



Suicide Prevention Month 2016 Digital Media Toolkit



Thank you for joining the effort to prevent suicide in our military community. This digital media toolkit can support your organization's efforts to observe DoD Suicide Prevention Month throughout the month of September 2016. In addition to using the resources here, please share posts directly from the [Defense Suicide Prevention Office Facebook page](#) and re-tweet from our [Twitter feed](#) (@DSPOMil) all month long. When tweeting, join the campaign's conversation by using hashtags #BeThere and #suicideprevention.

Suggested messaging

The following graphics and template short-form posts for Facebook and Twitter share universal messages of hope, resilience, healing and community responsibility for suicide prevention. Customize and publish this content on your Facebook and Twitter pages to extend the reach of the suicide prevention message within the military community and beyond. **Download high-resolution, source files for this content here:** <http://www.dspo.mil/SuicidePrevention>.



Facebook: Recognize when someone may need help: Look for these 6 signs. #BeThere — your action could save a life.

Twitter: Recognize these 6 signs so you know when to #BeThere for someone.

Message series



Facebook: During Suicide Prevention Month, we recognize the importance of reaching out to each other for help. Tag someone who has helped you recently. #BeThere #suicideprevention

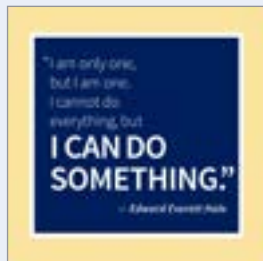
Twitter: Reaching out to each other for help is the best way to #BeThere #suicideprevention





Facebook: Do you know someone who could use some help turning the tide? Reach out and connect. #BeThere when it counts.

Twitter: Getting serious about #suicideprevention means working together so that no one in our community feels like giving up. #BeThere



Facebook: You don't have to be a professional to help someone who may be feeling down. Know the warning signs of suicide and #BeThere to let them know they aren't alone.

Twitter: You don't need a degree or special training to help. #BeThere to show you care. #suicideprevention

Facebook temporary profile photo



This Facebook temporary profile photo gives organizations and individuals a way to show their support for suicide prevention and increase visibility of the campaign. Make this photo your own personal or organizational profile photo during National Suicide Prevention Week (Sept. 5–11, 2016) to show your own support and motivate your fans and friends to join the cause too. **Download the high-resolution, source file for the photo here:** <http://www.dsps.mil/SuicidePrevention>.

Facebook instructions

1. Save the image to a location on your computer or phone.
2. Click the camera at the bottom left of your profile picture.
3. Upload the image you saved in step 1.
4. On the Create Profile Picture screen, click Make Temporary.
5. Select custom to set the expiration date for the image to Sept. 12.
6. Click Save.
7. Invite your fans and friends to join the cause by sharing the image directly on your Facebook wall using the following template short-form Facebook message:

“Join me in the campaign to prevent suicide this week and always. Show your support by making this image your temporary profile photo during Suicide Prevention Week, Sept. 5–11, 2016.” #BeThere #suicideprevention