

Pain Isn't Always Obvious



Suicide Is Preventable

How to Use Social Media for Suicide Prevention

User Guide



suicide is preventable.org

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INTRODUCTION

Social media platforms have transformed traditional methods of communication by allowing the instantaneous and interactive sharing of information. They can be effective platforms to engage in two-way communication and to build connections with niche and mass audiences, stakeholders and influencers. For suicide prevention, social media platforms can help share crisis lines and educational resources, offer help and share personal stories. For example, the National Suicide Prevention Lifeline Facebook page had more than 47,077 fans as of January 2013, and the American Foundation of Suicide Prevention Facebook page had more than 94,860 fans. Both of these Facebook pages provide links to suicide prevention websites and hotlines, as well as information about the warning signs of suicide. A research study identified 580 groups on Twitter and 385 blog profiles on Blogger.com designated as suicide prevention in November 2011. These social media sites allow users to interact and share relevant information, stories and events in their local areas. YouTube also has many videos devoted to suicide prevention, including those in the form of public service announcements. For example, the “It’s Up to Us” campaign uses YouTube to share personal stories of hope developed by community members with personal experience with either suicide prevention or mental illness.

The Centers for Disease Control acknowledges that social media is filled with promising implications for health communication, and the field of suicide prevention can capitalize on these opportunities in the following ways:

- Increase the timely dissemination and potential impact of health and safety information.
- Leverage audience networks to facilitate information sharing.
- Expand reach to include broader, more diverse audiences.
- Personalize and reinforce health messages that can be more easily tailored or targeted to particular audiences.
- Facilitate interactive communication, connection and public engagement.
- Empower people to make safer and healthier decisions.

A SELF ASSESSMENT

A SELF ASSESSMENT: IS SOCIAL MEDIA RIGHT FOR YOU?

Social media allows you to have timely and engaging communication, providing an opportunity to shape the conversation around followers. The following questions will help you assess whether or not social media is right for you.

1. Do you know what you hope to achieve by using social media?

Before diving into social media, it is important to identify your main objectives for using social media as a communication tool. For example, the purpose could be to complement other communication and outreach efforts in general, or to use social media to reach a specific population (e.g., youth or men) that you feel you are not reaching through other communication efforts. Consider the following questions:

1. What needs are you trying to meet that you are either not meeting with your current communication methods or could complement with social media?
2. In what ways might social media help you create community or dialog?
3. How can social media direct people to resources that help them take action?

Here are a few examples of why other organizations have chosen to use social media to complement their suicide prevention efforts.

- The American Foundation for Suicide Prevention uses social media to communicate news and information and to create a community among individuals concerned about suicide prevention, coping with suicide loss and living with a mental illness.
- The Contra Costa Crisis Center uses social media to advertise crisis chat services to Contra Costa residents, with a special emphasis on teens and young adults (groups who tend to already have an active online presence).
- The Tulare Suicide Prevention Task Force uses social media to engage community members in a dialog about suicide prevention. A secondary purpose is to provide information about task force activities and events that are open to the public.
- San Diego County's "It's Up to Us" campaign uses social media to complement the "It's Up to Us" mental illness stigma reduction and suicide prevention media campaign, drive people to the campaign website, share personal stories and have two-way conversations about these topics.

THE HEALTH COMMUNICATOR'S SOCIAL MEDIA TOOLKIT offers a Social Media Communications Strategy Worksheet on p. 47.
www.cdc.gov/socialmedia/tools/guidelines/pdf/socialmediatoolkit_bm.pdf

“It’s important to have a clear communication goal in mind. We periodically experiment with different types of content or messaging (e.g., To ask for donations), but are often reminded to keep focused on our main goal which is helping visitors to the site feel comfortable to call us and share our resources with others who may need support.”

– Carly Galarneau

Assistant Director, Family Service Agency of the Central Coast



CASE STUDY: AMERICAN FOUNDATION FOR SUICIDE PREVENTION

Facebook: www.facebook.com/AFSPnational

Twitter: <https://twitter.com/afspnational>

Purpose

The American Foundation for Suicide Prevention's Facebook page is a forum to communicate news and information and to create a community among individuals concerned about suicide prevention, coping with suicide loss and living with a mental illness. Posts share statistics and information about suicide prevention and resources, as well as information about the organization. Individuals are recognized for accomplishment and their success stories are shared.

Target Audience

Individuals who have shown interest in the organization either because they have thought/are thinking about suicide, know someone who has ended their life or are just looking to help a friend.

Time Investment

AFSP posts a minimum of 3 times per day. The time is split up among several team members who each spend 2–3 hours per week creating, posting and/or monitoring content.

What Has Worked

Variety, images and helpful information have the greatest impact (repetitive posts about the same topic do not work).

A SELF ASSESSMENT: IS SOCIAL MEDIA RIGHT FOR YOU?

2. Who are you trying to reach?

Social media users spend a lot of time learning, sharing and interacting. To determine if your intended audience is using social media and, if they are, where they are spending their time, it is recommended to engage in a little fact-finding before you get started. Consider the following questions:

1. Who are you trying to reach?
2. What do you want them to do?
3. Where are they online?

For example, the popularity of key social media sites can be assessed by reviewing user statistics and demographics. Data can help determine if your audience is using social media and what platforms they prefer. There are several niche social networking sites that target specific groups, such as moms, physicians, or racial and ethnic groups; or sites that focus on a particular topic such as travel or health. The Pew Research Center's Internet and American Life Project (www.pewinternet.org) offers good insights.

3. Do you have the resources to develop and sustain social media efforts?

Social media is an interactive communication tool and, as such, relies on both distributing and responding to information. To succeed, it is essential to have a person or team in place to keep content relevant and to engage with your social media followers. As a general rule of thumb, you should plan on approximately 0.5 to 1 hour a day to post, engage and monitor activity.

WHO USES SOCIAL MEDIA?

92%

of internet users aged 18–29

73%

of internet users aged 30–49

57%

of internet users aged 50–64

38%

of internet users aged 65+

Source: www.pewinternet.org/Commentary/2012/March/Pew-Internet-Social-Networking-full-detail.aspx



One staff member is dedicated to continuously monitor any responses or comments on the page, particularly in the event that someone who visits the site or comments is experiencing a suicidal crisis. In addition to this, staff update the site approximately five times each week with new posts, links and content. While the amount of time staff members spend perusing other Facebook pages, blogs or news outlets for content to share (and drafting new content) may vary, we spend approximately two to three hours a week on this.



– Carly Galarneau

Assistant Director, Family Service Agency of the Central Coast

CONTRA COSTA CRISIS CENTER TUESDAY, FEBRUARY 19, 2013

ABOUT
<http://www.cosis-center.org>

The mission of the Contra Costa Crisis Center is to keep people alive and safe, help them through crises, and connect them with culturally relevant resources in the community.

With help comes hope.


[CLICK HERE TO CHAT WITH A COUNSELOR NOW \(Available 3pm-7pm PST Monday-Friday\)](#)

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We all deserve people in our lives who will listen when we need to talk. However, not everyone is emotionally equipped to be a source of support. Our counselors are trained to listen, *not* to tell you what to do, but rather to help you explore the options and resources that might be available to you.

CASE STUDY: CONTRA COSTA CRISIS CENTER

Facebook: www.facebook.com/pages/Contra-Costa-Crisis-Center/154214174253

Tumblr: <http://contracostacrisiscenter.tumblr.com>

Purpose

To advertise crisis chat services and other programs to teens and young adults.

Target Population

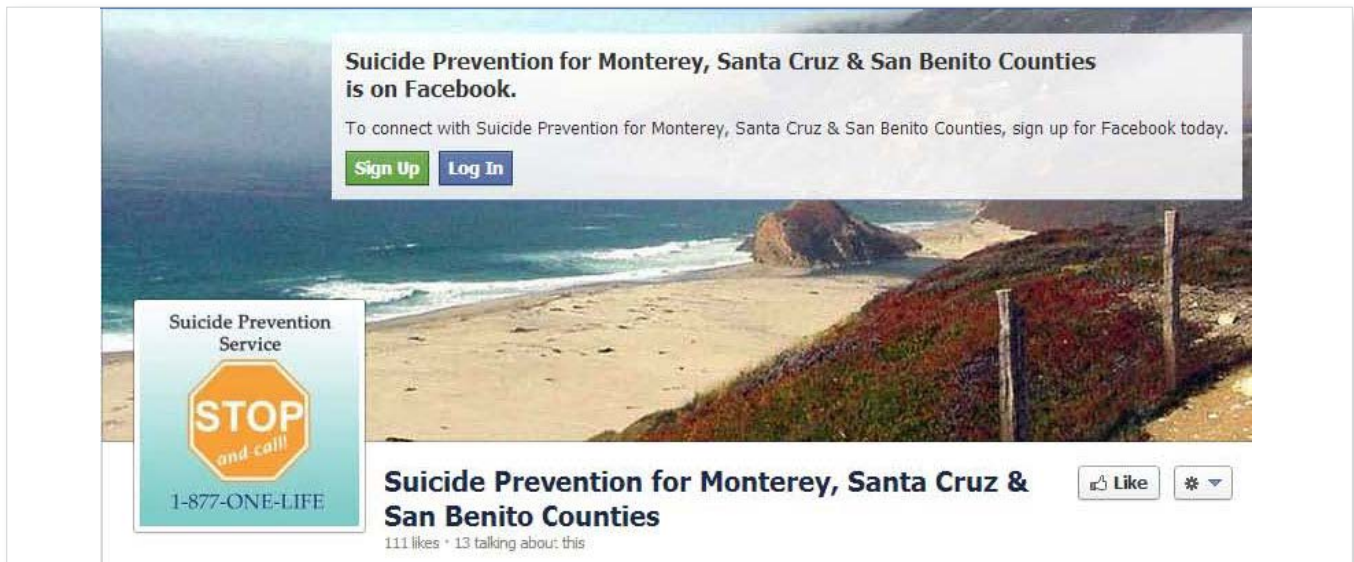
Primarily youth. Overall, anyone in crisis who is local to Contra Costa County and might benefit from online counseling.

