

#BeThe1To

Messaging Kit 2018

Thank you for joining the Lifeline to help prevent suicide!

As part of **National Suicide Prevention Month** (9/1-9/30), the RSFA invites you to share the #BeThe1To message, highlighting that **everyone** has a role to play in suicide prevention. #BeThe1To encourages everyone to “**Be The 1 To**” help someone else. This toolkit will help make it easy for you and your community to share life-saving resources with family, friends, colleagues, and more via social media.

In this toolkit, we’ve included:

- Ways to participate
- Ready to post social media content
- Messaging for the 5 step shareable graphics
- Quick links to different resources

Suicide Prevention Week is 9/9-9/15

World Suicide Prevention Day is 9/10

There is also a great toolkit available from the Substance Abuse and Mental Health Services Administration <https://store.samhsa.gov/shin/content//SMA12-4669/SMA12-4669.pdf>

Be sure to share our series of #BeThe1To graphics we will be releasing for the month. Each one will feature an important action that can help someone who may be in suicidal crisis. Thank you for helping us spread the word that that we can **all** do something to help prevent suicide!

Don’t forget to connect on Facebook, Twitter, and Instagram using #BeThe1To.

Social Media Promotion

There are many ways you can help promote #BeThe1To to your networks.

You can...

- Visit and share our #BeThe1To microsite: <http://bit.ly/2vYCDPn>
- Post messages from our social media toolkit.
- Share on your social media channels throughout the month.

Sample Social Media Posts

During the first week of September, we will share the first two graphics. For the rest of the month, we will share ONE graphic step each week in the order below.

#BeThe1To 5-Step Graphics The graphics are available at_____

Day 1 (9/1): INTRO SLIDE (try to post on the first day)



#BeThe1To

Ask. Keep Them Safe. Be There. Help Them Connect. Follow Up.

Find out why this can save a life by visiting
www.BeThe1To.com
If you are struggling, call
1-800-273-Talk (8255)

 a public service of the RSFA
myrsfa.org 

Week 1 (9/2-9/8): ASK & KEEP THEM SAFE. (posted separately this week)

ASK them directly, are you thinking about suicide?



#BeThe1To

Ask.

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If someone says they are thinking about suicide, KEEP THEM SAFE by separating them from anything harmful.



#BeThe1To

Keep Them Safe.

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Week 2 (9/9-9/15): BE THERE.

If someone you know is thinking about #suicide, #BeThe1To just be there. Listen without judgment and with empathy.



#BeThe1To

Be There.

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Week 3 (9/16-9/22): HELP THEM CONNECT.

If someone you know is thinking about #suicide, #BeThe1To help them build a support system of people they can reach out to.



#BeThe1To

Help Them Connect.

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Week 4 (9/23-9/30): FOLLOW-UP.

If someone you know has been thinking about #suicide, #BeThe1To follow up with them. It can make all the difference.



#BeThe1To

Follow Up.

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General Messaging (to post throughout September)

- Join @800273TALK during #SuicidePreventionMonth as they encourage others to #BeThe1To help someone else. <http://bit.ly/2x4HPxW>
- Sept. is #SuicidePreventionMonth! #BeThe1To play a role in suicide prevention. Here's how. <http://bit.ly/2x4HPxW>
- What is #BeThe1To and what does it mean? Find out. <http://bit.ly/2x5cKui>
- Find out why the 5 steps of #BeThe1To can help someone in crisis. <http://bit.ly/2wQnayB>
- #BeThe1To share these warning signs with everyone you know. Knowledge and awareness can help save lives. <http://bit.ly/2wbaRjp>
- #BeThe1To create a safety plan! Having one on hand can help keep you safe during times of emotional distress. More at: <http://bit.ly/2wbaXYa>
- Worried someone you know might be suicidal? You can #BeThe1To help. Here's how. <http://bit.ly/2w2fzzb>
- Sometimes it's a struggle just to make it through the next 5 mins. Check out @800273TALK list of 100 ways <http://bit.ly/2i6d35s> #BeThe1To
- Know a suicide attempt survivor? #BeThe1To share this site w/ them. It's full of resources, #selfcare tips, & more! <http://bit.ly/2wQu2Mp>
- Check out @800273TALK's youth #YouMatter blog! It provides a safe space for youth to discuss #mentalhealth <http://bit.ly/2x5qjtC> #BeThe1To

World Suicide Prevention Day (9/10)

- Today is #WSPD. #BeThe1To to make a difference - stepping forward and reaching out can help save lives. <http://bit.ly/2vDPrtY>
- This #WSPD, @IASPinfo reminds us that taking a minute can change a life. #BeThe1To be there for someone else. <http://bit.ly/2tissVg>
- Looking for ways to honor #WorldSuicidePreventionDay? Check out @IASPinfo's list to get you started. <http://bit.ly/2x5jloi> #BeThe1To

National Suicide Prevention Week (9/9-9/15)

- We all have a role to play in suicide prevention. This #NSPW, join @Action_Alliance & take action. Learn how: <http://bit.ly/2i6oFW6>
- It's #NSPW! Looking for ways to participate? Join @800273TALK's #BeThe1To movement and help save a life. Learn more: <http://bit.ly/2x4HPxW>