

Pain Isn't Always Obvious



Suicide Is Preventable.org

How to integrate social media into your suicide prevention efforts

February 19, 2013



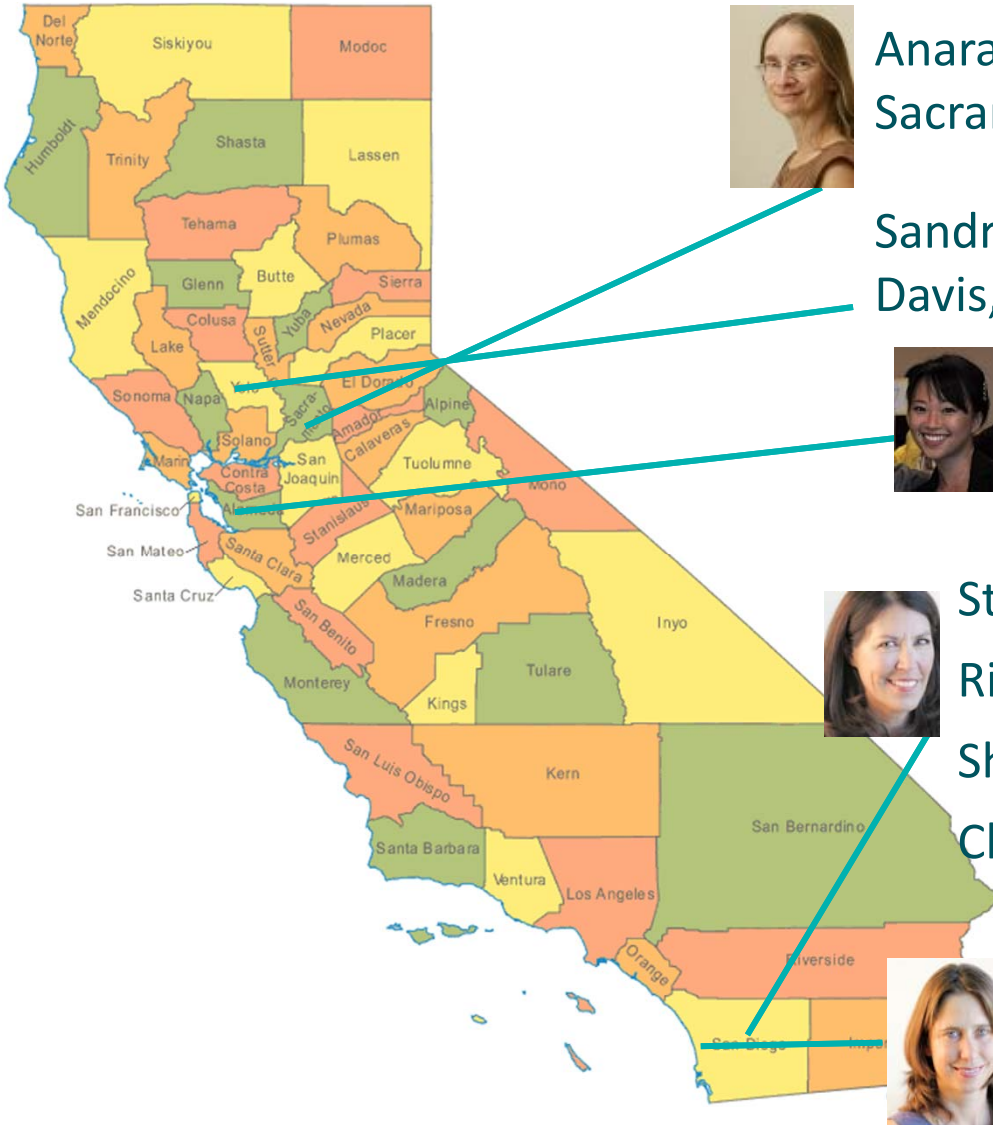
WELLNESS • RECOVERY • RESILIENCE

Welcome!