Time Investment

1–2 hours per day, 4 days a week.

What Has Worked

- It has been helpful to post a variety of topics, such as statistics, myths/facts about suicide, self-care tips, stories of hope and positive affirmations.
- “Re-blog” other Facebook and Tumblr user content if it is relevant to self-care or other mental health related topics.
- Tag posts with mental-health related keywords and geographical area—the more tags on a post, the more likely someone will stumble onto the Tumblr page.
- Frequent updating makes the Tumblr page more visible in the liveblogging sphere. Liveblogging is a blog that allows multiple users to add content to one single blog for an ongoing period of time.
- Frequent updating makes the Tumblr page more visible on the social network.



CASE STUDY: FAMILY SERVICES AGENCY OF THE CENTRAL COAST

Facebook: www.facebook.com/suicide.prevention.monterey.santacruz.counties

Purpose

To offer a more casual, unthreatening way for community members to learn about available programs, to stimulate discussion about suicide prevention and to complement resources available on website and program services. The overall goal is to encourage someone who is in crisis, feeling suicidal, concerned about someone else or seeking resources to reach out for support.

Target Population

Stakeholders in suicide prevention, at-risk populations and community gatekeepers (or those in a “helping” role).

Time Investment

One staff member is dedicated to continuously monitoring any response or comments on the page, particularly in the event that someone who visits the site or comments is experiencing a suicidal crisis. Additionally, staff update the site approximately 5 times each week with new posts, links and content. The amount of time staff members spend perusing other Facebook pages, blogs or news outlets for content to share (and drafting new content) varies, but averages about 2 to 3 hours a week.

What Has Worked

- For the most part, the safety disclaimer seems to be effective in reminding visitors to the page to call the helpline rather than to post comments about a crisis or to seek help via the Facebook page.
- Pictures of posts regarding activities at the agency (e.g., our Coastal Trail Walk event, calls for volunteer responders for training, etc.) have received more of a response than generic pictures or reposts, in some cases.
- One immensely useful aspect of social media tools such as Facebook is the opportunity to connect to the wealth of existing content, discussions and resources that other individuals and organizations are sharing.
- Sustainability is paramount: before we launched our Facebook page or began work on the new website, we first made sure that we would have competent, capable staff available to create, share and update content on a regular basis. Particularly for agencies focused on creating and ensuring safety, it is very important to make sure that, our presence and services are reliable, updated and consistent. Additionally, we were advised to be sure that each of the “informational outlets” (website, Facebook page, brochures, etc.) refer or link to one another so that clients and community members are aware of or able to “find” the Family Services Agency of The Central Coast in a variety of different ways.
- Social media is all about the conversation, so posts should invite interaction in some way, even if it is small (e.g., adding a short question such as “What do you think?” at the end of a post or article).

GETTING STARTED

GETTING STARTED: 10 SOCIAL MEDIA TIPS TO COMPLEMENT YOUR CAMPAIGN EFFORTS

If you determined social media is a good addition to your communications plan, here are a few things to consider when getting started.

1. Identify key team member(s) to be the voice.

Identify what team member(s) has the time and approval to access your social media platforms, to post and respond to content. Stick with a consistent team to ensure your voice remains the same.

2. Set social media policies and guidelines.

Outline topics that are allowed to be posted, the approval process, technology (company and personal computers and smartphones) that can be accessed to post/respond, and crisis content steps and actions to take when a user posts suicide-related messaging.

3. Have a crisis response plan in place.

It is important to plan ahead for how to respond to suicidal postings. Who will monitor the conversation? How often? What resources will you provide to visitors who post suicidal content? What support will you provide to staff who respond to such postings? Here are a few suggestions:

- 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.
- Set up your smartphone device with the tools you need to manage your social media accounts on the go, so you’ll be able to manage any crisis posts that may arise.
- 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, MySpace, YouTube and Tumblr.

WORDING SUGGESTED BY THE NATIONAL SUICIDE PREVENTION LIFELINE *if someone expresses suicidal intent on a social media platform (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.

4. Select which social media strategy is right for you.

There are many different social media platforms to choose from: blogging websites (e.g., Tumblr), video sites (e.g., YouTube), social networking sites (e.g., Facebook, MySpace, Twitter, Google+), as well as forums, email, text messaging and video chat.

The most commonly used social media community-driven platforms are Facebook and Twitter. It is recommended that a public organization launch with a combination of Facebook and Twitter platforms, as well as YouTube if you have a need to share personal stories or other topic related videos. Facebook will allow you to engage on a social level with your stakeholders and the community at large to share your resources, information and events. You can complement your Facebook efforts by using Twitter to disseminate short messaging points that may draw attention to like-minded industry supporters and newsmakers.



Facebook is the most popular social network website. It makes it easy for users to connect and share messages, videos and photos with their family and friends online. Organizations can create a business page which provides additional tracking tools.

- Age: 46% 45+, 40% 25–44
- Gender: 57% female
- Over 1 billion active users as of October 2012
- As of February 2012, 89% of social network site users had a Facebook account
- Personal connections



Twitter is an online social networking service and micro-blogging service that enables users to share small bursts of information called tweets (which are only 140 characters long). Every day millions of people turn to Twitter to connect to their interests, to share information and to find out current news from around the world.

- Age: 33% 45+, 48% 25–44
- Gender: 59% female
- Over 140 million users in the United States
- One quarter (26%) of internet users ages 18–29 use Twitter
- Informal connections



YouTube is a video-sharing website that allows people to discover, watch and share originally created videos. Companies can also take advantage of this platform to connect, inform and inspire viewers.

- Age: 33% 45+, 31% 25–44
- Top destination for online video
- Gender: 52% male
- Average user visits/month: 14

GETTING STARTED: 10 SOCIAL MEDIA TIPS TO COMPLEMENT YOUR CAMPAIGN EFFORTS



Pinterest is a pinboard-style photo sharing website. Content shared on Pinterest is driven entirely by visuals which you can either find online or upload on your own. Secret boards are now offered where only the people you select can view your pins. This is a great tool for businesses to share with teammates on launching products.



MySpace is a social networking website that allows users to create webpages and upload blogs, photos and videos. MySpace is very music-driven and allows users to stream music players where you can create mixes and/or playlists.



Google+ is a social networking website that integrates a number of Google products. Google+ has social groups called "Circles" with whom you choose to share messages, video and photos. Another feature is their chat feature "Hangouts."



Tumblr is a blogging platform that allows users to post text, images, videos, links, quotes and audio to their tumblrblog, a short-form blog.



The Tulare and Kings County Suicide Prevention Task Force uses Facebook and Twitter to engage community members in a dialog about suicide prevention and to provide information about task force activities and events to the community. Many of our task force members don't have a twitter account but would like to stay up-to-date on activities and events. Utilizing Twitter Fast Follow, members can send a text message to #40404 and then type "follow" and their twitter handle (in our case follow SPTF) to receive twitter updates via text messaging. It's a great way to keep them up-to-date and engaged. Recently we have also started to utilize Google Hangouts to live stream task force prevention meetings. The meeting is recorded and later posted to our YouTube channel.



– Noah Whitaker
Tulare County Health and Human Service Agency



CASE STUDY: TULARE AND KINGS COUNTY SUICIDE PREVENTION TASK FORCE

Facebook: www.facebook.com/hope.sptf

Twitter: <https://twitter.com/SPTF>

YouTube: www.youtube.com/user/TulareCountySPTF

Purpose

The Tulare Suicide Prevention Task Force started to utilize social media nearly five years ago to engage community members in a dialog about suicide prevention. A secondary purpose is to provide information about task force activities and events that are open to the public.

Target Population

Community members in Tulare and Kings County.

Time Investment

2–4 hours per week.

What Has Worked

- Although only one post by someone in a suicidal crisis was received over the past four years, messages and comments are constantly monitored via smartphone alerts. If you do receive a crisis call, make every effort to respond and make a personal connection. Do a little bit of investigating: most of the time you have their name and city, which might allow you to contact local law enforcement to do a wellness check. Utilize Facebook features to report suicidal content.
- Postings need to be relevant and timely. Post about three times a week and no more than once or twice a day.
- Many of our task force members don't have a Twitter account but would like to stay up-to-date on activities and events. Utilizing Twitter Fast Follow, members can send a text message to #40404 and then type "follow" and their Twitter handle (in our case follow SPTF) to receive Twitter updates via text messaging.
- Always watch out for the next big trend in social media. The Tulare Suicide Prevention Task Force is starting to utilize Google Hangouts to make the task force meetings more accessible to the public. During the "hangout" people can listen live and provide comments. The meeting is recorded and later posted to our YouTube channel. There are some additional technology needs that need to be taken into account such as video, lighting, sound and internet speed.
- In the near future this task force is planning to put together a team of content creators to submit editorials to the three local community papers. Once published, they will broadcast the links out through our social media sites.
- This task force is using YouTube to livestream task force meetings and show PSAs (e.g., the winners from our annual suicide prevention film festival).

