen-time-brain
	Emotional Health: • Gratitude journals	"Coping with COVID – gratitude journals.png"		Write out five things you feel grateful for. The goal of this exercise is to remember good things in your life and enjoy the emotions and memories that come with. There is no wrong way to keep a gratitude journal! (227)	NPR "Your Health" Gratitude Journal Wood, A. M., Froh, J. J., & Geraghty, A. W. (2010). Gratitude and well-being: a review and theoretical integration. Clinical psychology review, 30(7), 890–905. https://doi.org/10.1016/j.cpr.2010.03.005
	Emotional Health: • Spending time outdoors	"Coping with COVID – outdoors.png"		Spending time in nature is linked to both cognitive benefits and improved mood, as well as mental and emotional well-being. So, kick on your favorite walking shoes and get outside to be refreshed! (196)	https://www.health.harvard.edu/mind-and-mood/sour-mood-getting-you-down-get-back-to-nature https://www.apa.org/monitor/2020/04/nurtured-nature
	Physical Activity				
	Physical Health: • Physical Activity	"Coping with COVID – physical activity.png"		After this past year, we all know stress a little too well. Good thing that physical activity helps lower stress levels, all while you are moving! The coming posts will provide easy, yet effective physical activity examples. (224)	https://adaa.org/understanding-anxiety/related-illnesses/other-related-conditions/stress/physical-activity-reduces-stress


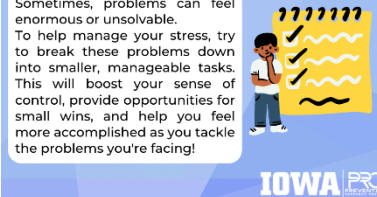
					https://www.apa.org/news/press/releases/stress/2013/exercise
Physical Health: <ul style="list-style-type: none">Physical ActivityYoga	"Coping with COVID – yoga.png"		Yoga is a physical, mental and spiritual practice that aims to create a union between the body, mind, and spirit. It includes breath control, simple meditation, and the adoption of specific bodily postures that are widely practiced for health, relaxation, and stress relief. (275)	JH Benefits of Yoga	
Physical Health: <ul style="list-style-type: none">Physical ActivityWalking	"Coping with COVID – walking.png"		Walking for 30 minutes a day or more on most days of the week is a great way to improve or maintain your overall health. Remember, if you can't manage 30 minutes a day, even few minutes is still better than none. (213)	Harvard benefits of walking Better Health Channel	
Physical Health: <ul style="list-style-type: none">Physical ActivityRunning	"Coping with COVID – running.png"		Think about what you want to achieve from running or jogging. Getting fit, general exercise, weight loss, companionship, or competition may be goals to consider for your exercise journey. (199)	Better Health Channel	
Physical Health: <ul style="list-style-type: none">Physical ActivityVirtual Classes	"Coping with COVID – virtual classes.png"		Options are nearly endless for virtual physical activity videos on the internet! This is great way to stay active in a pandemic. Virtual physical activity allows you to be active from the comfort of your home. (209)		

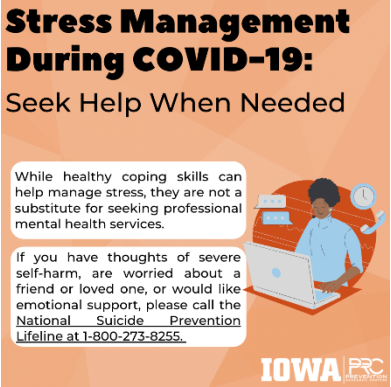
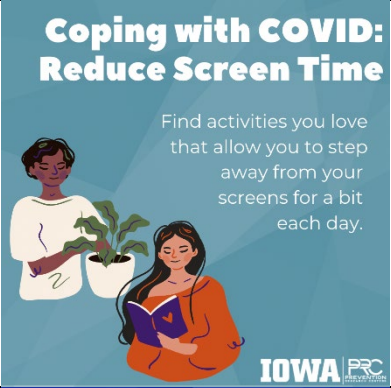