- Please mute your line
- If you have a question, please type it into the “Questions” box or “raise your hand” by clicking the hand logo on your control panel



(Some of the) *Know the Signs* team



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Know the Signs >> Find the Words >> Reach Out

Pain Isn't Always Obvious

**KNOW
THE SIGNS**



[Suicide Is Preventable.org](https://www.suicideispreventable.org)

Agenda

- Is social media the right strategy for you?
- Some tips to get started and consider when using social media for suicide prevention
- Examples from organizations

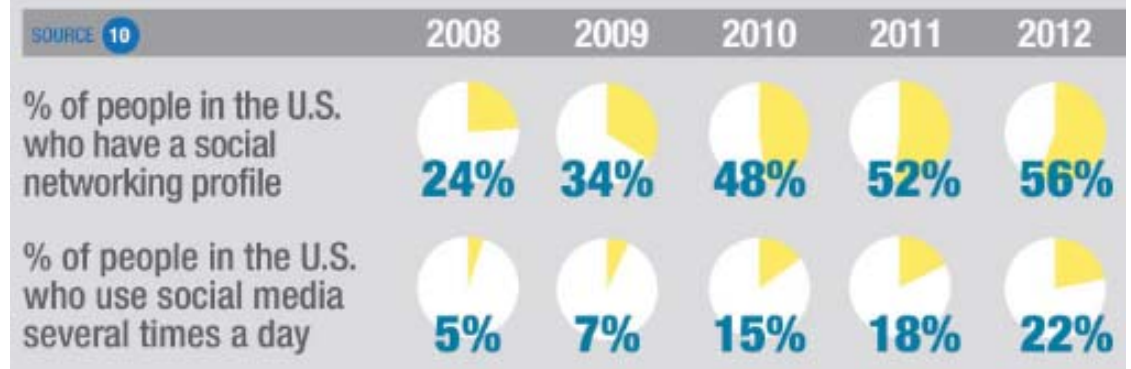
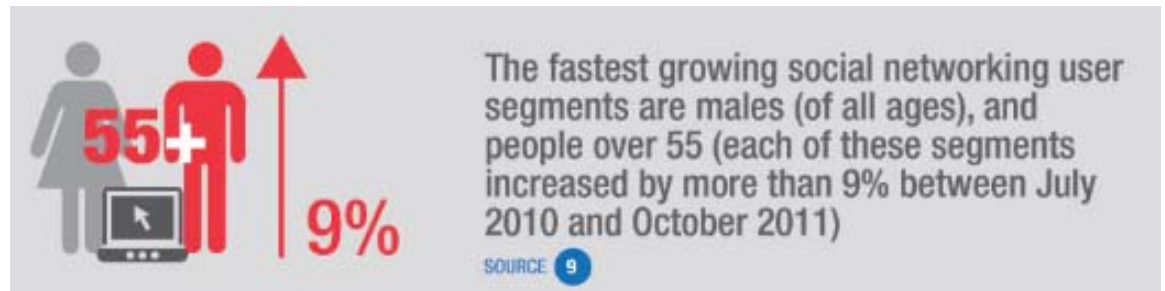
Poll

Is your organization using social media as part of your suicide prevention efforts?

Social Media Usage



Average online American
2 hours/day



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<http://ipsos-na.com/news-polls/pressrelease.aspx?id=5954/>

<http://mashable.com/2012/11/28/social-media-time/>

21st Century Day-in-the-Life



Ask Yourself....

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

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

The American Foundation for Suicide Prevention (AFSP)



I'm Walking to Raise Awareness About Suicide Prevention



Learn More at www.OutoftheDarkness.org

Out of the DARKNESS
COMMUNITY WALKS
American Foundation for Suicide Prevention

American Foundation for Suicide Prevention Like Message

94,851 likes · 2,607 talking about this · 813 were here

Non-Profit Organization
IF YOU ARE IN SUICIDIAL CRISIS PLEASE CALL 800-273-TALK (8255). If you have lost someone you love to suicide visit

About - Suggest an Edit

Photos Likes Map Causes

94,851

causes 6

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- Tweets >
- Following >
- Followers >
- Favorites >
- Lists >

Follow Suicide Prevention

Full name

Email

Password

Sign up



i care SUICIDE PREVENTION LIFELINE
1-800-273-TALK (8255)



Suicide Prevention

@afspnational

Preventing suicide through research and education
New York, NY · <http://afsp.org>

9,839 TWEETS 1,895 FOLLOWING 14,922 FOLLOWERS



- ### Tweets
- 
Suicide Prevention @afspnational 2 hrs
 I received a \$10.00 donation supporting AFSP's Out of the Darkness Overnight Walk! theovernight.donordrive.com
 Expand
 - 
Suicide Prevention @afspnational Feb 14
 If you or someone you know is feeling distressed and in crisis, please call the National Suicide Prevention Lifeline at 800-273-TALK (8255).
 Expand
 - 
Suicide Prevention @afspnational Feb 13
 More media coverage of AFSP's Interactive Screening Program which is now being used on more than 65 college [fb.me/2ihr27Nhr](#)