GETTING STARTED: 10 SOCIAL MEDIA TIPS TO COMPLEMENT YOUR CAMPAIGN EFFORTS

Social Media—What Tools Are Right for You?

(Excerpt from: *The Health Communicators Social Media Toolkit*, page 2)

Social media tools range from easily downloadable products, such as buttons and badges that can be implemented with minimal resources, to engagement tools that foster two-way communication and ongoing interaction, such as social network sites. Generally, as you progress from dissemination to engagement, more resources are needed for setup and maintenance and the potential exists for greater participation, learning and sharing. It is recommended that you give careful consideration to the amount of resources and expertise required before deciding on the tools you may want to use.

SOCIAL MEDIA – WHAT TOOLS ARE RIGHT FOR YOU?							
DISSEMINATION ↓ ENGAGEMENT	TOOLS	RESOURCES					
		TIME/STAFF			TIME/STAFF		
		Low	Moderate	High	Low	Moderate	High
	Buttons / Badges	✓			✓		
	Content Syndication		✓		✓		
	RSS Feeds	✓			✓		
	Image Sharing	✓			✓		
	Podcast Posting	✓			✓		
	Online Video Sharing	✓			✓		
	Widgets ^{1,2}	✓			✓		
	eCards ³	✓			✓		
	Micro-blogs		✓		✓		
	Podcast Creation		✓			✓	
	Online Video Production		✓			✓	
	Blogs		✓			✓	
	Mobile Technologies / Texting		✓				✓
	Virtual Worlds		✓				✓
	Social Networks			✓	✓		

¹ Indicates the posting of a widget, not production.

² Although the majority of widgets feature embedded content, some may contain an interactive component such as a quiz or calculator.

³ Indicates the sending of an eCard, not production.

The Health Communicator’s Social Media Toolkit offers an overview of different social media platforms as well as tips and examples for each, including RSS feeds, podcasts, online video sharing, widgets, eCards, Twitter, blogs and Facebook.

www.cdc.gov/socialmedia/tools/guidelines/pdf/socialmediatoolkit_bm.pdf

5. Develop fresh and engaging content.

It is advisable to create a spreadsheet that outlines the date something is targeted to be submitted and the message content/topic. This spreadsheet can be used as a tool to route to those responsible for signing off on posting content. For topical content, the type of content to post or tweet can be text, links, photos (photos appear as links in Twitter) and videos for Facebook. All content that is posted or tweeted should not be solely information about your program. Content should also include relevant information from the news, complementary news, information or events, inspirational quotes and direct interaction with users to ensure your page is seen as an open resource. To interact directly with a Twitter user you can direct message by using the “@” symbol before the other user’s twitter name within your tweet.

6. Track posts and responses.

The spreadsheet developed for the approval process can be used for tracking purposes simply by adding when something was posted, actual content posted and who posted it.

7. Speak in layman’s terms.

Post content in a conversational style. Avoid using industry terms and jargon. Here are some basic principles of plain language:

- Quickly engage the reader.
- Write in an active voice.
- Keep messages short.
- Write in a friendly but professional tone.
- Choose familiar terms and use them consistently.

When writing content for suicide or suicide prevention, it is always advisable to review the Safe Messaging Guidelines. www.sprc.org/library/safemessagingfinal.pdf

“ The ‘It’s Up to Us’ social media campaign was implemented in phases. Phase one consisted of quick one-way communications, only allowing posts and comments about the campaign by San Diego County Health and Human Services. During this phase about 500 people a week engaged with the pages. Phase two shifted to a limited two-way communications program that lets users comment on posts and share more engaging content. Since phase two has been implemented, we have seen a tenfold increase in the number of people seeing and sharing content (5000–10,000) a week. The team creates monthly ‘content’ plans, including two types of posts: predetermined/scheduled and weekly engagement. Content includes inspirational/life quotes, educational fun facts, related news and partner recognition. All predetermined/scheduled posts are approved at the beginning of the month. Weekly engagement and response to posts are approved every Tuesday. ”

– Karen Ventimiglia,
San Diego County Health and Human Services

GETTING STARTED: 10 SOCIAL MEDIA TIPS TO COMPLEMENT YOUR CAMPAIGN EFFORTS

Sample Posting Schedule—San Diego County “It’s Up To Us” Mental Illness Stigma Reduction and Suicide Prevention Media Campaign (February 2013)

SAMPLE POSTING SCHEDULE				
DATE	MEDIUM	MESSAGE	LINK/PHOTO	TEAM MEMBER
2.1.2013	TWITTER	#FactFriday: Families from all walks of life are affected by mental illness regardless of age, race, income, religion or education.		James
2.2.2013	FACEBOOK	The It’s Up to Us quarterly campaign bulletin is available! To read it, download a printable version or sign up to receive an electronic copy of future bulletins, click here goo.gl/zC9Qr		Chad
2.2.2013	TWITTER	@DirectChangeCA All it takes is 60 seconds to make a difference! You up for a challenge? http://bit.ly/DirectingChange #CAvidcontest #highschool		James
2.3.2013	FACEBOOK	Step up Sunday: Link up for resources and learn about the importance of good mental health. Visit www.Up2SD.org .		James
2.4.2013	TWITTER	If a friend or family member is experiencing tough times, link up with local resources. Offer to get help together. goo.gl/wq11c		James
2.4.2013	FACEBOOK	N/A		Chad

8. Engage with users.

Engaging and responding in a timely fashion is expected with social users. Social users do not like phony personalities. Make sure your voice is genuine; social media is a give and take medium. Follow communication streams among many social users and offer resources when they are inquiring to you, your network and suicidal support and prevention in general.

9. Monitor post engagement.

Each Facebook post should be monitored for user engagement and feedback. Likes, comments and shares should be taken into account in deciding whether or not your users find a particular post interesting or beneficial. Determining the amount of likes, comments and shares that render a post successful should be established as the Facebook page evolves. Similarly, each Twitter retweet, mention, direct message and favorite should be taken into account when deciding whether or not your users find a particular post interesting or beneficial.

10. Monitor effectiveness.

Once you determine your communication objectives and specific social media tactics, you can determine how best to evaluate the process, outcomes and impact of your social media efforts.

Most common measurements for Facebook are:

- Awareness. If the goal of the campaign is awareness then it would be helpful to gauge effectiveness on page “likes,” post engagements and weekly reach. These metrics can easily be found on your Facebook Insights dashboard, which is found in your page’s admin panel.
- Website visits. If you are looking to drive website visits, then referral visits to your website should be tracked. Referral visits would be tracked by your third-party tracking system such as Google Analytics.

A screenshot of a Twitter post from user Lillian (@lilqt) dated 18 Nov. The text of the tweet reads: "Found out late lastnight I lost a dear friend to suicide, so devastating. Local resources available in San Diego @Up2SD". Below the text are icons for Collapse, Reply, Retweet, Favorite, and More. The time is 11:29 AM - 18 Nov 12. Below the tweet is a reply box with the text "Reply to @lilqt". Below the reply box is another tweet from "It's Up to Us @Up2SD" dated 19 Nov, which says: "@lilqt We are so sorry to hear of your loss. You are not alone and our hearts go out to you. Find support groups at Up2SD.org".

A screenshot of a Twitter post from user Lifeline (@800273TALK) dated 17 Dec. The text of the tweet reads: "News of shootings can feel overwhelming. @distressline offers 24/7 support- call 1-800-985-5990. #newtown". Below the text are icons for Collapse, Reply, Retweet, Favorite, and More. The tweet has 26 retweets and 1 favorite. The time is 6:52 AM - 17 Dec 12.

A screenshot of a Facebook post from the page "It's Up to Us". The post is titled "Bruce Springsteen, revered American musician, suffered from depression during the peak of his career, but sought help and is now at peace with himself." and includes a link: <http://goo.gl/gmylc>. Below the text is a photo of Bruce Springsteen playing guitar. To the right of the photo is a text box that says: "Bruce Springsteen Reveals Depression - And Gives Us Permission To Talk About It Too - Forbes goo.gl". Below the photo and text box are icons for Like, Comment, and Share. The post has 7 likes, 1 comment, and 5 shares. At the bottom, it says "392 people saw this post" and "Promote".

GETTING STARTED: 10 SOCIAL MEDIA TIPS TO COMPLEMENT YOUR CAMPAIGN EFFORTS

Most common measurements for Twitter are:

- Awareness. If the goal of the campaign is awareness, then it would be helpful to gauge effectiveness on page followers, retweets, mentions and hashtags.
- Website visits. If you are looking to drive website visits, then referral visits to your website should be tracked. Your third-party tracking system, such as Google Analytics, would track referral visits.

Metrics such as those shown in Table 3 can help track your communication efforts. For social media, these can include traffic driven back to your website, influence and reach, as well as user interactions and engagement.