	Physical Health: <ul style="list-style-type: none"> Physical Activity Cycling 	“Coping with COVID – cycling.png”		They say that you never forget how to ride a bike, so climb aboard! Cycling is a great exercise to improve walking, balance, and climbing stairs. It is also great for your heart and muscles. Enjoy the outdoors with a leisurely or competitive ride! (248)	Harvard Benefits of Cycling
	Nutrition				
	Physical health: <ul style="list-style-type: none"> Healthy eating 	“Coping with COVID – healthy eating.png”		The way you eat greatly affects your mood and well-being. That is why a good nutritious diet is essential to building a strong, healthy, and happy self. The coming posts will talk about easy, nutritious foods that are great for a healthy diet! (239)	https://nutrition.org/nutrition-and-stress-a-two-way-street/ https://www.eatright.org/health/wellness/preventing-illness/lifestyle-and-managing-stress
	Physical Health: <ul style="list-style-type: none"> Healthy Eating Healthy grocery shopping 	“Coping with COVID – healthy grocery shopping.png”		Good nutrition is an important stress management tool. When our bodies are poorly fed, stress takes an even greater toll on our physical and mental health. So, make sure to shop healthy so you can eat healthy! (210)	Harvard Shopping Healthy in the Grocery Store
	Physical Health: <ul style="list-style-type: none"> Healthy Eating Fruit and vegetable intake 	“Coping with COVID – fruit and vegetable intake.png”		Eating vegetables and fruits is an important part of a well-balanced diet. No fruit or vegetable has all the nutrients you need to be healthy, so it is important to eat plenty! (175)	Harvard vegetables and fruits

	Physical Health: <ul style="list-style-type: none"> • Healthy Eating • Water intake 	“Coping with COVID – water intake.png”		Water is very important to your well-being! Drinking 6-8 cups of water daily is suggested for most healthy individuals. Drinking enough water helps maintain your general health and well-being. (192)	Harvard How much Water should you drink?
	Physical Health: <ul style="list-style-type: none"> • Healthy Eating • Healthy substitutes 	“Coping with COVID – healthy substitutes.png”		Try these healthy ingredient substitutions in your favorite recipes! <ul style="list-style-type: none"> - Use applesauce instead of oil when baking. - Try fresh herbs and spices instead of salt and salt-based herbs. - Use fat-free yogurt instead of sour cream. (220)	Brigham Health Hub Healthy Substitutions
	Substance Use				
	Physical health: <ul style="list-style-type: none"> • Avoid harmful substances 	“Coping with COVID – avoid harmful substances.png”		While harmful substances such as alcohol and drugs may appear to lessen the symptoms of stress, they actually add to the chemical and hormonal changes that occur during stressful situations. Be sure to check out our early posts that provide tips on how to cope healthily. (275)	https://health.clevelandclinic.org/alcohol-during-times-of-stress/
	Greif and Loss				
	Coping with grief and loss	“Coping with grief and loss.png”		People may experience increased grief and loss of loved ones during the pandemic. Reaching out for help when needed is essential to maintain your well-being. Be sure to check out our past posts for examples of how to healthily cope. (234)	https://www.cdc.gov/coronavirus/2019-ncov/daily-life-coping/stress-coping/grief-loss.html




TWITTER and INSTAGRAM



Topic theme	Sub-theme	File name	Graphic	Post text	References
Healthy coping	Healthy coping definition	"Healthy coping 1 – what is healthy coping.png"		<p>The COVID-19 pandemic has led to times of uncertainty, grief, and stress. Healthy coping is an important tool to use to strengthen our emotional health. These tools range from checking in with your breathing to healthy eating and physical activity. (248)</p> <p>ID: blue background with text reading “Healthy coping describes skills we can use in uncertain times to manage mental, emotional, and physical stress. During stressful times, like the COVID-19 pandemic, it is important that we use healthy coping skills to support our overall wellbeing.”</p>	
Stress management skills	Instructions for slow breathing (managing stress)	"Healthy coping 2 – slow breathing.png"		<p>Let’s practice a slow breathing exercise together. First, focus on your breath and try to relax your body. A helpful strategy to slow your breath is to count three seconds to breathe in and three seconds to breathe out. (216)</p> <p>ID: blue background pictured with two children with text reading “When we feel stressed or anxious, our natural physical response causes quicker and shallower breathes. By slowing the rate of breathing and taking breathes from the stomach instead of the chest, we are sending a message to the brain that we are relaxed and calm.”</p>	<p>WHO Problem Management Plus (PM+) https://www.who.int/mental_health/emergencies/problem_management_plus/en/</p>

