10 YEARS OF INNOVATION
### History of Progress

**Leading the Industry in Suicide Prevention**

<table>
<thead>
<tr>
<th>Year</th>
<th>Events</th>
</tr>
</thead>
<tbody>
<tr>
<td>2006</td>
<td></td>
</tr>
</tbody>
</table>
* Started w/the Palo Alto suicides  
* Worked with Facebook on key words, searches, community guidelines standards  
* Lifeline partners with FB |
| 2008 |  
* First summit: discussion of what tech companies were doing in suicide prevention  
* 2009-Worked with Facebook on reporting function |
| 2010 |  
* 2011- Second consensus building meeting for best practices |
| 2012 |  
* Second summit and final consensus meeting for best practices  
* 2013-Released best practices tool PreventTheAttempt.com |
| 2014 |  
* Third summit: 4 work groups (law enforcement, research, common messaging, upstream efforts) & more support/better reporting tool  
* 2016- released video on new safety tool |
PreventTheAttempt.com
Best practices for online technologies

Began work in 2009.
BPR acceptance in 2013

Three levels of response to suicidal ideation or intent:
• Good, Better, Best

Within the three levels are Good, Better, and Best solutions to managing cries for help.

Preventtheattempt.com is an online resource for anyone who is engaged with internet users that might be at risk of suicide to assist in incorporate and implement suicide prevention strategies into their online platform.

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From Reporting to Supporting
Using Facebook to Support Someone in Suicidal Crisis

- **Prep Work**
  - Developed survey and used feedback for framework of the video

- **Script Development**
  - Care around language, people involved, voice talent, background music

- **Filming and Post Production**
  - Editing clips, closed captioning, final touches

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# From Reporting to Supporting

## Using Facebook to Support Someone in Suicidal Crisis

**Facebook's New Suicide Prevention Safety Feature**

### How it Works

<table>
<thead>
<tr>
<th>1. What to do when a friend posts concerning content</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Step 1:</strong> Locate the post and click the down arrow in the upper right-hand corner.</td>
</tr>
<tr>
<td><strong>Step 2:</strong> Select &quot;Report Post.&quot;</td>
</tr>
<tr>
<td><strong>Step 3:</strong> Select &quot;I think it shouldn’t be on Facebook.&quot;</td>
</tr>
<tr>
<td><strong>Step 4:</strong> Select &quot;It’s threatening, violent or suicidal.&quot;</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>2. What to do if you are suicidal and your post has been reported</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Step 1:</strong> Facebook sends you a pop-up message notifying you that someone was concerned about your post. See image below.</td>
</tr>
<tr>
<td><strong>Step 2:</strong> If you would like to see help options, continue to the next screen. If you’d rather skip this step, you can visit the support menu at a later time.</td>
</tr>
</tbody>
</table>

**Written Instructions**

For written instructions on how to support a friend in crisis, go to: http://goo.gl/sWj6lN

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Thinking About Your Social Media Efforts
Quick tips for the more effective messaging

**Strategy**
Set goals, know your audience, track results, be consistent, know your Social Media limitations (time/resources)

**Content**
Language, accurate information, positive stories, include help resources, use best practices

**Images**
Avoid depicting self-harm, sad/depressed people (other cliché images, locations/methods of suicide)

**Engagement**
Interact and respond to posts on page, have protocols for dealing with negative/harmful/suicidal posts

**Safety and Privacy**
Be mindful of own privacy, get permission before sharing others' stories, avoid sharing details of treatment (ex. dosages of meds)

**Sharing Others' Suicide-related Posts**
Confirm accuracy/sources, read articles thoroughly, avoid sharing news stories covering deaths, be aware of suicide hoaxes
### Strategy Example

*Each time you post on social media think about...*

<table>
<thead>
<tr>
<th>Question</th>
<th>Strategy</th>
</tr>
</thead>
<tbody>
<tr>
<td>What's my goal? Is it long term or short term?</td>
<td>Advertise your community forum on preventing suicide among college students to increase attendance of event and awareness of the college suicide problem.</td>
</tr>
<tr>
<td></td>
<td>• Short term goal</td>
</tr>
<tr>
<td>Who's my audience?</td>
<td>Parents of college students, college faculty/staff, and college students.</td>
</tr>
<tr>
<td></td>
<td>• Address these audiences in your post (ex. &quot;Students, parents and faculty!&quot;)</td>
</tr>
<tr>
<td></td>
<td>• If you're using Facebook ads or &quot;boosting&quot; your post, target specific audiences.</td>
</tr>
<tr>
<td>What do I want them to do?</td>
<td>See the post, attend the event, know that suicide among college students is a real problem that needs real solutions.</td>
</tr>
<tr>
<td>Did the post work/support the goal?</td>
<td>How well did the post work, how many likes were there, shares, how many people showed up, did you do an evaluation after the presentation and ask how the audience heard about it?</td>
</tr>
</tbody>
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If someone you know may be suffering from depression or another mental illness, reach out to them. Because no one should have to go it alone. Click the link below for tips on how to start the conversation: http://www.mentalhealth.gov/talk/friends-family-members/

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**When "I" is replaced with "We" even illness becomes wellness**

MALCOM X
Good example of content and image
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Engagement

Post on FB by Jed Foundation and The Mighty. Engages audiences by asking people to respond.

Dissemination

Sharing Shaun Morgan's achievement for championing suicide prevention by using his celebrity for good.

What's one thing you would say to a friend to encourage them to take care of their emotional health?

YOUR RESPONSE MAY BE USED IN A POST ON THE MIGHTY.
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Privacy and Safety

Tips for communicating your story safely

Before posting your story online, write it out in full offline. Check in with yourself and be sure you're ready to share your story.

Go back through the story and take out what you wouldn't feel comfortable having everyone know about.

Take out any graphic references to suicide or self-harm.

Highlight parts of the story that support hope and recovery. Exclude any references to exact treatment (like medicine dosages) as it's different for everyone.

Privacy of others: Ask permission to tell a story that is not your own. Remember to take into consideration the privacy, thoughts, and feelings of others who are involved in the story (like survivors of a suicide loss).
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Sharing Others' Posts Examples

*There's great content out there-use it wisely*
Helpful Resources

*Use these resources when building your social media plan*

- **EIC: Social Media Guidelines for Mental Health Promotion and Suicide Prevention**
  - [http://goo.gl/k5AoEo](http://goo.gl/k5AoEo)
- **CDC's Guide to Writing for Social Media**
  - [http://goo.gl/kemOXW](http://goo.gl/kemOXW)
- **Know the Signs: How to Use Social Media for Suicide Prevention**
  - [http://goo.gl/XKic9k](http://goo.gl/XKic9k)

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