

#BeThe1To

Messaging Kit 2017

Thank you for joining the Lifeline to help prevent suicide!

As part of **National Suicide Prevention Month** (9/1-9/30), the Lifeline invites you to share the #BeThe1To message, highlighting that **everyone** has a role to play in suicide prevention. #BeThe1To encourages everyone to “**Be The 1 To**” help someone else. This toolkit will help make it easy for you and your organization to share life-saving resources with family, friends, colleagues, and more via social media.

In this toolkit, we've included:

- Ways to participate
- Ready to post social media content
- Messaging for the 5 step shareable graphics (Download a graphic kit: <http://bit.ly/2w6PL5v>)
- Quick links to different resources

Be sure to share our series of #BeThe1To graphics we will be releasing throughout the month. Each one will feature an important action that can help someone who may be in suicidal crisis.

Thank you for helping us spread the word that that we can **all** do something to help prevent suicide!

Don't forget to connect with us on [Facebook](#), [Twitter](#), [Tumblr](#), and [Instagram](#) using **#BeThe1To.**



Social Media Promotion

There are many ways you can help promote #BeThe1To to your networks.

You can...

- Visit and share our #BeThe1To microsite: <http://bit.ly/2vYCDPn>
- Post messages from our social media toolkit.
- Share, RT, or regram our graphics, videos and stories throughout the month.
- Create your own 5-step Graphic Kit using our Customization Guidelines: <http://bit.ly/2uJrpP5>
 - Submit your kit to be added to the #BeThe1To site by emailing it to communications@mhaofnyc.org with the subject line “#BeThe1To Custom Kit.”
- Participate in one of our #BeThe1To Twitter Chats every Tuesday in September at 2pm EST/11am PST.

Sample Social Media Posts

Twitter:

Please feel free to post the graphics on your channels or reshare them from the Lifeline social media channels.

During the first week of September, we will share the first two graphics. For the rest of the month, we will share ONE graphic step each week in the order below.

Please remember to include the graphic along with its corresponding text when you post. You can download them here: <http://bit.ly/2w6PL5v>



#BeThe1To 5-Step Graphics

Week 1 (9/1-9/10): ASK & KEEP THEM SAFE. (posted separately this week)

In honor of #NSPM @800273TALK is sharing 5 ways to help someone in suicidal crisis. ASK them directly, are you thinking about suicide? [attach graphic step 1: ASK]

If someone says they are thinking about suicide, KEEP THEM SAFE by separating them from anything harmful. [attach graphic step 2: KEEP THEM SAFE]

Week 2 (9/11-9/17): BE THERE.

If someone you know is thinking about #suicide, #BeThe1To just be there. Listen without judgment and with empathy. [attach graphic step 3: BE THERE]

Week 3 (9/18-9/24): HELP THEM CONNECT.

If someone you know is thinking about #suicide, #BeThe1To help them build a support system of ppl they can reach out to. [attach graphic step 4: HELP THEM CONNECT]

Week 4 (9/25-9/30): FOLLOW-UP.



If someone you know has been thinking about #suicide, #BeThe1To follow up with them. It can make all the difference. [attach graphic step 5: FOLLOW-UP]

General Messaging (to post throughout September)

Join @800273TALK during #SuicidePreventionMonth as they encourage others to #BeThe1To help someone else. <http://bit.ly/2x4HPxW>

Sept. is #SuicidePreventionMonth! #BeThe1To play a role in suicide prevention. Here's how. <http://bit.ly/2x4HPxW>

What is #BeThe1To and what does it mean? Find out. <http://bit.ly/2x5cKui>

Find out why the 5 steps of #BeThe1To can help someone in crisis. <http://bit.ly/2wQnayB>

#BeThe1To share these warning signs with everyone you know. Knowledge and awareness can help save lives. <http://bit.ly/2wbaRjp>

#BeThe1To create a safety plan! Having one on hand can help keep you safe during times of emotional distress. More at: <http://bit.ly/2wbaXYa> (can also link to: <http://bit.ly/2vDJFYO>)

Worried someone you know might be suicidal? You can #BeThe1To help. Here's how. <http://bit.ly/2w2fzzb>

Sometimes it's a struggle just to make it through the next 5 mins. Check out @800273TALK list of 100 ways <http://bit.ly/2i6d35s> #BeThe1To



Know a suicide attempt survivor? #BeThe1To share this site w/ them. It's full of resources, #selfcare tips, & more! <http://bit.ly/2wQu2Mp>

Check out @800273TALK's youth #YouMatter blog! It provides a safe space for youth to discuss #mentalhealth <http://bit.ly/2x5qjtC> #BeThe1To

There are a million reasons to call the Lifeline. Check out @800273TALK's @Buzzfeed post for just a few! <http://bzfd.it/2wb8z3r> #BeThe1To

#BeThe1To organize a fundraiser to help support your local crisis center. Visit @800273TALK's Center Locator here: <http://bit.ly/2vEjOAa>

Did you know you could create your own 5-step graphics kit for @800273TALK's #BeThe1To? Learn more: <http://bit.ly/2uJrpP5>

#BeThe1To Twitter Chats (every Tuesday in September: 9/5, 9/12, 9/19, 9/26)

Join @800273TALK & other #mentalhealth orgs every Tuesday in Sept. for #BeThe1To Twitter Chats! <http://bit.ly/2vE5Pdn>

World Suicide Prevention Day (9/10/17)

Today is #WSPD. #BeThe1To to make a difference - stepping forward and reaching out can help save lives. <http://bit.ly/2vDPrtY>

This #WSPD, @IASPinfo reminds us that taking a minute can change a life. #BeThe1To be there for someone else. <http://bit.ly/2tissVg>



Looking for ways to honor #WorldSuicidePreventionDay? Check out @IASPinfo's list to get you started. <http://bit.ly/2x5jloi> #BeThe1To

National Suicide Prevention Week (9/11-9/17/17)

It's #NSPW! Join @Action_Alliance's efforts to #BeThere for others. Learn more at: <http://bit.ly/NSPW2017>

We all have a role to play in suicide prevention. This #NSPW, join @Action_Alliance & take action. Learn how: <http://bit.ly/2i6oFW6>

It's #NSPW! Looking for ways to participate? Join @800273TALK's #BeThe1To movement and help save a life. Learn more: <http://bit.ly/2x4HPxW>

Facebook:

Please feel free to post the graphics on your channels or reshare them from the Lifeline social media channels.