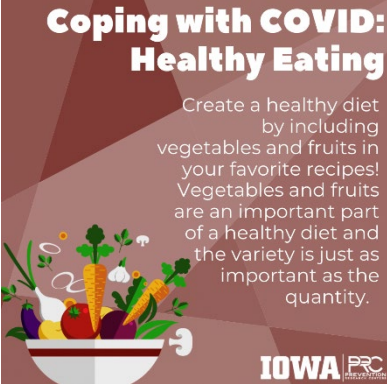


	Calming: offer direct approaches in anxiety management to help with racing emotions or extreme numbing reactions	Healthy coping 3 – calming.png”	Stress Management During COVID-19: Using Calming Techniques 	Calming techniques are direct approaches to anxiety management to help with racing emotions or extreme numbing reactions. Each person is different, so practice what works for you. (181) <p>ID: gray background pictured with person listening to music with text reading, “There are many different relaxing exercises we can use to help racing emotions or anxious feelings! You can try techniques like yoga, therapeutic grounding, music paired with relaxed states or progressive muscle relaxation and see what works for you.”</p>	Hobfell et al., Essential Elements Mass Trauma lit review
		“Healthy coping 4 – stay connected.png”	Stress Management During COVID-19: Staying Connected to Loved Ones 	In addition to our already busy lives, the COVID-19 pandemic has made staying connected to loved ones especially difficult. Having the social support of loved ones is very important. Reach out to a loved one to plan socially distanced chat in the park or a virtual video call! (276) <p>ID: teal background pictured with a group of people with text reading, “Social support and sustained attachments to loved ones are extremely important during stressful situations. Find ways to connect with those you care about even if that means virtual interactions.”</p>	Hobfell et al., Essential Elements Mass Trauma lit review
	Increase sense of control, opportunities for small wins	“Healthy coping 5 – break big problems down.png”	Stress Management During COVID-19: Break Big Problems Down into Smaller Pieces 	We all love to check off items from our lists. Breaking problems down into smaller, more manageable tasks will allow you to address smaller pieces of what initially seemed to be an overwhelming problem and check off items from your list! (237) <p>ID: light purple background pictured with a boy in front of a note pad with text reading, “Sometimes, problems can feel enormous or unsolvable. To help manage stress, try to break these problems down into smaller, manageable tasks. This will boost your sense of control, provide opportunities for small wins, and help you feel more accomplished as you tackle the problems you are facing!”</p>	Hobfell et al., Essential Elements Mass Trauma lit review



	Seeking help	"Healthy coping 6 – seek help.png"	Stress Management During COVID-19: Seek Help When Needed 	<p>Healthy coping tools should be supplemental to professional mental health care. Please call the National Suicide Prevention Lifeline at 1-800-273-8255 if you have thoughts of self-harm or are worried about the wellbeing of a loved one. (235)</p> <p>ID: orange background pictured with a man working with text reading, "While healthy coping skills can manage stress, they are not a substitute for seeking professional mental health services. If you have thoughts of severe self-harm, are worried about a friend or loved one, or would like emotional support, please call the National Suicide Prevention Lifeline at 1-800-273-8255"</p>	UI Peer "Iowa Peer & Family Peer Support Specialist Training Program"
Healthy Coping Skills	Emotional Health: <ul style="list-style-type: none"> Reduction in screen time 	"Coping with COVID – reduce screen time.png"	Coping with COVID: Reduce Screen Time 	<p>While devices are necessary these days to learn and maintain connection with our communities, they can also interfere our well-being. Here you can find digital media tips to help us protect our well-being while using devices! (227)</p> <p>ID: blue background pictured with two women with text reading, "Find activities you love that allows you to step away from your screens for a bit each day."</p>	https://hms.harvard.edu/news/screen-time-brain
	Emotional Health: <ul style="list-style-type: none"> Gratitude journals 	"Coping with COVID – gratitude journals.png"	Coping with COVID: Gratitude Journals 	<p>Write out five things you feel grateful for. The goal of this exercise is to remember good things in your life and enjoy the emotions and memories that come with. There is no wrong way to keep a gratitude journal! (227)</p> <p>ID: dark blue background pictured with a woman journaling with text reading, "Taking time each day to write what you're thankful for can help lower stress."</p>	NPR "Your Health" Gratitude Journal Wood, A. M., Froh, J. J., & Geraghty, A. W. (2010). Gratitude and well-being: a review and theoretical integration. Clinical psychology review, 30(7), 890–905. https://doi.org/10.1016/j.cpr.2010.03.005

