

Suicide Prevention Awareness Month- September 2018 Social Media Campaign



Below are sample social media messages that you can share during September to show your support for Suicide Prevention. Please use hashtag **#Wakeup2Hope** and when possible, please tag Youth Thrive.

Facebook: [@YouthThrive](#)

Twitter: [@YouthThriveWake](#)

Instagram: [@YouthThriveWake](#)

Possible images/ graphics that you can share are suggested with each week; full sized images can be [downloaded here](#). In addition, included in the graphics package are images to enhance your [Facebook](#) and [Twitter](#) cover photos.

- [Week One](#): 9/3-9/7
- [Week Two](#): 9/10-9/14
- [Week Three](#): 9/17-9/21
- [Week Four](#): 9/24-9/28

(Please note that if your messages will be read by those younger than middle school aged youth, you should consider adapting the suggested youth post to be appropriate for younger youth)

Week Theme	Date	Facebook- Adult & Youth	Twitter Adult & Youth
Pre-month	8/31/18	September starts suicide prevention awareness month. Stay tuned to @YouthThrive all month long for messages to promote and instill hope. #Wakeup2Hope	September starts suicide prevention awareness month. Stay tuned to @YouthThriveWake all month long for messages to promote and instill hope. #Wakeup2Hope
			

WEEK ONE: Theme: #Wakeup2Hope

Date	Facebook- Adult	Facebook-Youth	Twitter- Adult	Twitter- Youth
9/3	Nearly 1 in 10 North Carolina high school students attempted suicide in 2015. #Wakeup2Hope https://afsp.org/about-suicide/state-fact-sheets/#North-Carolina	Taking care of yourself is not selfish. It is SO important. What are your favorite self-care activities? #preventsuicide #selfcare #treatyoself #Wakeup2Hope	Nearly 1 in 10 North Carolina high school students attempted suicide in 2015. https://afsp.org/about-suicide/state-fact-sheets/#North-Carolina #Wakeup2Hope #1in10	Taking care of yourself is not selfish. It is SO important. What are your favorite self-care activities? #preventsuicide #selfcare #treatyoself #Wakeup2Hope
9/4	Most teens who attempt suicide give clear warning signs. https://afsp.org/about-suicide/risk-factors-and-warning-signs/ #Wakeup2Hope #learnthesigns	You are not alone. Even when it feels like it, there are people out there who want to listen. @HopeLineNC is a local hotline that you can call or text, and someone will be there to listen. Call or text 919-231-4525 or 1-877-235-4525. #Wakeup2Hope	Most teens who attempt suicide give clear warning signs. #knowthesigns #Wakeup2Hope https://afsp.org/about-suicide/risk-factors-and-warning-signs/	You are not alone. Even when it feels like it, there are people out there who want to listen. @HopeLineNC is a local hotline that you can call or text, and someone will be there to listen. Call or text 919-231-4525 or 1-877-235-4525. #Wakeup2Hope
9/5	Nationally, suicide is the 2nd leading cause of death for youth ages 10-24. #Wakeup2Hope http://www.sprc.org/scope/age	Survivors of sexual assault and/or teen dating violence often experience intense feelings of self-blame, doubt, shame, or suicidal thoughts. #stopvictimblaming #preventsuicide #Wakeup2Hope	Nationally, suicide is the 2nd leading cause of death for youth ages 10-24. #Wakeup2Hope http://www.sprc.org/scope/age	Survivors of sexual assault and/or teen dating violence often experience intense feelings of self-blame, doubt, shame, or suicidal thoughts. #stopvictimblaming #preventsuicide #Wakeup2Hope

