

Messaging Toolkit 2019

#BeThe1To

SAMHSA
Substance Abuse and Mental Health
Services Administration

NATIONAL
SUICIDE
PREVENTION
LIFELINE
1-800-273-TALK (8255)
suicidepreventionlifeline.org

Vibrant
Emotional Health

Overview

Thank you for joining the National Suicide Prevention Lifeline to help prevent suicide!

As a part of National Suicide Prevention Month (September 1-September 30), the Lifeline encourages you to share the #BeThe1To message, highlighting that everyone has a role to play in suicide prevention.

This toolkit will help you and/or your organization share life-saving resources with family, friends, colleagues, and others via social media.

In this toolkit, we've included:

- How to promote this campaign on your social media channels
- Ready-to-post social media content for
 - Twitter
 - Facebook
 - Instagram

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 the Lifeline spread the word that we can all do something to help prevent suicide!

You can connect with us on [Facebook](#), [Twitter](#), and [Instagram](#) using [#BeThe1To](#).

#BeThe1To

Social Media Promotion

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

You can...

- Visit and share our #BeThe1To website: <https://bit.ly/2TaTuHT>
- Post messages from our social media toolkit below
- Share, RT, or regram our posts throughout the month
- Add bethe1to.com to your Instagram bio
- Submit your customized kit to be added to the #BeThe1To site by emailing it to communications@vibrant.org with the subject line “#BeThe1To Custom Kit”
- Submit a post card to say “Thank You” to someone who has been there for you: #BeThe1To Say Thanks <https://bit.ly/2MagNRJ>
- Participate in our #BeThe1To Twitter Chat on World Suicide Prevention Day on September 10 at 2pm EST/11am PST
- Donate to a [Lifeline Crisis Center](#) or [Vibrant Emotional Health](#)

#BeThe1To

Sample Social Media Posts

Each week of September, we will share one of the #BeThe1To steps in the order below. Please feel free to post the graphics on your own channels or reshare them from the Lifeline social media channels.

Please remember to also include the graphic along with its corresponding text when you post. You can download the graphics here: <https://bit.ly/2Kk0lvZ>

The 5 Steps – Facebook, Twitter, Instagram

Week 1 (9/1-9/8): ASK

In honor of #SuicidePreventionMonth, @800273talk will be releasing a series of graphics that will list the 5 steps you can take to help someone in suicidal crisis. Learn more about #BeThe1To by visiting bethe1to.com. #SPM19

If you think someone might be considering suicide, take the first step and #BeThe1To ask. Ask directly, “Are you thinking about killing yourself?” #SPM19 [attach graphic for step 1: ASK]

Week 2 (9/9-9/15): KEEP THEM SAFE

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. #SuicidePreventionMonth #SPM19 [attach graphic for step 2: KEEP THEM SAFE]

#BeThe1To

Week 3 (9/16-9/22): 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. #SuicidePreventionMonth #SPM19 [attach graphic step 3: BE THERE]

Week 4 (9/23-9/29): 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, including 800-273-TALK (8255), family, friends, clergy, coaches, co-workers or therapists. #SuicidePreventionMonth #SPM19 [attach graphic for step 4: HELP THEM CONNECT]

Week 5 (Monday, 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. #SuicidePreventionMonth #SPM19 [attach graphic for step 5: FOLLOW-UP]

General Messaging (to post throughout September; Twitter & Facebook)

Join @800273TALK during #SuicidePreventionMonth as they encourage others to #BeThe1To help someone else. #SPM19 <https://bit.ly/2Kk0lvZ>

#BeThe1To

September is #SuicidePreventionMonth! #BeThe1To play a role in suicide prevention. Here's how. #SPM19 <https://bit.ly/2Kk0lvZ>

What is #BeThe1To and what does it mean? Find out. #SPM19 <https://bit.ly/2ZBPJxJ>

Find out why the 5 steps of #BeThe1To can help someone in crisis. #SPM19 <https://bit.ly/2OIOsE6>