	<p>Emotional Health:</p> <ul style="list-style-type: none"> • Spending time outdoors 	<p>"Coping with COVID – outdoors.png"</p>		<p>Spending time in nature is linked to both cognitive benefits and improved mood as well as mental and emotional well-being. So, kick on your favorite walking shoes and get outside to refresh! (191)</p> <p>ID: blue background pictured with a man walking outdoors with text that reads, "Stepping outside and spending time in nature can help reduce stress."</p>	<p>https://www.health.harvard.edu/mind-and-mood/sour-mood-getting-you-down-get-back-to-nature</p> <p>https://www.apa.org/monitor/2020/04/nurtured-nature</p>
	<p>Physical Activity</p>				
	<p>Physical Health:</p> <ul style="list-style-type: none"> • Physical Activity 	<p>"Coping with COVID – physical activity.png"</p>		<p>After this past year, we all know stress a little too well. Good thing that physical activity helps lower stress levels all while you are moving! The coming posts will provide easy, effective physical activity examples. (219)</p> <p>ID: orange background pictured with a person stressing with text reading, "Find a form of movement that you love! Exercise helps increase your fitness levels while decreasing stress."</p>	<p>https://adaa.org/understanding-anxiety/related-illnesses/other-related-conditions/stress/physical-activity-reduces-st</p> <p>https://www.apa.org/news/press/releases/stress/2013/exercise</p>
	<p>Physical Activity:</p> <ul style="list-style-type: none"> • Physical Activity • Yoga 	<p>"Coping with COVID – yoga.png"</p>		<p>Yoga is a physical, mental and spiritual practice that aims to create a union between the body, mind, and spirit. It includes breath control, simple meditation, and the adoption of specific bodily postures that are widely practiced for health, relaxation, and stress relief. (274)</p> <p>ID: pink background pictured with a woman doing yoga with text reading, "Connect with your breath and body during some yoga! Yoga is a great exercise for all ages and has many health benefits like improving strength, balance, and flexibility."</p>	<p>JH Benefits of Yoga</p>

	Physical Health: <ul style="list-style-type: none"> Physical Activity Walking 	“Coping with COVID – walking.png”		<p>Walking for 30 minutes a day or more on most days of the week is a great way to improve or maintain your overall health. Remember, if you can’t manage 30 minutes a day, even a few minutes is better than none. (208)</p> <p>ID: purple background pictured with a group of people walking with text reading, “Keeping physically active is a very important piece of the puzzle when it comes to our health. Walking is a great exercise to both get outdoors and stay physically active!”</p>	<p>Harvard benefits of walking</p> <p>Better Health Channel</p>
	Physical Health: <ul style="list-style-type: none"> Physical Activity Running 	“Coping with COVID – running.png”		<p>Think about what you want to achieve from running or jogging. Getting fit, general exercise, weight loss, companionship, or competition may be goals to consider for your running or jogging journey. (199)</p> <p>ID: green background pictured with a man running with text reading, “Running and jogging are great exercises to get or stay fit. Be sure to visit your doctor for a checkup before you start a running program to make sure your body is ready to go!”</p>	<p>Better Health Channel</p>
	Physical Health: <ul style="list-style-type: none"> Physical Activity Virtual Classes 	“Coping with COVID – virtual classes.png”		<p>Options are nearly endless for virtual physical activity videos on the internet! This is great way to stay active in a pandemic. Virtual physical activity allows you to be active from the comfort of your home. (209)</p> <p>ID: purple background pictured with a woman exercising with text reading, “Virtual physical activity classes are a great way to stay COVID safe and be instructed in activity. Find an exercise you enjoy and get physically active from the comfort of your home!”</p>	

	Physical Health: <ul style="list-style-type: none"> Physical Activity Biking 	"Coping with COVID – biking.png"		<p>They say that you never forget how to ride a bike, so climb aboard! Cycling is a great exercise to improve walking, balance, and climbing stairs. It is also great for your heart and muscles. Enjoy the outdoors with a leisurely or competitive ride! (248)</p> <p>ID: blue/green background pictured with a woman on a bicycle with text reading, "Keep it easy on the joints with some cycling! Not only is cycling a sustainable mode of transportation, but also a great aerobic exercise!"</p>	Harvard Benefits of Cycling
	Healthy Eating				
	Physical health: <ul style="list-style-type: none"> Healthy eating 	"Coping with COVID – healthy eating.png"		<p>The way you eat greatly affects your mood and well-being. That is why a good nutritious diet is essential to building a strong, healthy, and happy self. The upcoming posts will talk about easy, nutritious foods that are great for a healthy diet! (294)</p> <p>ID: purple background pictured with a woman cooking with text reading, "Good nutrition is an important stress management tool! If our bodies are poorly fed, stress can take an even greater toll on our health."</p>	https://nutrition.org/nutrition-and-stress-a-two-way-street/ https://www.eatright.org/health/wellness/preventing-illness/lifestyle-and-managing-stress
	Physical Health: <ul style="list-style-type: none"> Healthy Eating External shopping 	"Coping with COVID – external shopping.png"		<p>Good nutrition is an important stress management tool. When our bodies are poorly fed, stress takes an even greater toll on our physical and mental health. So, make sure to shop healthy so you can eat healthy! (210)</p> <p>ID: blue background pictured with a woman shopping with text reading, "Shop healthier when you go to the grocery store by planning ahead, reading nutrition labels, and spending more time along the periphery."</p>	Harvard Shopping Healthy in the Grocery Store