9/6	<p>Kevin Hines, a best-selling author, filmmaker, and suicide survivor, talks about his suicide attempt. #Wakeup2Hope https://youtu.be/WcSUs9iZv-g</p>	<p>Never ignore these signs. Suicide rarely happens without warning. As a peer, you may be in the best position to recognize when a friend might need help and help them get it. You may see signs in person, hear about them secondhand, or see them online in social media. Talk to a trusted adult if you see these signs. #Wakeup2Hope https://bit.ly/2quqcFt</p>	<p>Kevin Hines, a best-selling author, filmmaker, and suicide survivor, talks about his suicide attempt. https://youtu.be/WcSUs9iZv-g #suicidelearnmore #knowastory #Wakeup2Hope</p>	<p>Never ignore these signs. Suicide rarely happens without warning. As a peer, you may be in the best position to recognize when a friend might need help and to help them get it. #Wakeup2Hope https://bit.ly/2quqcFt</p>
9/7	<p>Suicide does not have one single cause. #Wakeup2Hope https://save.org/about-suicide/warning-signs-risk-factors-protective-factors/</p>	<p>Friends sometimes let friends know if they are thinking about suicide or dying. DO NOT agree to keep the suicidal thoughts of a friend a secret. Tell a trusted adult, like a parent, teacher, counselor or coach. #Wakeup2Hope https://bit.ly/2quqcFt</p>	<p>Suicide does not have one single cause. #suicideriskfactors #wakeupcall #Wakeup2Hope https://save.org/about-suicide/warning-signs-risk-factors-protective-factors/</p>	<p>Friends sometimes let friends know if they are thinking about suicide or dying. DO NOT agree to keep the suicidal thoughts of a friend a secret. Tell a trusted adult, like a parent, teacher, counselor or coach. #Wakeup2Hope https://bit.ly/2quqcFt</p>

Suggested Graphics

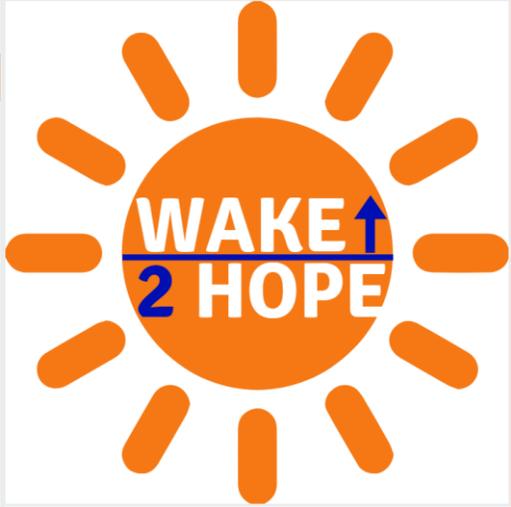


WEEK TWO THEME: #WakeUpCall

Date	Facebook- Adult	Facebook- Youth	Twitter- Adult	Twitter- Youth
9/10	<p>It's time we stop calling people "crazy". Addressing stigma begins with changing the language we use to describe those experiencing mental health challenges and substance use disorders. Words like "crazy" and "nuts" are labels that minimize a person's experience and place the person secondary to the label. The mission of the national non-profit To Write Love on Her Arms is to help combat stigma, reminding us that the person always comes first. #WakeupCall #Wakeup2Hope https://twloha.com</p>	<p>Put people first! When discussing mental illness, always refer to the person first. For instance: say "a person with depression". The mission of the national non-profit To Write Love on Her Arms is to help combat stigma, reminding us that the person always comes first. https://twloha.com #WakeupCall #Wakeup2Hope</p>	<p>Don't call people "crazy". This minimizes a person's experience and places the person secondary to the label. #WakeupCall #LanguageMatters #Wakeup2Hope</p>	<p>Put people first. When discussing mental illness, always refer to the person first. For instance: a person with depression. https://twloha.com #WakeupCall #Wakeup2Hope</p>
9/11	<p>Language is important. How we talk about suicide can reduce or perpetuate the stigma and shame associated with suicide. Calling people "crazy" or "nuts", or even phrases like "committed suicide" as opposed to "died by suicide", can further stigmatize and/or criminalize people. #WakeupCall #Languagematters #Wakeup2Hope</p>	<p>Don't call people "crazy". This minimizes a person's experience and places the person secondary to the label. #WakeupCall #LanguageMatters #Wakeup2Hope</p>	<p>How we talk about suicide can reduce or perpetuate the stigma associated with suicide. Phrases like "committed suicide" as opposed to "died by suicide", can further stigmatize and/or criminalize people. #WakeupCall #Languagematters #Wakeup2Hope</p>	<p>Don't call people "crazy". This minimize a person's experience and place the person secondary to the label. #WakeupCall #LanguageMatters #Wakeup2Hope</p>