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Please remember to include the graphic along with its corresponding text when you post. You can download them here: <http://bit.ly/2w6PL5v>



#BeThe1To 5-Step Graphics

Week 1 (9/1-9/10): ASK & KEEP THEM SAFE. (posted separately this week)

In honor of #NationalSuicidePreventionMonth, @800273talk will be releasing a series of graphics that will list the 5 steps you can take to help someone in suicidal crisis. If you think someone might be considering #suicide, take the first step and #BeThe1To ask. Ask directly, “Are you thinking about killing yourself?” [attach graphic step 1: ASK]

If you ask someone if they are thinking about suicide and they say yes, take the second step and #BeThe1To keep them safe. Separate them from anything they are thinking of using to hurt themselves.

#NationalSuicidePreventionMonth [attach graphic step 2: KEEP THEM SAFE]

Week 2 (9/11-9/17): BE THERE.

If someone you know is thinking about suicide, take the third step and #BeThe1To be there. Listen to their reasons for feeling hopeless and in pain. Listen without judgment and with compassion and empathy.

#NationalSuicidePreventionMonth [attach graphic step 3: BE THERE]

Week 3 (9/18-9/24): HELP THEM CONNECT.

If someone you know is thinking about #suicide, take the fourth step: #BeThe1To help them connect to resources. Help them build a support system so they have others to reach out to for help, whether it's 800-273-TALK (8255), family, friends, clergy, coaches, co-workers or therapists.



#NationalSuicidePreventionMonth [attach graphic step 4: HELP THEM CONNECT]

Week 4 (9/25-9/30): FOLLOW-UP.

If someone you know tells you they've been thinking about #suicide, don't forget to take the last step and #BeThe1To follow-up with them. It can make all the difference. #NationalSuicidePreventionMonth [attach graphic step 5: FOLLOW-UP]

General Messaging (to post throughout September)

Join @800273TALK during #SuicidePreventionMonth as they encourage others to #BeThe1To help someone else. <http://bit.ly/2wbnQRW>

Sept. is #SuicidePreventionMonth! #BeThe1To play a role in suicide prevention. Here's how. <http://bit.ly/2wbnQRW>

What is #BeThe1To and what does it mean? Find out. <http://bit.ly/2wRuLwD>

Find out why the 5 steps of #BeThe1To can help someone in crisis. <http://bit.ly/2fL7E2Z>

#BeThe1To share these warning signs with everyone you know. Knowledge and awareness can help save lives. <http://bit.ly/2w2FhUI>

#BeThe1To create a safety plan! Having one on hand can help keep you safe during times of emotional distress. Learn more at: <http://bit.ly/2vEvhzG> (can also link to: <http://bit.ly/1uWqWRR>)



Worried someone you know might be suicidal? You can #BeThe1To help. Here's how. <http://bit.ly/2uQA7H1>

Sometimes it's a struggle just to make it through the next 5 minutes! Check out the @800273TALK's list of 100 ways. <http://bit.ly/1GvQ3Pb> #BeThe1To

Know a suicide attempt survivor? #BeThe1To share this site with them. It's full of resources, #selfcare tips, and more! <http://bit.ly/2x5Dlrb>

Check out the @800273TALK's youth @youmatterlifeline blog! It provides a safe space for youth to discuss #mentalhealth, #selfcare, and more! <http://bit.ly/2w2NdVC> #BeThe1To

There are a million reasons to call the Lifeline. Check out the @800273TALK's @Buzzfeed post for just a few! <http://bzfd.it/2wg8drP> #BeThe1To

#BeThe1To organize a fundraiser to help support your local crisis center. Visit the @800273TALK's Center Locator here: <http://bit.ly/2wgcVFP>

Looking for ways to honor #WorldSuicidePreventionDay? Check out @IASPinfo's list to get you started. <http://bit.ly/2x5jloi> #BeThe1To

Did you know you could create your own 5-step graphics kit for the @800273TALK's #BeThe1To campaign? Learn more at: <http://bit.ly/2uJrpP5>

Kickoff Facebook Live (Tuesday, August 29th at 3pm EST)

Join the @800273TALK on Tuesday, August 29th at 3pm EST for a Facebook Live interview with Director, Dr. John Draper! He will be



discussing the Lifeline, Suicide Prevention Month, and ways you can get involved in their #BeThe1To campaign. Don't miss it!

#BeThe1To Twitter Chats (every Tuesday in September: 9/5, 9/12, 9/19, 9/26)

Join the @800273TALK and other #mentalhealth organizations every Tuesday in September for #BeThe1To Twitter Chats! Each chat will cover one of the action steps of #BeThe1To. Learn more: <http://bit.ly/2wgnvMU>
World Suicide Prevention Day (9/10/17)

Today is #WSPD. #BeThe1To to make a difference - stepping forward and reaching out can help save lives. <http://bit.ly/2uQzgX6>

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We all have a role to play in suicide prevention. This #NSPW, join @ActionAlliance and take action. Learn how: <http://bit.ly/2i6oFW6>

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