	Physical Health: <ul style="list-style-type: none"> • Healthy Eating • Fruit and vegetable Intake 	“Coping with COVID – fruit and vegetable intake.png”		Eating vegetables and fruits is an important part of a well-balanced diet. No fruit or vegetable has all nutrients you need to be healthy, so it is important to eat plenty! (175) ID: burgundy background pictured with a bowl of vegetables with text reading, “Create a healthy diet by including vegetables and fruits in your favorite recipes! Vegetables and fruits are an important part of a healthy diet, and the variety is just as important as the quantity.”	Harvard vegetables and fruits
	Physical Health: <ul style="list-style-type: none"> • Healthy Eating • Water Intake 	“Coping with COVID – water intake.png”		Water is very important to your well-being! Drinking 6-8 cups of water daily is suggested for most healthy individuals. Drinking enough water helps maintain your general health and well-being. (192) ID: blue background pictured with a woman drinking water with text reading, “Water helps every system in the body function properly. Providing your body with fluids is critical to a well-functioning and healthy body!”	Harvard How much water should you drink?
	Physical Health: <ul style="list-style-type: none"> • Healthy Eating • Healthy Substitutes 	“Coping with COVID – healthy substitutes.png”		Try these healthy ingredient substitutions in your favorite recipes! <ul style="list-style-type: none"> - Use applesauce instead of oil when baking. - Try fresh herbs and spices instead of salt and salt-based herbs. - Use fat-free yogurt instead of sour cream. (220) ID: blue green background pictured with a man eating vegetables with text reading, “Changing your diet can be overwhelming, but it doesn’t have to be with simple food substitutions to build a healthier diet.”	Brigham Health Hub Healthy Substitutions
	Substance Use				

	Physical health: • Avoid harmful substances	"Coping with COVID – avoid harmful substances.png"	 <p>Coping with COVID: Avoid Harmful Substances</p> <p>It can be appealing to turn to drugs or alcohol to help cope with stress, but these substances can cause more harm than good for our health.</p> <p>IOWA PRC</p>	<p>While harmful substances such as alcohol and drugs may appear to lessen the symptoms of stress, they actually add to the chemical and hormonal changes that occur during stressful situations. Be sure to check out our early posts that provide tips on how to cope healthily. (273)</p> <p>ID: dark gray background with a man saying no to cigarettes and alcohol with text reading, "It can be appealing to turn to drugs or alcohol to help cope with stress, but these substances can cause more harm than good to our health."</p>	https://health.clevelandclinic.org/alcohol-during-times-of-stress/
	Grief and Loss Coping with grief and loss	"Coping with grief and loss.png"	 <p>Coping with Grief and Loss During COVID:</p> <p>People may experience increased grief and loss of loved ones during the pandemic. Reaching out for comfort from other loved ones, sharing memories, or writing in a journal can be helpful in coping with grief.</p> <p>IOWA PR</p>	<p>People may experience increased grief and loss of loved ones during the pandemic. Reaching out for help when needed is essential to maintain your well-being. Be sure to check out our past posts for examples of how to healthily cope. (234)</p> <p>ID: blue background pictured with two people hugging with text reading, "People may experience increase grief and loss of loved ones during the pandemic. Reaching out for comfort from loved ones, sharing memories, or writing in a journal can be helpful in coping with grief."</p>	https://www.cdc.gov/coronavirus/2019-ncov/daily-life-coping/stress-coping/grief-loss.html

How To: Twitter Image Descriptions (for accessibility of Twitter posts).

1. Click on the **Tweet compose** button or press the "n" key to use the keyboard shortcut.
2. Attach your photo(s).
Note: For detailed instructions about adding photos to your Tweets, read this [article](#).
3. To insert descriptive text, click **Add description**.
4. Type your description of the image and click the **Done** button. To edit the description, re-open the **Add description** dialog prior to posting the Tweet.
(The limit is 1000 characters.)
5. You can add a description to each image in a Tweet.
Note: Image descriptions cannot be added to videos.