Evaluation Tracking Table—Adapted from The Health Communicator’s Social Media Toolkit

EVALUATION TRACKING TABLE					
EXAMPLE	TIME FRAME	INPUTS <i>(Measure all of the resources and time you put into social media, e.g., number of messages developed, staff time, etc.)</i>	ACTIVITIES <i>(The social media strategies you are using.)</i>	OUTPUTS <i>(What are the outputs of your activities? E.g., number of friends, followers, retweets and messages posted.)</i>	OUTCOMES <i>(What are the results you are hoping to see? Can they be measured? Results should match those identified in your communication strategy.)</i>
Contra Costa Crisis Center	Between 1.1.2012 – 1.31.2012	Invested about 6–8 hours per week to create, post and respond to content.	Used Tumblr to promote crisis chat services to community members.	12 posts to Tumblr 5-10 hearts and re-blogs Most popular post: Sample Self-care Plan	4 people who utilized the service promoted as a result of these efforts.
San Diego County “It’s Up To Us” Campaign	Between 7.2012 – 1.2013	Invested about 4–6 hours per week to create a content schedule, daily management and monthly reporting.	Used Facebook to promote the “It’s Up to Us” multimedia campaign through social media channels.	Total likes: 1,943 1 post per day.	Average weekly reach: 5,000–10,000 unique users. Average weekly post engagement: 500



CASE STUDY: COUNTY OF SAN DIEGO HEALTH AND HUMAN SERVICES AGENCY: “IT’S UP TO US” CAMPAIGN

Facebook: www.facebook.com/Up2SD

Twitter: <http://twitter.com/Up2SD>

YouTube: www.YouTube.com/user/Up2SD

Purpose

To complement the “It’s Up to Us” mental illness stigma reduction and suicide prevention media campaign, drive people to the campaign website and have two-way conversations about these topics.

Target Population

General public in San Diego.

Time Investment

About 4 hours per week. Social media efforts are managed by an advertising agency who works closely with the county to create monthly “content” campaigns, including two types of posts: predetermined/scheduled and weekly engagement. Content includes inspirational/life quotes, educational fun facts, related news and partner recognition. All predetermined/scheduled posts are approved at the beginning of the month. Weekly engagement and response to posts are approved every Tuesday.

What Has Worked

- Being authentic: Users know when they are being talked at versus being asked to engage.
- You get what you put in: Dedicate resources to keep content fresh, relevant and engaging.
- Investing time into strategic planning and developing a monthly “posting” calendar.
- Being prepared: Have a list of prewritten responses and resources.
- The “It’s Up to Us” social media campaign was implemented in phases. Phase 1 consisted of quick one-way communications, only allowing posts and comments from the campaign on behalf of San Diego County Health and Human Services. During this phase about 500 people a week engaged with the pages. Phase 2 shifted to a limited two-way communications program that encourages users to comment on posts and share content, but all replies to users are preapproved. Since Phase 2 has been implemented “It’s Up to Us” has seen a tenfold increase in the number of people seeing and sharing content (5,000–10,000 a week).
- To prepare for emergency situations or negative comments, preset responses were created, which included resources and the local crisis hotline. In addition, a disclosure is listed on all pages letting users know that the site is not monitored and advising them to call the local hotline if they are in a crisis. Phase 2 has been very successful with no emergency situations and only about 1 in 60 posts have a slightly negative tone, most of which are counteracted by other Facebook fans and do not require a response from the county.

TOOLS & RESOURCES

TOOLS & RESOURCES: MUST HAVES IN YOUR SOCIAL MEDIA TOOLBOX

Download HootSuite

This free tool syncs with your Facebook and Twitter accounts to let you respond quickly to Facebook and Twitter activity, jump in relevant conversations and pre-schedule updates you want to distribute throughout the day. HootSuite also lets you set up different streams for health topics of interest so you can stay on top of relevant industry discussions and news. You can find HootSuite online at <http://hootsuite.com/>.

Set up Google Alert

Set up different alerts for the county, surrounding cities, topical words, your listing's addresses and your go-to industry media outlets. These alerts keep you informed of industry news and chatter in near realtime, so you are always able to jump into any relevant conversations happening online and have the ability to share with your clients and social media networks. You can find Google Alerts online at www.google.com/alerts

Google Shortener

This is a free tool that masks URLs to be shorter and cleaner, but still lead to the same destination. This allows you to shorten long links, which is beneficial especially for platforms that limit characters, such as Twitter. Another benefit Google Shortener provides is analytics and link tracking. Google Shortener tracks clicks from your link. It also breaks down clicks by referrers (sites, emails, etc.), browsers, countries and platforms. Goog.gl

Viralheat

Twitter, unlike Facebook, does not have an analytics dashboard to view social reach and engagement. Viralheat has a free tool that provides analytics for your Twitter profile. The tool tracks tweets, retweets, mentions, links and hashtags on your behalf, enabling you to determine the best-performing tweets. <https://app.viralheat.com/web>

Other Resources

- CDC's Guide to Writing for Social Media: www.cdc.gov/socialmedia/tools/guidelines/pdf/guidetowritingforsocialmedia.pdf
- CDC's The Health Communicator's Social Media Toolkit: Offers an overview of different social media tools, tips for each and strategic planning worksheets to help organizations think through which social media platforms might work for their goals and audience: www.cdc.gov/socialmedia/tools/guidelines/pdf/socialmediatoolkit_bm.pdf
- The Pew Research Center offers data on social media use. Of special interest is the Pew Center's Internet and American Life Project: www.pewinternet.org
- SPRC also has a number of archived webinars related to this topic:
 - **Using New Technologies for Youth Suicide Prevention:** This session from July 2012 gives an overview of how widespread mobile technologies have become and offers examples of how these new media can be harnessed for youth suicide prevention. (www.sprc.org/news-events/events/using-new-technologies-youth-suicide-prevention)
 - **Using New and Social Media for Suicide Intervention and Postvention:** This session from 2010 addresses the role new and social media can have in intervening with suicidal individuals, as well as in postvention activities, particularly identifying other young people who may be at risk.
 - **Using New and Social Media for Suicide Prevention:** This session offers strategies for strategically integrating new and social media into suicide prevention programs.

STEP-BY-STEP INSTRUCTIONS

STEP-BY-STEP INSTRUCTIONS: FACEBOOK

Disclaimer: These are general step-by-step instructions and are current as of February 2013. Setups for social media pages are constantly evolving and instructions can change without further notice.

FACEBOOK

Important note: Follow the instructions for setting up a page for an organization, not a personal page!

To learn more about setting up your profile, visit: www.facebook.com/help/364458366957655/.

TO CREATE A FACEBOOK PAGE FOR YOUR ORGANIZATION, FOLLOW THESE STEPS:

1. Go to www.facebook.com and log in.
2. If you don't have a Facebook account, you will need to create one. If you already have an account, skip to step 5.
3. Create a Facebook account. Agree to the Terms of Use and click "Sign up Now!"
4. Facebook will then send a confirmation email to you. Follow the link provided in the email and you will be logged in to your Facebook account.
5. Select "Home" on the top right navigation bar.
6. On the left column hover over "Pages" and select "More."
7. Select "Create a Page" and select "Cause or Community."
8. Type in the cause or community name and agree to the Facebook Pages Terms. Then click "Get Started."

ONCE YOU HAVE A PAGE CREATED, YOU WILL NEED TO WALK THROUGH FACEBOOK'S FIRST FOUR STARTUP STEPS:

1. Profile photo (200 x 200 pixels)

- a. The instructions ask for 180 x 180 pixels, but we recommend 200 x 200.
- b. This image will be used as your avatar when you are displayed on others' news feeds and page posts.
- c. Ensure that the image or graphic used for the profile photo is proportional and fits within the specified measurements so that it displays correctly to the public. (Non-square images will not display properly and may appear off-center.)

2. About information

- a. Provide basic information about your page. This info will appear in the "About" section.
- b. Later you will be able to include more in-depth information, such as your mission, description, general info and location.
- c. Add external links to your page. For example, a website, Twitter or blog page.
- d. Select "Yes" you will represent the real organization.

3. Facebook web address

- a. Create a unique Facebook web address to make it easier for people to find your page.
- b. Warning: Once this has been set it cannot be changed.
- c. Choose something self-explanatory. For example, for the San Diego "It's Up to Us" campaign, the unique Facebook web address is www.facebook.com/Up2SD.

STEP-BY-STEP INSTRUCTIONS: FACEBOOK

4. Enable ads

- Facebook suggests growing your audience by running a Facebook ads campaign. This is optional, depending on whether you want to fund advertising on Facebook.
- If you would like to enable the option for ads, you will need a credit card or PayPal account ready.
- If you do not wish to enable ads on Facebook (you can change this at any time), select "Skip."

AFTER YOU ARRIVE TO YOUR ORGANIZATION'S PAGE, THERE ARE A FEW MORE SETUP STEPS.

1. Timeline cover photo (851 x 315 pixels)

- This large image will be used to headline your page and should represent the brand message you want to communicate to your users.

