

# SUICIDE PREVENTION

*A guide to safe social media use*



## Safe Messaging

When done safely, suicide prevention messaging can reduce stigma and encourage help-seeking behaviors. Avoiding words like “commit” and including language that lets individuals know they are not alone and that help is available are two of many ways you can safely promote suicide prevention.

Including resources in your posts about suicide is one way to promote help seeking behavior. You are encouraged to include the National Suicide Prevention Lifeline number. You can use the following statement:

"If you or someone you know is thinking about suicide, call the National Suicide Prevention Lifeline at 1-800-273-TALK (8255) or text 'HOME' to 741-741. This service is free, confidential, and available 24/7."

For more information on Safe Messaging, please visit

- [Reporting Recommendations – American Association of Suicidology](#)
- [reportingonsuicide.org](http://reportingonsuicide.org)

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## Safety Protocols for Social Media Managers

People often use social media to express themselves. This is also the case with individuals who are experiencing a crisis and potentially having suicidal thoughts. It is important that social media managers and moderators develop and implement safety protocols to reduce the risk of suicide. To help with this, the National Suicide Prevention Lifeline developed a toolkit designed to help community managers understand what to look for on their platforms, and when and how to respond. For more information, view and download the [Lifeline's social media toolkit here](#).

## Reputable Sources

National Suicide Prevention agencies utilize safe messaging. Sharing articles and blog posts created by these organizations is a great way to ensure that safe messaging standards are being followed.

If you would like to share a local article, please read through it for safe messaging standards.

Organizations to follow include (but are not limited to):

- National Action Alliance on Suicide Prevention
- Suicide Prevention Resource Center (SPRC)
- National Suicide Prevention Lifeline
- American Foundation for Suicide Prevention (AFSP)
- Center for Disease Control and Prevention (CDC)
- Michigan Department of Health and Human Services



## PREVENTING SUICIDE IN MICHIGAN MEN

Preventing Suicide in Michigan Men (PRiSMM) is a five-year CDC grant-funded program aimed at reducing suicide in men ages 25 and older. To achieve this goal, MDHHS has implemented a comprehensive, multi-sector partnership and action plan that targets the male population in the state. The Preventing Suicide in Michigan Men project is led by MDHHS's Injury and Violence Prevention Section. Through the collaboration with statewide partners and innovative and evidence-based interventions, the PRiSMM project hopes to reduce suicide in Michigan men by 10% within the next 5 years.