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San Diego County It's Up To Us Campaign

The image shows a screenshot of the YouTube channel page for 'It's Up To Us'. The channel banner features the 'It's UP to US' logo and the website 'Up2SD.org' with the text 'Access & Crisis Line (888) 724-7240' and the 'HHSa' logo. The channel name 'It's Up To Us' is displayed with a 'Subscribe' button, 8 subscribers, and 36,490 video views. The page lists three uploaded videos: 'Full Life' (144 views), 'Looking Forward' (38 views), and 'Recovery' (123 views). Each video has a brief description and a 0:31 duration. The right sidebar includes an 'About It's Up To Us' section with the website 'up2sd.org', the channel name 'by up2sd', the date joined 'Oct 15, 2010', and the country 'United States'. There is also a 'Featured Playlists' section with a playlist titled 'Uploaded videos' containing 43 videos.

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Contra Costa Crisis Center



ABOUT

<http://www.crisis-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)

[HOME](#)

[About Us](#)

[Contact Us](#)

[Our History](#)

[Our Programs](#)

MONDAY, JANUARY 14, 2013

Sample Self-Care Plan

Are you struggling right now?

Depressed, suicidal, lonely, overwhelmed, frustrated, angry, lost, distressed... do these words describe what you're going through?

CLICK HERE TO CHAT WITH A COUNSELOR NOW

Sometimes though, even if you know you should probably reach out to someone, asking for help can be difficult. It may be helpful to create a Self-Care Plan to keep on hand for these hard times - it can help keep you calm through a crisis, and is a good way to organize and access the resources available to you.

How does it work?

The Self-Care (Safety) Plan is a series of steps that are designed to help you stay safe and connected with sources of support. They are intended to be progressive - you work your way down the list, moving on to the next step once you complete the previous one. Of course it's up to you whether you follow this order... you know what works best for you. This should be a working document, tailored to your specific personality, and might be a work in progress... our interests change, our social connections (friendships, relationships) change, and it may be helpful to revisit this list at regular intervals to update it and keep it current and relevant.

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Ask Yourself....

Who are you trying to reach?

- ❓ What do you want them to do?
- ❓ Where are they online?

Who uses social media?

92% of internet users aged 18–29

73% of internet users aged 30–49

57% of users aged 50–64

38% of users aged 65+

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

Ask Yourself....

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

As a general rule of thumb, you should plan on approximately 0.5 to 1 hour a day to post, engage and monitor activity.

Example: Family Service Agency of the Central Coast



Suicide Prevention for Monterey, Santa Cruz & San Benito Counties is on Facebook.

To connect with Suicide Prevention for Monterey, Santa Cruz & San Benito Counties, sign up for Facebook today.

[Sign Up](#) [Log In](#)



Suicide Prevention for Monterey, Santa Cruz & San Benito Counties

111 likes • 13 talking about this

Non-Profit Organization
THIS PAGE IS NOT INTENDED FOR CRISIS OR SUICIDE INTERVENTION AND IS NOT MONITORED 24 HOURS PER DAY; IF YOU NEED HELP, PLEASE CALL 1-877-663-5433 (MONTEREY, SANTA CRUZ, AND SAN BENITO COUNTIES).

About

Photos

Likes **111**

Know the Signs >> Find the Words >> Reach Out

Suicide Prevention Service - Family Service Agency of the Central Coast

Emily Marsh

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emilylfsa@gmail.com

Carly Galarneau

CalMHSA Project Coordinator

carlygfsa@gmail.com

Getting Started: Facebook

Advice FSA staff heeded:

- Check your policies; update as needed
- Define your goal or purpose—stick to it
- Research – explore models that already exist
- Plan for sustainability (staff involvement, etc.)



Sampling of this week's posts:

Facebook interface showing a sampling of posts from the page "Suicide Prevention for Monterey, Santa Cruz & San Benito Counties".

Post 1: Shared a link. Wednesday. Content: "Only two more days until the Western Regional LGBTQIA Conference at UC Santa Cruz. Suicide Prevention will be hosting a workshop on Saturday. It's not too late to sign up!"