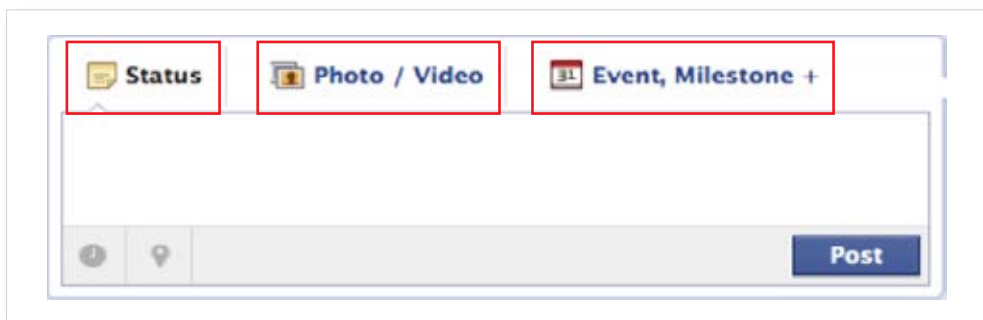
The image shows a screenshot of a Facebook page for the National Suicide Prevention Lifeline. The page features a large cover photo (Timeline Picture) consisting of a grid of people holding signs with messages such as "I will call when the first feelings hit the stage of my life 1-800-273-TALK", "Cause anytime they need me 1-800-273-TALK", "BECAUSE JUST TALKING ABOUT IT HELPS 1-800-273-TALK", "BECAUSE YOU ARE WORTH IT 1-800-273-TALK", "Because sometimes you just can't go through it alone. 1-800-273-TALK", "LOVE+HOPE IS ALL YOU NEED 1-800-273-TALK", "My children need me 1-800-273-TALK", "Because you are worth it 1-800-273-TALK", and "Because life can be beautiful 1-800-273-TALK". A red arrow points to this grid with the label "Timeline Picture".

The profile picture (Profile Picture) is a square image with a red border containing the text "SUICIDE PREVENTION LIFELINE 1-800-273-TALK (8255)". A red arrow points to this image with the label "Profile Picture".

Below the cover photo, the page title is "National Suicide Prevention Lifeline '1-800-273-TALK (8255)'" with 46,751 likes and 3,026 people talking about it. The page description includes: "Non-Profit Organization. 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." A "Like" button and a "Message" button are visible. A small blue box on the right contains the text "If you're in the right place, you're not alone. Please call 1-800-273-TALK." and a thumbs-up icon next to the number "46,751".

2. Timeline

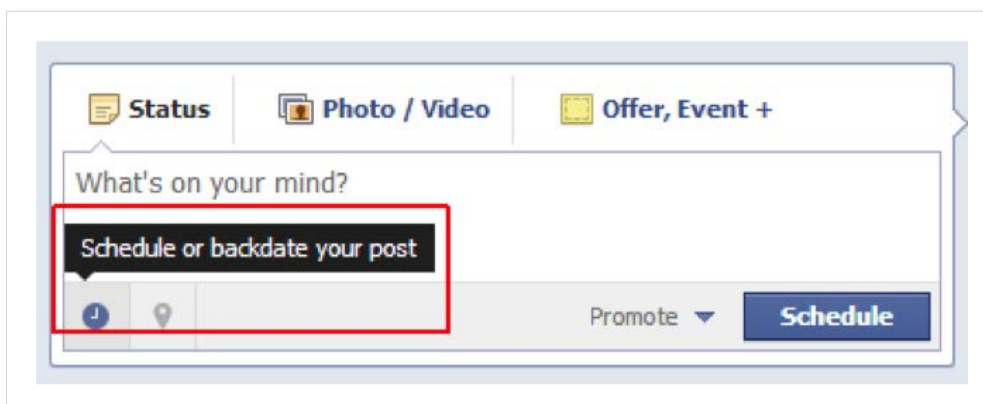
- You can use Facebook's timeline feature to tell your organization's story through status updates, key milestones, photos, statistics, etc.
- To have these moments shared on your Facebook page, select "Status," "Photo/Video" or "Event/Milestone."
- Status updates will be text-only posts.
- Selecting "Photo/Video" allows you to upload and share photos or videos by themselves or with messages.
- The "Event/Milestone" option allows you to fill out the information that is provided. Uploading photos, if you have them, can help increase audience engagement.



3. How to schedule post(s)

You can prepare a Facebook post and schedule it to appear later by adding a date and time in the future before you post it. You can schedule posts up to 6 months in advance, with time options displayed in 10-minute intervals.

- Choose the type of post you want to add to your page (Status, Photo/Video, Event/Milestone) and fill in content.
- Click the icon in the lower-left of the sharing tool. (Note: You need to add the date your organization began before you can schedule posts or post in the past.)
- Choose the future year, month, day, hour and minute that you'd like your post to appear. If you do not select a date, it will post immediately.
- Click "Schedule." All times correspond to the current time zone you're in.

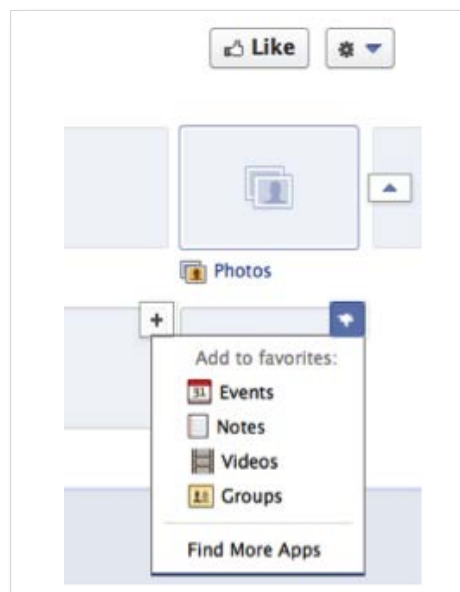


STEP-BY-STEP INSTRUCTIONS: FACEBOOK

4. Events page

- Under the cover photo click on the “arrow” next to the Photos tab. This will allow you to add additional tabs also known as apps. Click on the “+” square and select “Events.”
- Click “Create Event” in the upper-right corner of the page.
- From here, you can customize the event, edit its privacy settings and invite guests (see following example).

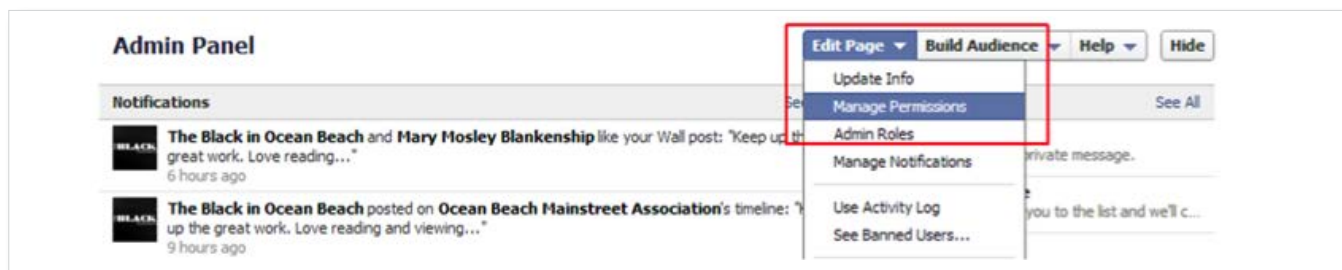
Note: If your primary purpose is to promote a one-time event, consider just setting up an event on Facebook and driving individuals there. One added benefit is that individuals are notified any time you post an update.



5. How to manage posts by others on Facebook

Posts by others can be turned off or on. To manage posts by others, follow these steps:

- At the top of the page, click on “Edit Page” and select “Manage Permissions.”
- Within “Manage Permissions” the page administrator can manage the page/posts visibility by checking the options under “Posting Ability.”



If you allow others to make comments, the comments will be viewable in the right column under “Recent Posts by Others.” Here you can read others’ posts, comment on the posts and “like” posts that people have shared on your organization page. You also have the ability to hide comments/posts from fans if you find the content is irrelevant to your organization or inappropriate in nature.

To hide comments follow these steps:

- a. Click on the “X” mark in the right-hand corner of a post to hide a comment/post and select the “Hidden as Spam” and select the “Report or Ban” option.
- b. At your discretion, you can report the comment/post to Facebook if you find it to be abusive, vulgar or disrespectful. After filling out the report, Facebook will take care of the matter by taking appropriate measures and investigating the situation.



STEP-BY-STEP INSTRUCTIONS: TWITTER

TWITTER

To learn more about your profile setup, visit: <https://support.twitter.com/articles/100990-how-to-sign-up-on-twitter>.

TO CREATE A TWITTER PAGE FOR YOUR ORGANIZATION, FOLLOW THESE STEPS:

1. Go to www.twitter.com.
2. In the “New to Twitter? Sign up” box, fill in the information that is requested.
3. Press the “Sign Up for Twitter” button.
4. Twitter will then send a confirmation email to you.
5. Follow the link provided in the email.
6. Your page is now complete.

ONCE YOU HAVE A PAGE CREATED, YOU WILL NEED TO UPLOAD AND ENTER A FEW ITEMS:

1. Profile photo (128 x 128 pixels)

- a. This image will be used as your avatar when you are displayed on other pages and page posts.
- b. Ensure that the image or graphic used for the profile photo is proportional so it displays correctly to the public. (Non-square images will not display properly and may appear off-center.)

2. Header image (1252 x 626 pixels)

- a. The header image displays behind the profile image and short bio (see step 4 for bio description).
- b. It's recommended to have a darker background since the text of the bio is automatically white.
- c. Since the profile image is in front of the header image, ensure your header image is not affected by your profile image.

3. Background Twitter skin (1600 x 900 pixels)

- a. This background image will be used to represent the campaign message you want to communicate to your users.
- b. Your organization logo and bio information will overlay the background, so be conscious of any bold or distracting patterns that may inhibit the public's ability to read the text.