9/12	<p>Suicide is not a laughing matter. Language like "I'd rather kill myself" that may be used in a casual manner can dilute the seriousness of this issue. Think before you speak! Is the reference to suicide really what you mean? Using a phrase when that is not what is meant can also be a trigger for an individual that is suicidal and/or keep people from taking those that say that phrase seriously (when they should). Instead say "I'd rather do anything else". #languagematters #WakeupCall #Wakeup2Hope</p>	<p>Suicide is not a joke. Don't use phrases like "I'd rather kill myself" in a casual way. Think about it. Is that really what you mean? Using that phrase, when you don't mean it, minimizes the seriousness of suicide. Instead say "I'd rather do anything else". #languagematters #WakeupCall #Wakeup2Hope</p>	<p>Suicide is not a joke. Don't use phrases like "I'd rather kill myself" if that's not what you mean. Instead say "I'd rather do anything else". #languagematters #thinkbeforeyouspeak #WakeupCall #Wakeup2Hope</p>	<p>Suicide is not a joke. Don't use phrases like "I'd rather kill myself" if that's not what you mean. Instead say "I'd rather do anything else". #languagematters #thinkbeforeyouspeak #WakeupCall #Wakeup2Hope</p>
9/13	<p>Success typically implies that something is good, so why would you say "it was a successful suicide", when in this case a "success" is profoundly bad. Say "died by suicide". Similarly saying that someone had a "failed suicide" can leave the survivor feeling that they are a failure. Say "survived an attempt" or "nonfatal suicide attempt". #WakeupCall #Languagematters #Wakeup2Hope</p>	<p>Be kind with your words. We cannot judge a person's experiences based on outside appearances. Being kind means not making assumptions. Kids inspire others to be kind: https://youtu.be/UCCb85TgeEU #WakeupCall #Wakeup2Hope</p>	<p>Success typically implies that something is good, so why would you say "it was a successful suicide", when in this case a "success" is profoundly bad. Say "died by suicide". #WakeupCall #Languagematters #Wakeup2Hope</p>	<p>Be kind with your words. Be stigma free. https://youtu.be/UCCb85TgeEU #WakeupCall #kindness #Wakeup2Hope</p>
9/14	<p>Just say "send". Saying "shoot us an e-mail" can be a trigger to people who are attempt survivors or loss survivors.</p>	<p>Say: "Send an email", "Turn off the lights" and "Waste time", instead of "Shoot an email," "Kill the lights," "Kill time." These phrases can emotionally trigger persons</p>	<p>"Just say send" no need to "shoot an email". That can trigger individuals who are attempt survivors or loss</p>	<p>"Just say send" no need to "shoot an email". That can trigger individuals who are attempt survivors or loss</p>

