

**Suicide Prevention Month social media (Facebook, Twitter, Instagram) Playbook – 2023**

- Week 1: ASK (September 1-9)
- Week 2: BE THERE (September 10-16)
- Week 3: KEEP TEXANS SAFE (September 17-23)
- Week 4: HELP TEXANS CONNECT (September 24-30)
- Week 5: FOLLOW UP (October 1-7)

**Directions:**

1. Select an image for the desired week.
  2. Upload an image to a social media platform.
  3. Cut and paste verbiage from below for your platform.
  4. Repeat steps 1 – 3 as many times as desired for the week however, change out the image.
- (See below General Messaging to post throughout September)*

Date	Theme	Post Verbiage
Week 1:	ASK	<p>If you think someone might be considering suicide, take the first step and #BeThe1To <b>ASK</b>. Ask directly about suicide. Let the person know you are concerned about their well-being.</p> <p><b>#ASK</b>                      #StopTXSuicides                      #BeThe1To                      #SPM23                      #BeThere                      #ArtHeals</p>

Date	Theme	Post Verbiage
Week 2:	BE THERE	<p>If someone you know is thinking about suicide, take the second step and #BeThe1To <b>BE THERE</b>. Listen to their reasons for feeling hopeless and in pain. Listen without judgment and with compassion and empathy.</p> <p><b>#BETHERE</b> #StopTXSuicides #BeThe1To #SPM23 #ArtHeals</p>
Week 3:	KEEP TEXANS SAFE	<p>If you ask someone if they are thinking about suicide and they say 'yes', take the second step and #BeThe1To <b>KEEP TEXANS SAFE</b>. Separate them from anything they are thinking of using to hurt themselves.</p> <p><b>#KEEPTEXANSSAFE</b> #StopTXSuicides #BeThe1To #SPM23 #BeThere #ArtHeals</p>
Week 4:	HELP TEXANS CONNECT	<p>If someone you know is thinking about suicide, take the fourth step; #BeThe1To help them <b>CONNECT</b> to resources. Help them build a support system, including 988Lifeline, family, friends, faith leaders, coaches, co-workers, or therapists.</p> <p><b>#HELPTEXANSCONNECT</b> #StopTXSuicides #BeThe1To #SPM23 #BeThere #ArtHeals</p>

Date	Theme	Post Verbiage
Week 5:	FOLLOW UP	<p>If someone you know tells you they've been thinking about suicide, don't forget to take the last step and #BeThe1To <b>FOLLOW UP</b> with them. It can make all the difference.</p> <p><b>#FOLLOWUP</b>            #StopTXSuicides            #BeThe1To            #SPM23            #BeThere            #ArtHeals</p>

**General Messaging to use throughout the month of September**

Join @988Lifeline during #SuicidePreventionMonth as they encourage others to #BeThee1To help someone else. #SPM23  
<https://bit.ly/2Kk0lvZ>

September is #SuicidePreventionMonth #BeThe1To play a role in suicide prevention. Here's how. #SPM23  
<https://bit.ly/2Kk0lvZ>

What is #BeThe1To and what does it mean? Find out. #SPM23  
<https://bit.ly/2ZBPJxJ>

Find out why the 5 steps of #BeThe1To can help someone in crisis. #SPM23  
<https://bit.ly/2OIOsE6>

#BeThe1To share these warning signs with everyone you know. Knowledge and awareness can help save lives. #SPM23  
<https://bit.ly/2YIVqMV>

#BeThe1To create a safety plan! Having one on hand can help keep you safe during times of emotional distress. #SPM23  
<https://bit.ly/2T8OLqh>

Worried someone, you know might be suicidal? You can #BeThe1To help. Here's how. #SPM23  
<https://bit.ly/2KgNDxQ>

Know a suicide attempt survivor? #BeThe1To share this site with them. It's full of resources, self-care tips, & more! #SPM23  
<https://bit.ly/2YQb6xW>

Check out @988Lifeline youth #YouMatter Blog! It provides a safe space for youth to discuss mental health. #BeThe1To #SPM23  
<https://bit.ly/2Ktjavn>

Did you know you could create our own 5-step graphics kit for @988Lifeline's #BeThe1To? Learn more under "Customization Guidelines." #SPM23  
<https://bit.ly/2Kk0lvZ>

Who was there for you in your time of need? Send them an @988Lifeline postcard and let them know how much it meant to you. #BeThe1To #BeThere #SPM23  
<https://bit.ly/2MagNRJ>

If you've lost someone to suicide, you're not alone. The 988Lifeline is available 24/7 if you need someone to talk to. Call 988 or visit  
<https://bit.ly/2KqroVa>