4. Bio information

- a. This is a short message (160 characters maximum) on your home page where users can receive a snapshot of what your page and organization is about.
- b. The type of information to include can be bio, location and website.



HOW TO POST CONTENT ON TWITTER

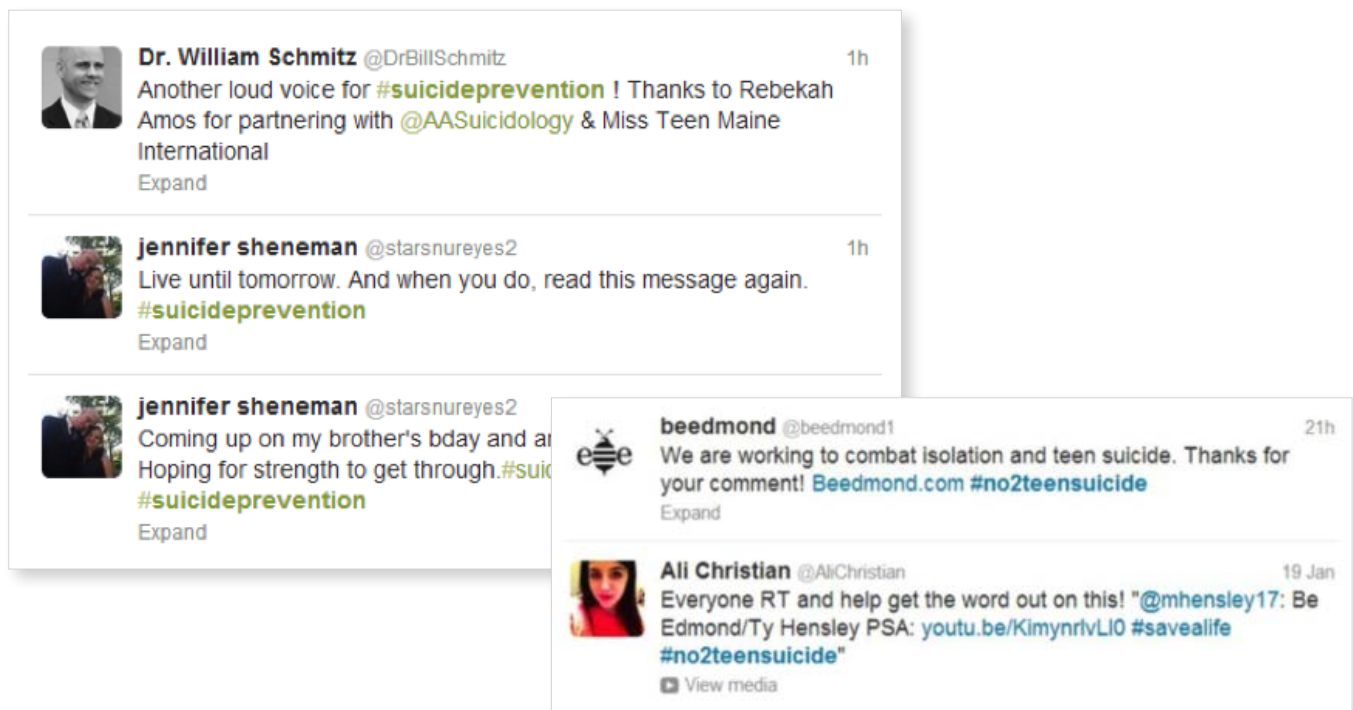
Be aware there is a 140-character limit when posting content to Twitter. When posting long links, it is advisable to use the Google Shortener tool <http://goo.gl/> to shorten your longer links (see “How to use Google Shortener” section for more information).

When you engage in a conversation or want to forward on something interesting to share, follow these tips to support your engagement activity and topic trends:

- **Retweet:** If you find an interesting post on your home twitterfeed, retweet it to spread the message. The message you retweet will show on your feed and also notify the original user that you did so. This shows that you appreciate a user tweet and want to share it with your followers.



- **Hashtags:** Hashtags are created by putting a “#” in front of a word or phrase without spaces. You may see tweets that use a hashtag (e.g., [#SuicidePrevention](#)) in their message. Hashtags help display your message in front of users who are interested in that topic you’re tagging. When you place a hashtag in a message you are categorizing that message. So if you click on [#SuicidePrevention](#), all posts that also have [#SuicidePrevention](#) in them will appear in the search results. Hashtags that have shown significant trending include [#no2TeenSuicide](#) and [#SuicidePrevention](#).



STEP-BY-STEP INSTRUCTIONS: OTHER TIPS

How often to post content

There are several differences to keep in mind when creating content for Facebook and Twitter. Both platforms will display your content in follower/fan news feeds, and will allot for interaction with your followers, fans and the general public. Facebook offers users the ability to create lengthier messages and posts generally have a longer “shelf life” as Facebook users spend more time on the social media site than Twitter users (6.75 hours per month for Facebook compared with 21 minutes per month for Twitter). As such, posting on your Facebook wall should be done consistently; 3 to 5 times per week is recommended. Twitter is a fast-paced platform that yields high turnover of content, so posting at least 2 to 4 times a day is recommended.

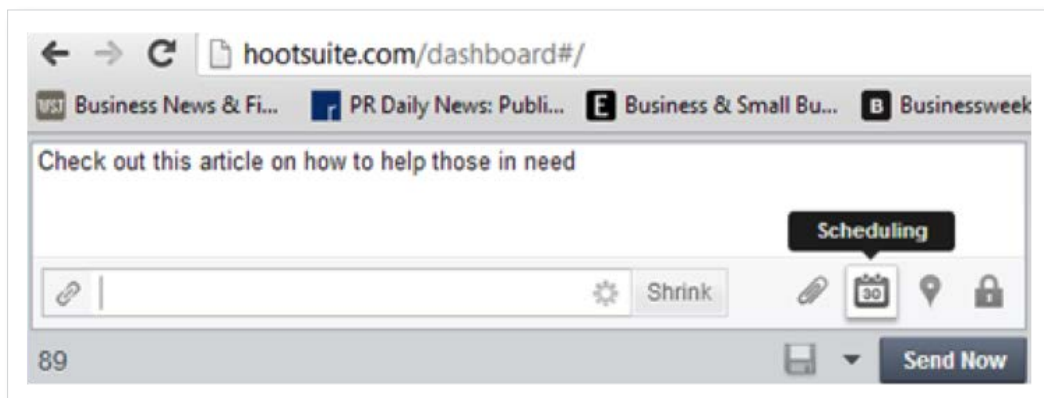
Scheduling posts through a third-party application

Scheduling posts via Facebook instead of a third party application such as HootSuite is beneficial because it makes the post look more “organic.” When you post a message via HootSuite, at the bottom of the post it says the message was posted via HootSuite. This may give your post an unauthentic or nonorganic appearance.

However, Twitter, unlike Facebook, does not have a built-in system for scheduling posts. Therefore, you can use a third-party app such as HootSuite to schedule your posts. You can choose to schedule Facebook and Twitter through HootSuite to streamline your efforts, but be mindful of the authenticity referenced above about using HootSuite to schedule your Facebook posts.

How to set up a HootSuite account:

1. Go to <http://hootsuite.com/>.
2. Fill out the homepage registration form on the right-hand side.
3. After you log in, select “Add Twitter Profile.”
4. Enter your Twitter username and password then select “Authorize App.”
5. Your Twitter feed will appear on the HootSuite deck.
6. Compose a message at the top left and select a date and time to post it and HootSuite does the rest.
7. Check your scheduled posts by selecting the arrow on the left side bar under the home tab.




How to set up your mobile device:

You can download apps to your iPhone or Android device. Facebook has a Facebook Pages App (iPhone), so you can manage your Facebook page on your smartphone. For Android devices, you can find the Facebook and Twitter app on their Google Play store.

iPhone

1. Go to the App Store and tap on the search option.
2. Type in "Facebook" and/or "Twitter."
3. Tap "Free," then "Install App" as shown to the right.
4. Enter your Apple ID password (if you do not have one, you will need to set up an account on your iTunes app).
5. Wait for the app to appear on your phone once the download has been finalized.
6. Sign in.

