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

How to integrate social media into your suicide prevention efforts

February 19, 2013
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.
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Pain Isn’t Always Obvious

Know the Signs

Suicide Is Preventable.org

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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?
Average online American
2 hours/day

Social Media Usage

K n o w  t h e  S i g n s  >>  F i n d  t h e  W o r d s  >>  R e a c h  O u t

21st Century Day-in-the-Life

- Wake Up
  - Check Phone
  - Get Coffee
  - Go to Gym
- Walk Dog
- Get Gas
- Check Phone
- Go to Work
- Head Home
  - Text Husband
- Tablet in bed
- Talk on Mobile
- Bed Time
- Go to Meeting
- Work Dinner
- Social Network
- Check Fwd. From Friend
- Lunch
- Check Facebook
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)
Suicide Prevention
@afspnational
Preventing suicide through research and education
New York, NY · http://afsp.org

Followers: 14,922
Following: 1,895
Tweets: 9,839

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San Diego County It’s Up To Us Campaign

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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](http://www.pewinternet.org/Commentary/2012/March/Pew-Internet-Social-Networking-full-detail.aspx)

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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

Sign Up | Log In

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.

Suicide Prevention Service
STOP and call
1-877-ONE-LIFE

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).

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Suicide Prevention Service - Family Service Agency of the Central Coast

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

@800273TALK Thank you for your help!
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.
4. Select which social media strategy is right for you.
Example: Tulare County Suicide Prevention Task Force

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.
## 5. Engage with Users

<table>
<thead>
<tr>
<th>Day of Week</th>
<th>Medium</th>
<th>Message</th>
<th>Date</th>
<th>Evaluation</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Know the Signs Mondays:</strong></td>
<td>Facebook</td>
<td><img src="image1.jpg" alt="Image" /> - &quot;Pain Isn’t Always Obvious. Know the Signs. Find the Words. Reach Out. Learn the warning signs of suicide. Suicide is preventable.&quot;</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Find the Words Tuesdays:</strong></td>
<td>Twitter</td>
<td>Trust your instinct— if you are concerned about someone don’t hesitate to speak up. Find the Words at <a href="http://bit.ly/S9ChFp">http://bit.ly/S9ChFp</a></td>
<td></td>
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</tr>
<tr>
<td><strong>Reach Out Wednesdays:</strong></td>
<td>Facebook</td>
<td>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. <a href="http://bit.ly/140ofm8">http://bit.ly/140ofm8</a></td>
<td></td>
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</tr>
<tr>
<td><strong>Connect Thursdays:</strong></td>
<td>Twitter</td>
<td>Not all wounds from war can be seen. Make connections with stories from veterans. <a href="http://bit.ly/12H3TwM">http://bit.ly/12H3TwM</a></td>
<td></td>
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</tr>
<tr>
<td><strong>Pay it Forward Fridays</strong></td>
<td>Facebook</td>
<td>Pay it Forward Fridays: Make Happiness a Habit!</td>
<td></td>
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<tr>
<td><strong>Wellness Weekend:</strong></td>
<td>Twitter</td>
<td>#WellnessWeekend! 10 Tips for Staying Happier: bit.ly/XW8KCx</td>
<td></td>
<td></td>
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<td></td>
<td>Facebook</td>
<td>Ten tools to live your life well! <a href="http://www.liveyourlifewell.org">www.liveyourlifewell.org</a></td>
<td></td>
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</tr>
</tbody>
</table>

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

It's Up to Us
1,763 likes · 235 talking about this

Cause
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

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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

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

It's Up to Us
September 5, 2012

Know the signs of PTSD and find help with a friend and family member in need. Find local resources here: goo.gl/2c23E

Watch Evelyn’s inspiring story of struggle and strength: youtube.com/watch?v=3zCSFq...

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Any Questions?
Resources

- 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](http://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/](http://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.
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!

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Please fill out the Evaluation!

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

Suicide Is Preventable.org