Post 2: Shared a link. Tuesday. Content: "Want to start off your day with some inspiration? Here's a video of a man who never gave up, despite the odds. Transformation is possible!"

Post 3: Shared a link. February 11. Content: "Never, Ever Give Up. Arthur's Inspirational Transformation!"

Post 4: Shared a link. February 11. Content: "Lisa's Quote of the Day: 'Life is like a succession of lessons that must be lived to be understood.' - Ralph Waldo Emerson"

Post 5: Shared a link. February 11. Content: "WRQC 2013 www.wrqc2013.com. Coloring in the Spectrum. Strength, Solidarity, Sustainability. Western Regional LGBTQIA Conference 2013 at UC Santa Cruz is a conference that is..."

Post 6: Shared Suicide Prevention for Monterey, Santa Cruz & San Benito Counties's photo. February 11.

Post 7: Shared a link. February 11. Content: "http://en.wikipedia.org/wiki/Ralph_Waldo_Emerson"

Post 8: Shared a link. February 11. Content: "Ralph Waldo Emerson - Wikipedia, the free encyclopedia"

What's worked

- **Address safety (disclaimers, monitoring)**
- **Link everything to everything (web, brochures...)**
- **Invite interaction, even in small ways**
- **Make it 'personal' wherever possible (and identify boundaries for staff or volunteer involvement)**
- **Variety of content – original and re-posting (and know why you are sharing what you are sharing)**
- **Keep CLOSE tabs on Facebook policies/settings**

Suicide Prevention Service - Family Service Agency of the Central Coast

Suicide Crisis Line

1 (877) 663-5433

Monterey, Santa Cruz, San Benito Counties

Administration

(831) 459-9373

www.suicidepreventionservice.org

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

Any Questions?

Getting Started

1. Identify key team members to be the voice
2. Set social media policies and guidelines

3. Have a crisis response plan in place

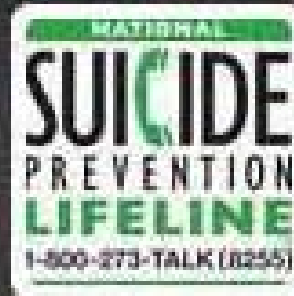
- ❓ Who will monitor the conversation?
- ❓ How often?
- ❓ What resources will you provide to visitors who post suicidal content?
- ❓ What support will you provide to staff who respond to such postings?

- ✓ 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.



The image shows a Facebook page for 'It's Up to Us'. The profile picture is a yellow square with the text 'It's UP to US' in white and blue. The cover photo is a yellow banner with 'Up2SD.org' in blue and 'LINK UP FOR INFORMATION AND MENTAL HEALTH RESOURCES' in smaller blue text below it. The page name is 'It's Up to Us' with 1,982 likes and 309 people talking about it. The 'Cause' section contains the text: 'If you are in a crisis, call the San Diego Access & Crisis Line at (888) 724-7240 to receive FREE assistance 7 days a week/24 hours a day. This page is not monitored regularly. For additional information and local resources, visit Up2SD.org.' There are also buttons for 'About' and 'Photos'. A small graphic on the right says 'SET YOUR MIND TO IT and you will achieve'.

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Lifeline

@800273TALK

National Suicide Prevention Lifeline, 1-800-273-TALK (8255) free 24/7. Please call if you are in suicidal crisis or emotional distress.

USA - <http://www.suicidepreventionlifeline.org>

4,204

TWEETS

3,409

FOLLOWING

12,347

FOLLOWERS



Follow

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- ✓ 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.

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](tel: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.”

www.suicidepreventionlifeline.org/About/Social



Lifeline @800273TALK

12h

If you're thinking about hurting yourself, call 1-800-273-TALK (8255) and let us help you through.

Collapse [← Reply](#) [↻ Retweet](#) [★ Favorite](#) [⋮ More](#)

8
RETWEETS

3 [Reply](#)
FAVORITES



9:10 PM - 16 Jan 13 · Details

[@800273TALK](#) Thank you for your help!