#BeThe1To share these warning signs with everyone you know. Knowledge and awareness can help save lives. #SPM19 <https://bit.ly/2YIVqMV>

#BeThe1To create a safety plan! Having one on hand can help keep you safe during times of emotional distress. #SPM19 <https://bit.ly/2T8OLqh>

Worried someone you know might be suicidal? You can #BeThe1To help. Here's how. #SPM19 <https://bit.ly/2KgNDxQ>

Know a suicide attempt survivor? #BeThe1To share this site with them. It's full of resources, self-care tips, & more! #SPM19 <https://bit.ly/2YQb6xW>

Check out @800273TALK's youth #YouMatter blog! It provides a safe space for youth to discuss mental health. <https://bit.ly/2Ktjavn> #BeThe1To #SPM19

Did you know you could create your own 5-step graphics kit for @800273TALK's #BeThe1To? Learn more under "Customization Guidelines." <https://bit.ly/2Kk0lvZ> #SPM19

#BeThe1To

Who was there for you in your time of need? Send them an @800273TALK postcard and let them know how much it meant to you. #BeThe1To #BeThere #SPM19 <https://bit.ly/2MagNRJ>

Are you a reporter covering suicide or suicide prevention? Visit our media resources page and learn best practices. #BeThe1To #SPM19 <https://bit.ly/2ZC4ZdP>

If you've lost someone to suicide, you're not alone. The Lifeline is available 24/7 if you need someone to talk to. Call 1-800-273-TALK (8255) or visit <https://bit.ly/2KqroVa> #BeThe1To #SPM19

If you're considering sharing your mental health story, we recommend that you use this storytelling checklist to help determine how to share your story safely & effectively – for yourself & others. <https://bit.ly/2MIOqcl> #BeThe1To #SPM19

Crisis Centers

DYK that @800273TALK is composed of a network of over 150 crisis centers across the US? It's the counselors at these local crisis centers who answer the calls & chats the Lifeline receives every day. Learn more about them & how to support them. <https://bit.ly/2T8izmX> #BeThe1To #SPM19

Want to support suicide prevention? Help a crisis center. The counselors at local crisis centers across the country answer all of @800273TALK's calls and are the heroes of the Lifeline. Find out how you can help your local center today. <https://bit.ly/2T8izmX> #BeThe1To #SPM19

#BeThe1To

Crisis centers are the heroes of @800273TALK and suicide prevention. They answer the calls. But they need your support. Consider helping your local crisis center by volunteering and more. #SPM19 <https://bit.ly/2T8izmX>

#BeThe1To organize a fundraiser to help support your local crisis center. Visit @800273TALK's Center Locator here: <https://bit.ly/2T8izmX> #SPM19

Self-care Messaging

While you are supporting and helping someone who may be in crisis, it is especially important for you to also take care of yourself. This page shares tips and resources to help you practice self-care. <https://bit.ly/2YL0r3F>
#BeThe1To #SPM19

When you take care of yourself and are not stressed, you are better able to meet the needs of others. Check out this page full of tips and resources to help you practice self-care. <https://bit.ly/2YL0r3F> #BeThe1To #SPM19

By maintaining your physical and mental health, you will likely be better equipped to handle the stressors that come along with supporting someone you care about. For tips and resources, visit <https://bit.ly/2YL0r3F>
#BeThe1To #SPM19

World Suicide Prevention Day (9/10/19)

Today is #WSPD19. #BeThe1To make a difference - stepping forward and reaching out can help save lives. <https://bit.ly/2TaTuHT> #SPM19

#BeThe1To

This #WSPD19, @IASPinfo reminds us that we all have a role to play in suicide prevention. #BeThe1To take a minute and help someone else.

<https://bit.ly/2XHMsly> #SPM19 #BeThere

Looking for ways to honor #WorldSuicidePreventionDay? Check out @IASPinfo's list to get you started. <https://bit.ly/2SJXkpz> #BeThe1To #SPM19 #WSPD19

#BeThe1To