

National Suicide Prevention Month Social Media Toolkit 2017

September is National Suicide Prevention Month. All month, mental health advocates, prevention organizations, survivors, allies, and community members unite to promote suicide prevention awareness.

Washtenaw Alive and Washtenaw County Public Health partnered to create this toolkit as a resource for everyone in Washtenaw. We know there are many, many organizations and coalitions working to prevent suicide in our Washtenaw County communities. We hope these resources can be useful to all of our partners and community members in spreading suicide prevention messaging during National Suicide Prevention Month and throughout the year.

The toolkit focuses on local resources and simple suicide prevention steps that anyone can take.

Social Media Graphics and Sample Posts

Social Media Graphics:

You can use these graphics along with your social media posts, or in any way you see fit. You should have gotten the full size images along with this toolkit. If you did not, email Kayla at steinbergk@ewashtenaw.org.



[Graphic 1]



[Graphic 2]



[Graphic 3]

Sample Facebook Posts:

[Graphic 1]

September is National Suicide Prevention Month. Learn about and connect with your local suicide prevention resources. You can find a comprehensive list at washtenawalive.org or <http://bit.ly/WashtenawAliveResources>. #NSPW #WashtenawAlive #SuicidePrevention

[Graphic 2]

Do you think someone you know may be considering suicide? Don't be afraid you'll say the wrong thing – ask them the tough questions and take action now. Find risk factors and warning signs at <http://www.ruokmichigan.org/toolkit.htm> #Take5 #BeThe1To #NSPW #SuicidePrevention

[Graphic 3]

If you are having suicidal thoughts, get help from any of these resources: [@800273talk](https://www.800273talk.com), [@crisistextline](https://www.crisistextline.com), [@recoverywashtenaw](https://www.recoverywashtenaw.com), [@MichiganMedicine](https://www.michiganmedicine.org) Psychiatric Emergency Services, [@ozonehouse](https://www.ozonehouse.com), or [@TheTrevorProject](https://www.thetrevorproject.org). If your need is life threatening, call 911. #SuicidePrevention

(You will need to tag each organization yourself: if you type in these handles, it will make finding them easier)

Sample Twitter Posts:

[Graphic 1]

This #SuicidePreventionMonth, connect w local resources: washtenawalive.org, <http://bit.ly/WashtenawAliveResources> #WashtenawAlive #SuicidePrevention

[Graphic 2]

Don't be afraid you'll say the wrong thing – ask tough questions & take action now. #Take5 #BeThe1To #NSPW #SuicidePrevention

Find suicide risk factors and warning signs at <http://www.ruokmichigan.org/toolkit.htm> #Take5 #BeThe1To #NSPW #SuicidePrevention

[Graphic 3]

Get help now: [@800273TALK](https://www.800273talk.com), [@CrisisTextLine](https://www.crisistextline.com), [@WashtenawCMH](https://www.washtenawcmh.com), [@OzoneHouse](https://www.ozonehouse.com), [@TrevorProject](https://www.thetrevorproject.org), [@umichmedicine](https://www.umichmedicine.org). If life threatening, call 911. #NSPW

Local Resources and Events

You can find a [list](#) of **local suicide prevention resources** at washtenawalive.org. [RU?OK Michigan](#) is another local campaign with a breadth of resources, including a [toolkit for parents](#) and many [printable resources](#).

The Heinz C. Prechter Bipolar Research Program and the University of Michigan Depression Center, in collaboration with the Stephen M. Ross School of Business, will be holding a **film screening of *The S Word***, along with a panel discussion, on World Suicide Prevention Day. Find more information and RSVP [here](#).

There will also be an **Out of the Darkness Ann Arbor Walk** on September 23 to raise awareness and funds that allow the American Foundation for Suicide Prevention (AFSP) to invest in new research, create educational programs, advocate for public policy, and support survivors of suicide loss. Follow the event on [Facebook](#) and register or donate on the [AFSP website](#).

National Resources and Observances

September is National Suicide Prevention Month. Within September, there is also National Suicide Prevention Week (September 10 – 16, 2017) and World Suicide Prevention Day (September 10, 2017).

Below are links to resources and suicide prevention messaging guidelines that can be used both in September and throughout the year.

- [Each Mind Matters Suicide Prevention Awareness Week 2017 Resources](#)
- [American Association of Sociology National Suicide Prevention Week Media and Information Kit](#)
- [#Take5 to Save Lives Campaign Promotion](#)
- [#BeThe1To Campaign Promotion](#)
- [NAMI Suicide Prevention Awareness Month Information and Resources](#)
- [National Suicide Prevention Lifeline Suicide Prevention Month Promotion](#)
- [Action Alliance for Suicide Prevention Framework for Successful Messaging](#)