104

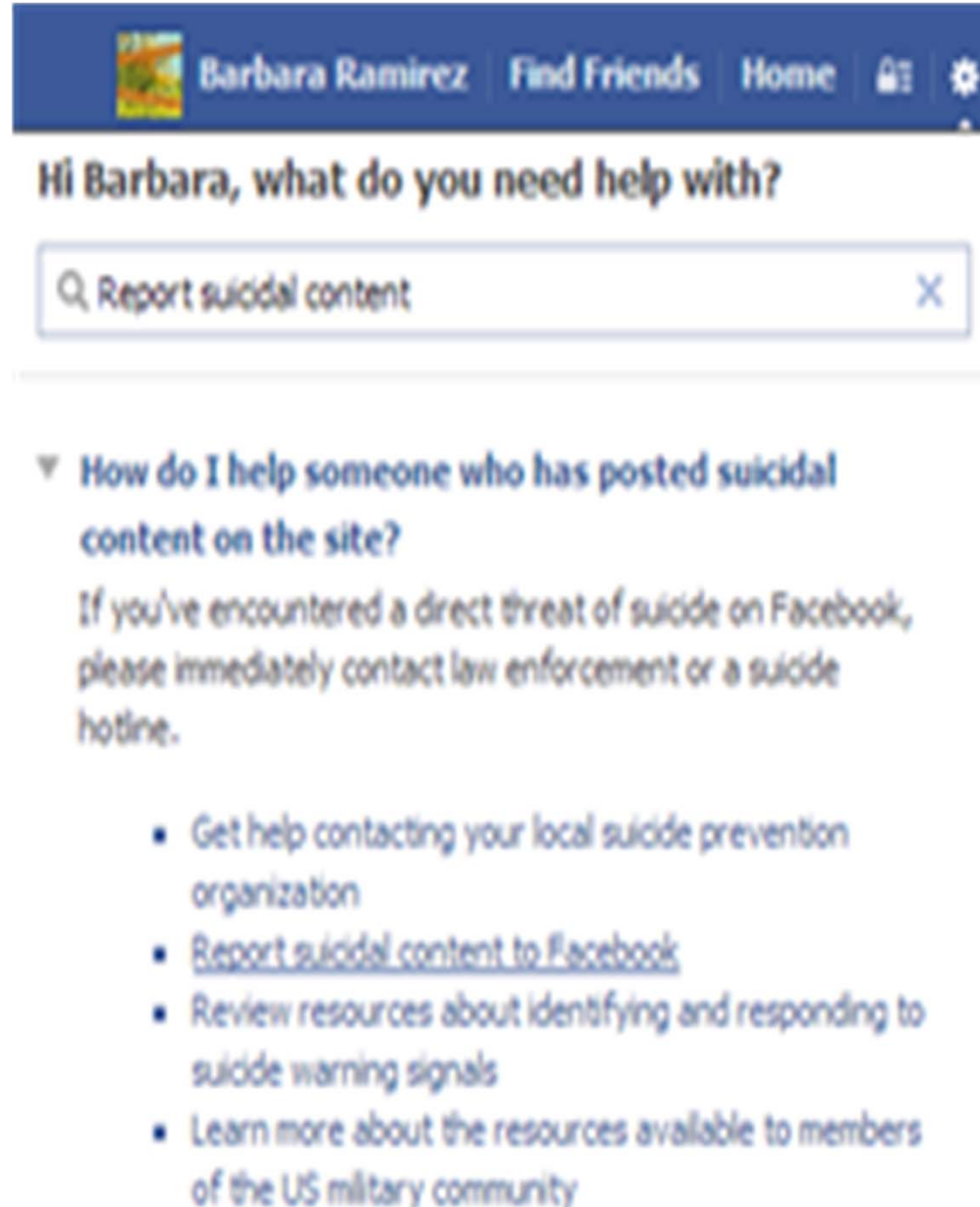
[Tweet](#)

- ✓ 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



✓ Utilize the social media safety teams.

Visit:
www.suicidepreventionlifeline.org/GetHelp/Online for a link to the safety teams at Facebook, Twitter, MySpace, YouTube and Tumblr.



The screenshot shows the top navigation bar of a Facebook profile for Barbara Ramirez, with links for 'Find Friends', 'Home', and a settings icon. Below the navigation bar, a greeting reads 'Hi Barbara, what do you need help with?'. A search bar contains the text 'Report suicidal content'. A dropdown menu is open, showing a search result titled 'How do I help someone who has posted suicidal content on the site?'. The result text states: 'If you've encountered a direct threat of suicide on Facebook, please immediately contact law enforcement or a suicide hotline.' Below this text is a bulleted list of four items: 'Get help contacting your local suicide prevention organization', 'Report suicidal content to Facebook', 'Review resources about identifying and responding to suicide warning signals', and 'Learn more about the resources available to members of the US military community'.

