

Social Media Guidance and Resources

Social media allows you to have timely and engaging communication, providing an opportunity to shape the conversation around followers. Social media can be a useful vehicle for raising awareness about suicide prevention and local resources.

It is important to plan ahead for how to respond to suicidal postings by identifying the following before beginning to post about suicide prevention.

- Who will monitor the conversation?
- How often will conversations be monitored?
- What resources will you provide to visitors who post suicidal content?

Here are a few suggestions about how to be prepared:

- Post text that alerts visitors that your site is not a substitute for contacting a crisis center.
- Have permanent text that provides an appropriate phone number and/or website. For example: "If you are in crisis, please call 1-800-273-TALK (8255) or visit www.suicidepreventionlifeline.org. This page is not monitored 24/7 and is not intended for crisis intervention."
- Create standard responses that can be used to reply to a message that appears to require immediate response to support someone in need of suicide prevention support.
- Contact the social media safety teams to report suicidal content. Facebook has teamed up with the National Suicide Prevention Lifeline to help bring emergency counseling services to members in need. Visit: www.suicidepreventionlifeline.org/GetHelp for a link to the safety teams at Facebook, Twitter, YouTube and Tumblr.

Messaging suggested by the National Suicide Prevention Lifeline

(www.suicidepreventionlifeline.org/About/Social/):

Message to post as a comment to be viewed by the public:

- "If you feel that life is not worth living, please call the National Suicide Prevention Lifeline at 1-800-273-TALK (8255). The call is free and confidential, and crisis workers are there 24/7 to assist you. To learn more about the Lifeline, visit www.suicidepreventionlifeline.org."

Message to a person who has expressed suicidal intent online:

- "We are concerned for your safety and would like to offer help. The trained counselors at the National Suicide Prevention Lifeline are available 24/7 by calling 1-800-273-TALK (8255). The call is free and confidential. We hope that you can remain safe and continue to reach out. Please do not do anything to hurt yourself. To learn more about the Lifeline, visit www.suicidepreventionlifeline.org."

Message to a person who is concerned about a friend who has expressed suicidal intent:

- "Thank you for reaching out and caring about your suicidal friend. Feel free to call the National Suicide Prevention Lifeline at 1-800-273-TALK (8255) yourself so that you can find out what resources are available in your area. Most importantly, please encourage your friend to call us."

Shortened message to a person who has expressed suicidal intent online:

- “Please take the first step in getting help by calling the National Suicide Prevention Lifeline at 1-800-273-TALK (8255). We're here for you 24/7/365.”

After a suicide, a person’s Facebook page often becomes a memorial.

The National Lifeline Postvention Manual offers tips and strategies about how to respond to memorial pages: www.sprc.org/sites/sprc.org/files/library/LifelineOnlinePostventionManual.pdf

Post messages of hope to that page. For example:

- The best way to honor (person’s name) is to seek help if you or someone you know is struggling. If you’re feeling lost, desperate or alone please call the National Suicide Prevention Lifeline: 1-800-273-TALK (8255). The call is free and confidential, and crisis workers are available 24/7 to assist you. To learn more about the Lifeline, visit www.suicidepreventionlifeline.org.

Facebook

Pain isn’t always obvious. You may sense something is wrong, but not realize how serious it is. Trust what you see and feel, then ask the person if they are thinking about suicide. **Recognize.Talk.Act.** In crisis? www.RecognizeTalkAct.org Call the National Suicide Prevention Lifeline: 1.800.273.8255

Starting a conversation about suicide can be the most important thing you do for a friend or loved one. Learn the warning signs and what to say. **Recognize.Talk.Act.** www.RecognizeTalkAct.org If you or someone you know has thoughts of suicide, immediate help is available. Please call the National Suicide Prevention Lifeline at 1-800-273-8255

Pain isn’t always obvious. Most suicidal people show some signs that they are thinking about suicide.. Take the time to learn what to do now, so you’re ready to be there for a friend or loved one when it matters most. **Recognize.Talk.Act.** www.RecognizeTalkAct.org

Twitter

Like CPR everyone can learn to save a life from #suicide Recognize it Talk about it Act on it Learn more at www.RecognizeTalkAct.org

Friends & family can learn to recognize signs of suicide & help in prevention. Learn more at www.RecognizeTalkAct.org

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