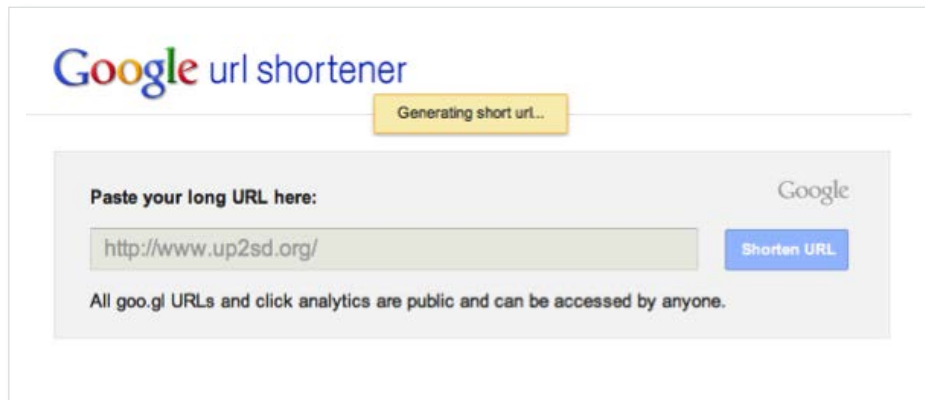
Android

1. Go to Google Play "Android app" store.
 2. Select "Apps."
 3. Search for Facebook or Twitter.
 4. Tap the "Free" button.
 5. Accept all terms and conditions by selecting "OK."
 6. Sign in.
- 

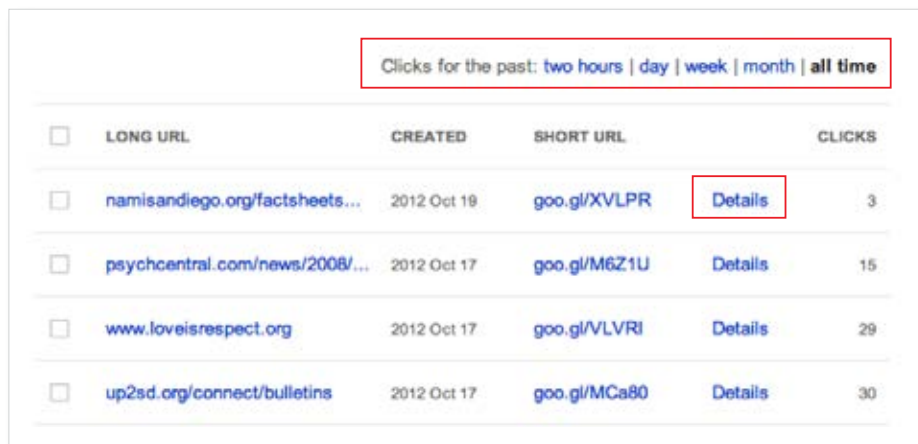
STEP-BY-STEP INSTRUCTIONS: OTHER TIPS

How to use Google Shortener to evaluate your efforts:

Google Shortener is a tool that masks URLs to be shorter and cleaner, but still lead to the same destination. This allows you to shorten long links, which is beneficial especially for platforms such as Twitter that limit characters. Another benefit Google Shortener provides is analytics and link tracking. Google Shortener tracks clicks from your link. It also breaks down clicks by referrals (sites, emails, etc.), browsers, countries and platforms.






1. Go to <http://goo.gl/>.
2. Sign in using a Google account (If you don't already have one, you will have to create a Google account.)
3. Copy and paste a link you wish to track in the designated area.
4. After the link shortens, place it in your social media posts or email blasts and Google Shortener will track the clicks.
5. To view the analytics go back to <http://goo.gl/> and log in.
6. Select a "time frame" and choose "Details."

A screenshot of the Google Shortener analytics page. At the top, there's a dropdown menu for "Clicks for the past:" with options: "two hours", "day", "week", "month", and "all time". Below this is a table with the following columns: "LONG URL", "CREATED", "SHORT URL", "CLICKS", and "Details". The table contains five rows of data.




<input type="checkbox"/>	LONG URL	CREATED	SHORT URL	CLICKS	Details
<input type="checkbox"/>	namisandiego.org/factsheets...	2012 Oct 19	goo.gl/XVLPR	3	Details
<input type="checkbox"/>	psychcentral.com/news/2008/...	2012 Oct 17	goo.gl/M6Z1U	15	Details
<input type="checkbox"/>	www.loveisrespect.org	2012 Oct 17	goo.gl/VLVRI	29	Details
<input type="checkbox"/>	up2sd.org/connect/bulletins	2012 Oct 17	goo.gl/MCa80	30	Details

SAMPLE POSTING SCHEDULE




SAMPLE POSTING SCHEDULE: MONDAYS

KNOW THE SIGNS MONDAYS <i>Info About Warning Signs</i>			
	MESSAGE	LINKS TO	CHARACTERS
 FACEBOOK	Just like CPR, everyone can learn what to do to save a life from suicide. Know the Signs, Find the Words, Reach Out. Learn more at http://bit.ly/S9CbFp	www.suicideispreventable.org	152
	Talking about wanting to die is a potential warning sign for people who are thinking about suicide. Learn how to respond and what to do at http://bit.ly/S9CbFp	www.suicideispreventable.org	161
	Pain isn't always obvious. Most suicidal people show some signs that they are thinking about suicide. If you see even one warning sign, step in or speak up. 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. http://bit.ly/S9CbFp	www.suicideispreventable.org	292
	Pain isn't always obvious. That's why we need to know the warnings signs for suicide. Encourage your friends and family to get educated about suicide prevention. For trainings in your area visit http://bit.ly/S9CbFp	www.suicideispreventable.org	215
	Not everyone reacts to stress the same way. Sometimes anger and anxiety can be a sign of stress or mental illness. Know the Signs at http://bit.ly/S9CbFp	www.suicideispreventable.org	153
	Substance abuse is one way some try to mask mental illness or thoughts of suicide. Know the Signs at http://bit.ly/S9CbFp (See Graphic A)	www.suicideispreventable.org	121
 FACEBOOK / TWITTER	Substance abuse is one way some try to mask mental illness or thoughts of suicide. Know the Signs at http://bit.ly/S9CbFp	www.suicideispreventable.org	121
	Know the signs. Find the words. Reach out. Visit www.suicideispreventable.org (See Graphic B)	www.suicideispreventable.org	76
	Do you know the warning signs for suicide? Visit www.suicideispreventable.org (See Graphic C)	www.suicideispreventable.org	76
 TWITTER	Like CPR, everyone can learn ways to save a life from #suicide. Know the Signs, Find the Words, Reach Out. Learn more at bit.ly/S9CbFp	www.suicideispreventable.org	134
	Talking about wanting to die is a warning sign for people thinking about suicide. Learn best responses & how to help at bit.ly/S9CbFp	www.suicideispreventable.org	133
	Not everyone reacts to stress the same. Anger & anxiety can be signs of stress or mental illness. Know the Signs at bit.ly/S9CbFp	www.suicideispreventable.org	129
	Substance abuse is one way some try to mask mental illness or thoughts of #suicide. Know the Signs at bit.ly/S9CbFp	www.suicideispreventable.org	115
	Friends & family can learn to recognize signs of suicide & help in prevention. For trainings in your area visit bit.ly/S9CbFp	www.suicideispreventable.org	125



SAMPLE POSTING SCHEDULE: TUESDAYS

FIND THE WORDS TUESDAYS <i>Tips for Offering Support</i>			
	MESSAGE	LINKS TO	CHARACTERS
 FACEBOOK	Learn to ask the question “Are you thinking about suicide?” And other steps to saving a life at http://bit.ly/S9CbFp	www.suicideispreventable.org	116
	Don't keep suicide a secret. Although 40-68 percent of young people with thoughts of suicide turned to peers for support, fewer than 25% of the peers told an adult or got the young person to an adult for help. Visit http://bit.ly/S9CbFp	www.suicideispreventable.org	237
	If someone tells you that they are thinking about suicide, take action immediately. Ask them when the last time they thought about it was and if they have a plan. Then get them to help right away. Learn more at http://bit.ly/S9CbFp	www.suicideispreventable.org	231
 FACEBOOK / TWITTER	Trust your instinct – if you are concerned about someone don't hesitate to speak up. Find the Words at http://bit.ly/S9CbFp	www.suicideispreventable.org	123
	Make a call today to someone you are concerned about. If you need help finding the words, visit http://bit.ly/S9CbFp	www.suicideispreventable.org	116
	Sometimes we know people need help, but don't know how to start the conversation. Find the words at http://bit.ly/S9CbFp	www.suicideispreventable.org	120
 TWITTER	If you're worried a loved one is thinking about suicide, do you know how to reach them? Find the Words at bit.ly/S9CbFp	www.suicideispreventable.org	119
	Learn to ask the question “Are you thinking about suicide?” And other steps to saving a life at bit.ly/S9CbFp	www.suicideispreventable.org	109
	Make a call today to someone you are concerned about. If you need help finding the words, visit bit.ly/S9CbFp	www.suicideispreventable.org	109
	If someone tells you they are thinking about suicide, take action immediately. Ask them questions & get help right away bit.ly/S9CbFp	www.suicideispreventable.org	133
	Sometimes we know people need help, but don't know how to start the conversation. Find the Words at bit.ly/S9CbFp	www.suicideispreventable.org	113