Barbara Ramirez | Find Friends | Home | Settings

Hi Barbara, what do you need help with?

Report suicidal content

▼ How do I help someone who has posted suicidal content on the site?

If you've encountered a direct threat of suicide on Facebook, please immediately contact law enforcement or a suicide hotline.

- Get help contacting your local suicide prevention organization
- [Report suicidal content to Facebook](#)
- Review resources about identifying and responding to suicide warning signals
- Learn more about the resources available to members of the US military community

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



Example: Tulare County Suicide Prevention Task Force



The image shows a screenshot of a Facebook page for the Tulare & Kings Counties Suicide Prevention Task Force. The page features a cover photo of yellow sunflower cookies and a profile picture of a drawing of a sunflower and a butterfly. The page title is "Tulare & Kings Counties Suicide Prevention Task Force" and the description is "Community Page about National Suicide Prevention Lifeline '1-800-273-TALK (8255)'". The page has 324 likes and includes navigation tabs for About, Photos, Likes, and Events.

Tulare & Kings Counties Suicide Prevention Task Force

Community Page about National Suicide Prevention Lifeline '1-800-273-TALK (8255)'




The Tulare & Kings Counties Suicide Prevention Task Force has the goal of bringing hope to our community to help bring awareness of information and resources to save lives in our community from suicide.

About Photos Likes Events

324

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5. Engage with Users

Day of Week	Medium	Message	Date	Evaluation
Know the Signs Mondays:	Facebook			
Find the Words Tuesdays:	Twitter	Trust your instinct- if you are concerned about someone don't hesitate to speak up. Find the Words at http://bit.ly/S9CbFp		
Reach Out Wednesdays:	Facebook	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. http://bit.ly/14Oofm8		
Connect Thursdays:	Twitter	Not all wounds from war can be seen. Make connections with stories from veterans. http://bit.ly/12H3TwM		
Pay it Forward Fridays	Facebook	Pay it Forward Fridays: Make Happiness a Habit! 		
Wellness Weekend:	Twitter	#WellnessWeekend! 10 Tips for Staying Happier: bit.ly/XW8KCx		
	Facebook	Ten tools to live your life well! www.liveyourlifewell.org 		

Example: San Diego County It's Up To Us Campaign

The image shows a Facebook page for the 'It's Up to Us' campaign. At the top, there are three portrait photos of people with the text 'Read Up.', 'Speak Up.', and 'Link Up.' overlaid. Below this is a yellow banner with the 'Up2SD.org' logo and the text 'LINK UP FOR INFORMATION AND MENTAL HEALTHY RESOURCES'. To the right of the banner is the logo for the County of San Diego Health and Human Services Agency (HHSA), funded by the Mental Health Services Act. The page name is 'It's Up to Us' with 1,763 likes and 235 people talking about it. There are buttons for 'Like' and 'Message'. Below the page name is a 'Cause' section with the text: 'If you are in a crisis, call the San Diego Access & Crisis Line at (888) 724-7240 to receive FREE assistance 7 days a week/24 hours a day. This page is not monitored regularly. For additional information and local resources, visit'. At the bottom, there are links for 'About', 'Photos', 'Welcome Page', and 'Likes' (showing 1,763 likes).

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It's Up to Us shared a link.
July 25, 2012

Bruce Springsteen, revered American musician, suffered from depression during the peak of his career, but sought help and is now at peace with himself.