	#languagematters #WakeupCall #Wakeup2Hope	who are suicide attempt survivors or loss survivors, and minimize the seriousness of the words. #languagematters #WakeupCall #Wakeup2Hope	survivors. #languagematters #WakeupCall #Wakeup2Hope	survivors. #languagematters #WakeupCall #Wakeup2Hope
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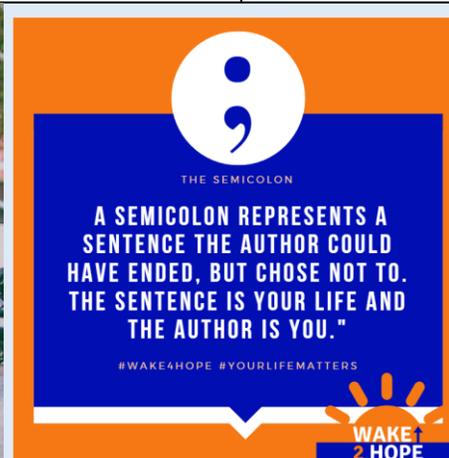
Suggested Graphics		<p style="text-align: center;">LANGUAGE MATTERS</p> <table border="1"> <tr> <th data-bbox="615 391 905 440">SAY THIS:</th> <th data-bbox="905 391 1150 440">NOT THIS:</th> </tr> <tr> <td data-bbox="615 440 905 844"> <ul style="list-style-type: none"> • A person with depression • Died by suicide • Non-Fatal suicide attempt • I'd rather do anything else • Send an email • Turn off the lights </td> <td data-bbox="905 440 1150 844"> <ul style="list-style-type: none"> • "Crazy" • "Psycho" • Committed suicide • Successful suicide • I'd rather kill myself • Shoot an email • Kill the lights </td> </tr> </table>	SAY THIS:	NOT THIS:	<ul style="list-style-type: none"> • A person with depression • Died by suicide • Non-Fatal suicide attempt • I'd rather do anything else • Send an email • Turn off the lights 	<ul style="list-style-type: none"> • "Crazy" • "Psycho" • Committed suicide • Successful suicide • I'd rather kill myself • Shoot an email • Kill the lights 	
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WEEK THREE THEME: #Wake4Hope

Date	Facebook- adult	Facebook- youth	Twitter- adult	Twitter- youth
9/17	<p>Suicide is preventable. Asking if someone is considering suicide will not put the thought in his or her head. Learn more at: https://bit.ly/2zqFVxM</p> <p>#Wake4Hope #Wakeup2Hope</p>	<p>Learn the "Y-CARE" Model; You-CARE (Connect, Accept, Respond, Empower!) You can potentially save a life. #Wake4Hope #Wakeup2Hope https://youtu.be/gH2t5P6CGZo</p>	<p>Suicide is preventable. Asking if someone is considering suicide will not put the thought in his or her head.</p> <p>#knowthesigns #reachingoutcansavealife #Wake4Hope #Wakeup2Hope</p>	<p>Learn the "Y-CARE" Model; You-CARE (Connect, Accept, Respond, Empower!) You can potentially save a life. #Wake4Hope #Wakeup2Hope https://youtu.be/gH2t5P6CGZo</p>
9/18	<p>If you think someone is thinking about suicide, assume you are the only one who will reach out. Reaching out can save a life!</p> <p>#Wake4Hope #Wakeup2Hope https://afsp.org/find-support/when-someone-is-at-risk/</p>	<p>Feeling sad, stressed or anxious? It's okay to reach out! Talk to a friend or trusted adult! Check out this page for some tips on how to talk about it: https://www.beyondblue.org.au/get-support/have-the-conversation/talk-about-it #Wake4Hope #Wakeup2Hope</p>	<p>If you believe someone is thinking about suicide, assume you are the only one who will reach out. Reaching out can save a life.</p> <p>#Wake4Hope #Wakeup2Hope #reachingoutcansavealife #knowthesigns</p>	<p>Feeling sad, stressed or anxious? It's okay to reach out! Talk to a friend or trusted adult. Check out this page for some tips on how to talk about it: https://bit.ly/2bXwbOf</p> <p>#Wake4Hope #Wakeup2Hope</p>
9/19	<p>Mental illness is not a life sentence. Most people will recover completely and go on to live full and productive lives. There are various treatments available to enable people to manage their symptoms/illness.</p> <p>#Wake4Hope #Wakeup2Hope</p>	<p>Let your friends know you care about them. Ask how they are and really listen! Check out what Hannah Hart says about listening: https://youtu.be/PmXBaUe6Mic</p> <p>#Wake4Hope #Seizetheawkard #Wakeup2Hope</p>	<p>Mental illness is not a life sentence. Most people will recover completely and go on to live full and productive lives. There are various treatments available to enable people to manage their symptoms/illness.</p> <p>#Wake4Hope #Wakeup2Hope</p>	<p>Let your friends know you care about them. Check out what Hannah Hart says about listening: https://youtu.be/PmXBaUe6Mic</p> <p>#Wake4Hope #Seizetheawkard #Wakeup2Hope</p>

