

# #BeThe1To

## 2020 Messaging Toolkit



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. For 2020, in acknowledgement of the impact of COVID-19, the Lifeline has expanded this year's messaging to address supporting others while physical distancing.

In this toolkit, we've included:

- How to promote this campaign on your social media
- Ready-to-post social media content about the 5 steps
- Ready-to-post resources regarding COVID-19, physical distancing, and self-care
- Ready-to-post messages for World Suicide Prevention Day

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**

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

**You can...**

- Visit and share our #BeThe1To website: <https://bit.ly/2PRK8Qq>
- Post messages from our social media toolkit
- Share, RT, or regram our posts throughout the month
- Add [bethelto.com](http://bethelto.com) to your Instagram bio
- Submit your customized kit to be added to the #BeThe1To site by emailing it to [communications@vibrant.org](mailto:communications@vibrant.org) with the subject line “#BeThe1To Custom Kit”
- Submit a virtual postcard to say “Thank You” to someone who has been there for you: #BeThe1To Say Thanks <https://bit.ly/2PMB0g9>
- 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](#), the administrator of the Lifeline

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 to reshare them from the Lifeline's social media channels directly.

Please remember to include the graphic along with its corresponding text when you post. You can download the graphics here: <https://bit.ly/31QQuVQ>

## **The 5 Steps – Facebook, Twitter, Instagram**

### **Week 1 (8/31-9/6): 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 [bethelto.com](http://bethelto.com). #SPM20

If you think someone might be considering suicide, take the first step and #BeThe1To ask. Ask directly, “Are you thinking about killing yourself?” #SPM20  
[attach graphic for step 1: ASK]

### **Week 2 (9/7-9/13): BE THERE**

If someone you know is thinking about suicide, take the next step and #BeThe1To be there. Listen to their reasons for feeling hopeless and in pain. Listen without judgment and with compassion and empathy. #BeThere #SPM20  
[attach graphic for step 2: BE THERE]

**#BeThe1To**

**Week 3 (9/14-9/20): KEEP THEM SAFE**

If you ask someone if they are thinking about suicide and they say yes, #BeThe1To keep them safe. Separate them from anything they are thinking of using to hurt themselves. #SPM20  
[attach graphic for step 3: KEEP THEM SAFE]

**Week 4 (9/21-9/27): HELP THEM CONNECT**

If someone you know is thinking about suicide, #BeThe1To help them connect to resources. Help them build a support system, including @800273TALK, family, friends, clergy, coaches, co-workers or therapists. #SPM20  
[attach graphic for step 4: HELP THEM CONNECT]

**Week 5 (9/28-10/4): 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. #SPM20  
[attach graphic for step 5: FOLLOW UP]

## #BeThe1To and COVID-19

Physical distance does not have to mean social isolation – and social connection is more important than ever. Check out our newly updated #BeThe1To steps that can help you stay connected while physical distancing. #SPM20 <https://bit.ly/3kLWt7g>

DYK the #BeThe1To steps can be adjusted for staying connected during physical distancing? Check how you can support someone even if you can't be there physically due to #COVID19. #SPM20 <https://bit.ly/3kLWt7g>

While being physically present may not be an option right now due to #COVID19, there are still many other ways to #BeThere for someone else. Visit our #BeThe1To COVID-19 page to learn more. #SPM20 <https://bit.ly/3kLWt7g>

Helping people connect with other services that can support them during #COVID19 is still possible while staying physically distant. Visit our #BeThe1To COVID-19 page to learn more. #SPM20 <https://bit.ly/3kLWt7g>

In times of physical distancing, social connection is more important than ever. During #COVID19, you can still #BeThe1To help a friend in need. #SPM20 <https://bit.ly/3kLWt7g>

#BeThe1To

## Crisis Centers

DYK that @800273TALK is composed of a network of over 170 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. #BeThe1To #SPM20 <https://bit.ly/2CokxLU>

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 essential heroes of the Lifeline. Find out how you can help your local center below. #SPM20 <https://bit.ly/2CokxLU>

The @800273TALK crisis centers across the country are an essential service during #COVID19. These centers answer the calls and chats the Lifeline receives every day. Get ways to support them by visiting: <https://bit.ly/2CokxLU> #BeThe1To #SPM20

Crisis centers are essential. They answer all of the calls and chats the Lifeline receives every day. #BeThe1To organize a fundraiser to help support your local crisis center. Visit @800273TALK's Center Locator here: <https://bit.ly/2CokxLU> #SPM20

#BeThe1To

### **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. #BeThe1To #SPM20 <https://bit.ly/3akifdo>

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. #BeThe1To #SPM20 <https://bit.ly/3akifdo>

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/3akifdo> #BeThe1To #SPM20

### **World Suicide Prevention Day (9/10/20)**

Today is #WSPD20. #BeThe1To to make a difference - stepping forward and reaching out can help save lives. <https://bit.ly/2PRK8Qq>

This #WSPD20, @IASPinfo reminds us that we all have a role to play in suicide prevention. #BeThe1To take a minute and reach out to someone in your community. #SPM20 <https://bit.ly/2PSfwPO>

Looking for ways to honor #WorldSuicidePreventionDay? Check out @IASPinfo's list to get you started. #BeThe1To #WSPD20 #SPM20 <https://bit.ly/3anPix3>

**#BeThe1To**

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

Join @800273TALK during #SuicidePreventionMonth as they encourage others to #BeThe1To help someone else. #SPM20 <https://bit.ly/31QQuVQ>

September is #SuicidePreventionMonth! #BeThe1To play a role in suicide prevention. Here's how. #SPM20 <https://bit.ly/31QQuVQ>

What is #BeThe1To and what does it mean? Find out. #SPM20 <https://bit.ly/30SONcT>

Find out why the 5 steps of #BeThe1To can help someone in crisis. #SPM20 <https://bit.ly/30V1Vwx>

#BeThe1To share these warning signs with everyone you know. Knowledge and awareness can help save lives. #SPM20 <https://bit.ly/2PW95dr>

#BeThe1To create a safety plan! Having one on hand can help keep you safe during times of emotional distress. #SPM20 <https://bit.ly/2PS75TO>

Worried someone you know might be suicidal? You can #BeThe1To help. Here's how. #SPM20 <https://bit.ly/31MQN3X>

Know a suicide attempt survivor? #BeThe1To share this site with them. It's full of resources, self-care tips, and more! #SPM20

<https://bit.ly/31QdnZG>

Check out @800273TALK's youth #YouMatter blog! It provides a safe space for youth to discuss mental health. #BeThe1To #SPM20

<https://bit.ly/3kHc0oK>

Did you know you could create your own 5-step graphics kit for @800273TALK's #BeThe1To? Learn more under our "Customization Guidelines." #SPM20

<https://bit.ly/31QQuVQ>

Who was there for you in your time of need? Submit a virtual thank you note below about how much it meant to you. #BeThe1To

#BeThere #SPM20 <https://bit.ly/2PMB0g9>

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/3fS6H1V> #BeThe1To #SPM20

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. #BeThe1To #SPM20 <https://bit.ly/33WTgf2>

#BeThe1To