<http://goo.gl/gmylc>



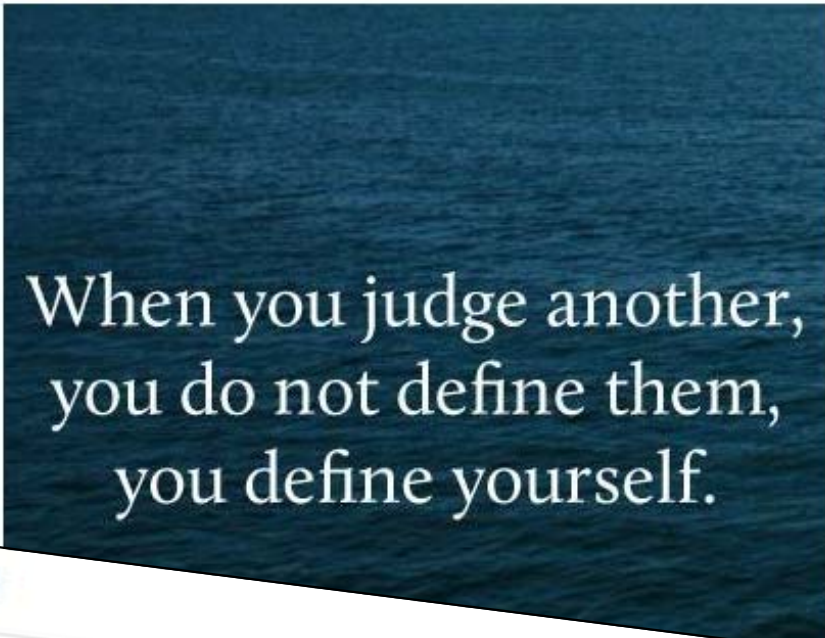
Bruce Springsteen Reveals Depression - And Gives Us Permission To Talk About It Too - Forbes
goo.gl

When Bruce Springsteen talks about depression and suicide, people listen. In this week's The

Unlike · Comment · Share 7 1 5

392 people saw this post

It's Up to Us
September 5, 2012



When you judge another,
you do not define them,
you define yourself.

It's Up to Us
September 9, 2012

Step Up Sunday: Get ready for Suicide Prevention week. Talk to your loved ones about their lives and futures.

Like · Comment · Share 19 3

Promote

365 people saw this post

Tweets

It's Up to Us @Up2SD
Know the signs of PTSD and find help with a friend and family member in need. Find local resources here: goo.gl/2c23E
Expand

It's Up to Us @Up2SD
Watch Evelyn's inspiring story of struggle and strength: youtube.com/watch?v=3zCSFq...
View video

Know the Signs >> Find the Words >> Reach Out

Any Questions?

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/



Check the Mail!


Hard copies of the “**How to use social media to complement your suicide prevention efforts**” Guide will mailed out by the beginning of March.

“Save the Date”

RESOURCE CENTER

View **Edit Panel**

NEED HELP?

 Contact us for question and technical assistance.

[HELP](#)


FILTERS

- ALL (76)
- DATA & REPORTS (2)
- COUNTY NEEDS ASSESSMENTS (1)
- MEDIA OUTREACH (10)
- TV (2)
- RADIO (2)
- PRINT ADVERTISEMENTS (3)
- OUTDOOR (2)
- DIGITAL ADVERTISEMENTS (2)
- POSTERS AND BROCHURES (4)
- OFFICE SUITE (BUSINESS CARDS, FLYERS, PPT TEMPLATES) (5)
- WEBINARS (3)
- OTHER USEFUL RESOURCES (1)
- ENGLISH (30)
- SPANISH (9)

[SUBMIT](#)

SEARCH RESULT


Webinars



Media Outreach Webinar
Target: Public Information Officers, Suicide Prevention Program Coordinators and Suicide Prevention Advocates, CalMHSA partners, Suicide Prevention Supporters and Advocates
Language: English
This is the presentation from the November 8th, 2012 webinar on promoting suicide prevention with... [more](#)



Making the "Recommendations for Reporting" on Suicide Work in Small Counties
Target: Public Information Officers, Suicide Prevention Program Coordinators and Suicide Prevention Advocates from small, rural and frontier counties
Language: English
This is the presentation from the November 14th, 2012 webinar on using the Recommendations for Re... [more](#)



Small County Suicide Prevention Task Forces
Target: Suicide Prevention Program Coordinators and Suicide Prevention Advocates from small, rural and frontier counties
Language: English
This is a presentation from the December 13th, 2012 webinar on creating suicide prevention task f... [more](#)

Next TA Webinar: March 19th, 2013 from 1.30 to 2.30pm- - How to leverage suicide prevention activities throughout the year

Visit
www.yourvoicecounts.org

Thank you!

Richelle Brown

richelle@adease.com



Chad Recchia

chad@adease.com



Jana Sczersputowski

jana@yoursocialmarketer.com



Please fill out the
Evaluation!

Webinar and Powerpoint
Slides will be archived on
www.yourvoicecounts.org

Pain Isn't Always Obvious

**KNOW
THE SIGNS**



Suicide Is Preventable.org

Know the Signs >> Find the Words >> Reach Out