SAMPLE POSTING SCHEDULE: WEDNESDAYS

Reach Out Wednesdays <i>Feature National / Local Resources</i>			
	MESSAGE	LINKS TO	CHARACTERS
 FACEBOOK	Are you going through tough times? Trained and experienced counselors are available 24/7 to help you. Make the FREE call to the National Suicide Prevention Lifeline: (800) 273-8255.	www.suicidepreventionlifeline.org	181
	Did you know crisis lines are there for helpers too? If you are concerned about a loved one and don't know what to do, they can help. Call the National Suicide Prevention Lifeline at (800) 273-8255.	www.suicidepreventionlifeline.org	198
 FACEBOOK / TWITTER	Want to learn more about suicide prevention? Visit http://bit.ly/S9CbFp for resources and trainings in your area.	www.suicideispreventable.org	113
	If you've lost someone to suicide, you are not alone. Find a survivors' group in your area at http://bit.ly/S9CbFp	www.suicideispreventable.org	114
	Together we have the power to make a difference. The power to save a life. http://bit.ly/11C6ad7	Link to Home Page Video	96
	On the surface, a friend experiencing emotional pain or suicidal thoughts may seem ok. Trust your instincts. http://bit.ly/XxFG4k	Link to Online Video	129
	You don't have to be in crisis to call a hotline, sometimes you just need to talk. If you need help or need to talk, call (800) 273-8255.	www.suicidepreventionlifeline.org	138
	Concerned about someone? Visit www.suicideispreventable.org for resources in your county.	www.suicideispreventable.org	89
	The American Foundation for Suicide Prevention offers information about suicide prevention. Get involved with your local chapter!	www.afsp.org	129
 TWITTER	Want to learn more about #suicideprevention ? Visit bit.ly/S9CbFp for resources & trainings in your area.	www.suicideispreventable.org	104
	If you've lost someone to #suicide you are not alone. Find a survivors' group in your area at bit.ly/S9CbFp	www.suicideispreventable.org	107
	You don't have to be in crisis to call a hotline. Sometimes you just need to talk. If you need help or need to talk call (800) 273-8255.		136
	You don't have to suffer in silence. Trained & experienced counselors are available 24/7. Make the FREE call: (800) 273-8255.		125
	Did you know crisis lines are there for helpers too? If you are concerned about a loved one & don't know what to do call (800) 273-8255.		137



SAMPLE POSTING SCHEDULE: THURSDAYS

CONNECT THURSDAYS <i>Events / Links to Stories, Walks, etc.</i>			
	MESSAGE	LINKS TO	CHARACTERS
 FACEBOOK / TWITTER	Walk in honor of a loved one to raise awareness and prevent suicide. Visit http://bit.ly/WfoNhm to find an event in your county.	www.afsp.org/index.cfm?page_id=DAD0263D-CB7C-285D-7DB5B85E0F45BFB6	128
	Not all wounds from war can be seen. Make connections with stories from veterans. http://bit.ly/12H3TwM .	www.maketheconnection.net	105
	N/A (See Graphic D)	www.suicideispreventable.org	0
	There is more to live for. Hear about Kimberly's reasons at http://bit.ly/VXcbv0 .	www.Up2SD.org	81
	Suicide impacts so many more people than the one that died. Listen to Annabelle's story of loss and hope. http://bit.ly/X0yMIJ	www.Up2SD.org/personal-stories/annabelles-story-healing	126
	Make your voice count. Engage in dialog about suicide prevention at www.yourvoicecounts.org	www.yourvoicecounts.org	91
	Suicide is preventable. Learn about risk factors, warning signs and what to do to prevent suicide. Learn more at http://bit.ly/S9CbFp	www.suicideispreventable.org	134
Pain isn't always obvious. Watch this TV spot about recognizing the warning signs for suicide. http://bit.ly/11C6ad7	Link to TV Spot	116	
 TWITTER	Walk in honor of a loved one to raise awareness and prevent suicide. Find an event in your county. http://bit.ly/WfoNhm	www.afsp.org/index.cfm?page_id=DAD0263D-CB7C-285D-7DB5B85E0F45BFB6	119
	Not all wounds from war can be seen. Learn about a veteran's strength to ask for help. bit.ly/11NpPpD	www.maketheconnection.net	101
	There is always more to live for. Hear about Kimberly's reasons at bit.ly/VXcbv0	www.Up2SD.org	80
	Suicide is preventable. Learn about risk factors, warning signs & what to do to prevent suicide. Learn more at bit.ly/S9CbFp	www.suicideispreventable.org	124

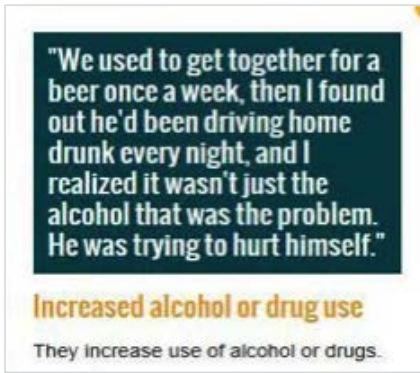
SAMPLE POSTING SCHEDULE: FRIDAYS

PAY IT FORWARD FRIDAYS <i>Uplifting Quotes & Graphics</i>			
	MESSAGE	LINKS TO	CHARACTERS
 FACEBOOK	Pay it Forward Fridays: Did you know you can Increase short-term feelings of happiness by performing random acts of kindness? Here are 276 for you to choose from bit.ly/11qqAp	www.randomactsofkindness.org/kindness-ideas	175
	N/A (Choose from Graphics: E, F, G or H)		0
	Pay it Forward Fridays: Make Happiness a Habit! (See Graphic I)		47
 FACEBOOK / TWITTER	Increase short-term feelings of #happiness by performing random acts of kindness. Here are 276 for you to choose from bit.ly/11qqAps	www.randomactsofkindness.org/kindness-ideas	132
	Stay positive. Learn to avoid negative thought patterns & focus on feeling grateful for the positive things in your life.		122
	Try to smile all day today (even if ur feeling down). You'll find that it brightens the rest of your day & maybe even someone else's.		133
	Be kind, for everyone you meet is fighting a tough battle...even if you can't see it. (See Graphic J)		83

SAMPLE POSTING SCHEDULE: WEEKENDS

WELLNESS WEEKENDS <i>Tips to Staying Happy, Healthy & Active</i>			
	MESSAGE	LINKS TO	CHARACTERS
 FACEBOOK	N/A (Choose from Graphics K, L, M, N, O or P)		0
	Laugh out loud: Every time you laugh, increased oxygen flows to your organs, blood flow increases, and stress evaporates. In fact, just thinking about having a good laugh is enough to lower your stress hormone levels.		220
	Don't forget to breathe today! 1. Sit in a comfortable position. 2. Put one hand on your belly just below your ribs and the other hand on your chest. 3. Take a deep breath in through your nose, and let your belly push your hand out. Your chest should not move. 4. Breathe out through pursed lips as if you were whistling. Feel the hand on your belly go in, and use it to push all the air out. 5. Do this breathing 3 to 10 times. Take your time with each breath. (See Graphic Q)		595
 FACEBOOK / TWITTER	Ten tools to live your life well! www.liveyourlifewell.org	www.liveyourlifewell.org	58
	How stressed are you? Take this quiz from Mental Health America http://bit.ly/U78apB	www.mentalhealthamerica.net/llw/stressquiz	83
	"Happiness is when what you think, what you say and what you do are in harmony." - Gandhi		89
	Don't stumble over something behind you.		40
	Can a healthy diet improve mental health? Find out here http://goo.gl/M6Z1U .	http://psychcentral.com/news/2008/07/10/healthy-food-can-improve-mental-health/2587.html	77
	#WellnessWeekend! 10 Tips for Staying Happier bit.ly/XW8KCx		59
	20 min of exercise 3 days a week will increase your happiness by 10-20%. Here's a 20 min plan fitm.ag/Wz6ovS	http://www.fitnessmagazine.com/workout/express/20-minute/perfect-20-minute-workout-plan	108
Wellness Weekend! Dancing increases happiness. (See Graphic R)		46	

SAMPLE POSTING SCHEDULE: GRAPHICS



GRAPHIC A



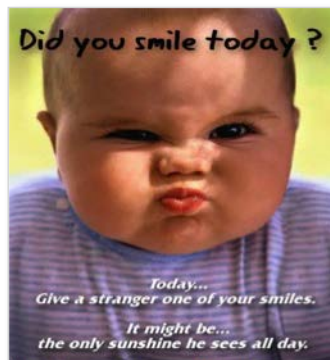
GRAPHIC B



GRAPHIC C



GRAPHIC D



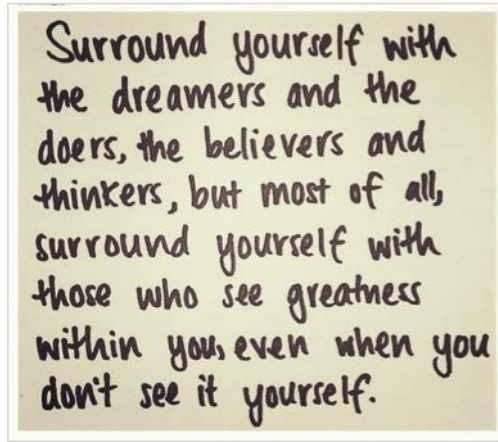
GRAPHIC E



GRAPHIC F



GRAPHIC G



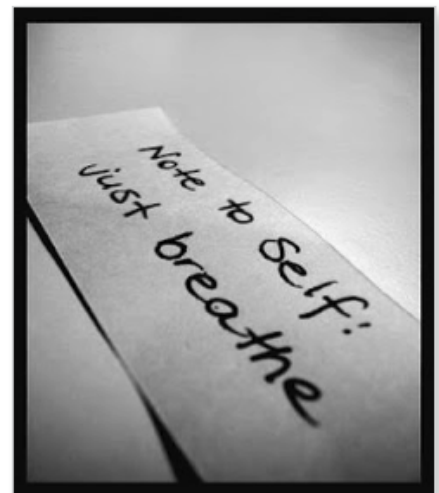
GRAPHIC H



GRAPHIC I



GRAPHIC J



GRAPHIC K

SAMPLE POSTING SCHEDULE: GRAPHICS



GRAPHIC L



GRAPHIC M



GRAPHIC N



GRAPHIC O



GRAPHIC P



GRAPHIC Q



GRAPHIC R



suicide is preventable.org