9/20	<p>Talk Saves Lives! Watch this video to find out how: https://youtu.be/WFVVwLERoX4 #Wake4Hope #Wakeup2Hope</p>	<p>Listen non-judgmentally! Remember everyone goes through highs and lows, but everyday is a chance for things to get better. Even for an Olympic skier: https://www.facebook.com/ChildMindInstitute/videos/1719131178153553/?t=43 #Wake4Hope #MyYoungerSelf #Wakeup2Hope</p>	<p>Talk Saves Lives! Watch this video to find out how: https://youtu.be/WFVVwLERoX4 #talksaveslives #Wake4Hope #Wakeup2Hope</p>	<p>Listen non-judgmentally! Remember everyone goes through highs and lows, but everyday is a chance for things to get better. Even for an Olympic skier: https://www.facebook.com/ChildMindInstitute/videos/1719131178153553/?t=43 #Wake4Hope #MyYoungerSelf #Wakeup2Hope</p>
9/21	<p>The semicolon; not just a useful punctuation mark that links two closely related thoughts, but a message of hope that the story (life) isn't over. #Wake4Hope #projectsemicolon #Wakeup2Hope https://projectsemicolon.com/</p>	<p>The semicolon; not just a useful punctuation mark that links two closely related thoughts, but a message of hope that the story (life) isn't over. #Wake4Hope #projectsemicolon #Wakeup2Hope https://projectsemicolon.com/</p>	<p>The semicolon; not just a useful punctuation mark that links two closely related thoughts, but a message of hope that the story (life) isn't over. #Wake4Hope #projectsemicolon #Wakeup2Hope https://projectsemicolon.com/</p>	<p>The semicolon; not just a useful punctuation mark that links two closely related thoughts, but a message of hope that the story (life) isn't over. #Wake4Hope #projectsemicolon #Wakeup2Hope https://projectsemicolon.com/</p>

Suggested Graphics



WEEK FOUR THEME: #Hope2Go

Date	Facebook- adult	Facebook- Youth	Twitter- adult	Twitter- youth
9/24	<p>Did you know the National Suicide Prevention Lifeline not only helps those in crisis, but also can provide prevention and crisis resources so you can help those in crisis? Call 1-800-273-8255 (TALK) #suicideprevention #Hope2Go #Wakeup2Hope</p>	<p>You are not alone. Even when it feels like it, there are people out there who want to listen. @HopeLineNC is a local hotline that you can call 919-231-4525 or 1-877-235-4525/ national # 1-800-273-8255 (TALK). #Wakeup2Hope #Hope2Go</p>	<p>Did you know the National Suicide Prevention Lifeline not only helps those in crisis, but also can provide prevention and crisis resources so you can help those in crisis? Call 1-800-273-8255 #suicideprevention #Hope2Go #Wakeup2Hope</p>	<p>You are not alone. Even when it feels like it, there are people out there who want to listen. @HopeLineNC is a local hotline that you can call 919-231-4525 or 1-877-235-4525/ national # 1-800-273-8255. #Wakeup2Hope #Hope2Go</p>
9/25	<p>Don't know how to help in a mental health or chemical dependency crisis? Mobile Crisis Services 1-800-510-9132 https://www.alliancebhc.org/consumers-families/crisis-and-access/mobile-crisis-services/ #suicideprevention #Hope2Go #Wakeup2Hope</p>	<p>By creating a Digital Quilt Square, the American Foundation for Suicide Prevention provides an opportunity for suicide loss survivors to share stories about their loved ones. Just as a quilt provides warmth and a connection to the past, the Digital Quilt Square project allows contributors to connect to those with similar experiences. For more information visit: https://afsp.org/find-support/ive-lost-someone/digital-memory-quilt/create-a-new-quilt-square/ #Wakeup2Hope #Hope2Go</p>	<p>Don't know how to help in a mental health or chemical dependency crisis? Mobile Crisis Services 1-800-510-9132 https://bit.ly/2txQWb5 #Wakeup2Hope #Hope2Go</p>	<p>Just as a quilt provides warmth and connection to the past, the Digital Quilt Square project allows contributors to connect to those with similar experiences. For more information visit: https://bit.ly/2MQf9Bx #Wakeup2Hope #Hope2Go</p>
9/26	<p>Wondering how you can get involved in #suicideprevention? Walk to raise awareness and</p>	<p>Family conflict, relationships, grades, sexual identity, and the loss of important people can seem impossible to deal with, but with support from others, you can</p>	<p>Wondering how you can get involved in #suicideprevention? Walk to raise</p>	<p>Family conflict, relationships, grades, sexual identity, and the loss of important people can seem impossible to deal with, but with</p>

	<p>funds through the @afspnorthcarolina #outofthedarkness #Wakeup2Hope https://afsp.donordrive.com/index.cfm?fuseaction=donorDrive.event&eventID=5285</p>	<p>deal. @HopeLineNC. Call or text 919-231-4525 or 1-877-235-4525 or national 1-800-273-8255 (TALK). #Wakeup2Hope #Hope2Go</p>	<p>awareness and funds through the @afspnational #outofthedarkness #Wakeup2Hope https://bit.ly/2KsiybA</p>	<p>support you can deal. @HopeLineNC. Call or text 919-231-4525 or 1-877-235-4525 or national 1-800-273-8255 (TALK). #Wakeup2Hope #Hope2Go</p>
9/27	<p>You can be the one to help someone in crisis. Find out how here: http://www.bethe1to.com/?_ga=2.76229970.632939987.1526474393-681242507.1526474393 #suicideprevention #Hope2Go #Wakeup2Hope</p>	<p>How can you become a voice in your community? U OK?, a program of the National Center for the Prevention of Youth Suicide (NCPYS), raises awareness of the problem of teen suicide, mobilizes high school students to become part of the solution and raises money for these activities. U OK? relies on high school students to design and implement their own fundraising and awareness campaigns which include an educational component from the NCPYS. http://www.suicidology.org/ncpys #Wakeup2Hope #Hope2Go</p>	<p>You can be the one to help someone in crisis. Find out how here: https://bit.ly/2tFjH1 #suicideprevention #Hope2Go #Wakeup2Hope</p>	<p>Want to become a voice in your community? Connect with U Ok? A program the raises awareness of the problem of teen suicide. http://www.suicidology.org/ncpys #Wakeup2Hope #Hope2Go</p>

<p>9/28</p>	<p>Hopeline is a local confidential crisis line that has served Wake County since 1970. Hopeline provides a listening ear for someone experiencing a crisis or suicide ideation. If you need to talk to a caring volunteer call or text 919-231-4525. If you are interested in volunteering visit: https://www.hopeline-nc.org/ #Wakeup2Hope</p>	<p>Check out these Healthy Habits of Emotional Wellbeing: https://bit.ly/2MinJg1 #Wakeup2Hope #Hope2Go</p>	<p>Hopeline provides a listening ear for someone experiencing a crisis or suicide ideation. If you need to talk call or text 919-231-4525. #Wakeup2Hope #Hope2Go</p>	<p>Check out these Healthy Habits of Emotional Wellbeing: https://bit.ly/2MinJg1 #Wakeup2Hope #Hope2Go</p>
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Suggested Graphics

