



SEPTEMBER 2024

National Suicide Prevention Awareness Month

SOCIAL MEDIA TOOLKIT 2024





DEFENSE SUICIDE PREVENTION OFFICE

Joining Your Fight: Connect to Protect is the theme for the 2024 Department of Defense (DoD) suicide prevention campaign. This campaign is a call to action for the greater military community to focus on community, collaboration, connection, and hope. The goal of the campaign is to emphasize help-seeking, reduce stigma, encourage lethal means safety, and increase awareness and utilization of available resources across the Department.

This toolkit provides guidance and resources to spread awareness of Suicide Prevention Awareness Month to include suggested social media messages and graphics for Facebook, Instagram, and X platforms.

The Department is committed to meeting the military community where they are by ensuring the availability of resources and education, strengthening financial readiness, developing coping and problem-solving skills, encouraging healthy connections, enhancing access to mental health support, promoting a culture of lethal means safety, and supporting Service members and their families through the many transitions that occur across the military lifecycle.

The [Defense Suicide Prevention Office \(DSPO\)](#) leads data-driven suicide prevention efforts in the DoD by advancing policy, oversight, program evaluation, and engagement to save the lives of Service members, their families, and the military community.

Find additional downloadable outreach materials and resources for your use [here](#).





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Social Media Toolkit 2024

Spread awareness and allow others to find suicide prevention content by sharing links, resources, and helpful information online. By including a hashtag, your social media followers will be able to have access to a streamlined thread that directs them to help-seeking tools they can use and share with others.

DSPO encourages you to use the following hashtags and handles throughout September.

All use of social media must be done in accordance with DoDI 5400.17. Official DoD pages should include an appropriate disclaimer where content from non-Federal entities will be included. As a reminder, DoD personnel are not prohibited from using personal social media accounts to forward, like, or link to official information, provided it is done in a manner that does not express or imply DoD sanction or endorsement of any personal content. DoD personnel must include an appropriate disclaimer when reposting DoD content to personal social media, such as "Views are my own and do not represent DoD."

Follow and use the 2024 Hashtags:

- #JoiningYourFight
- #ConnectToProtect
- #SPM24
- #suicideprevention
- #988

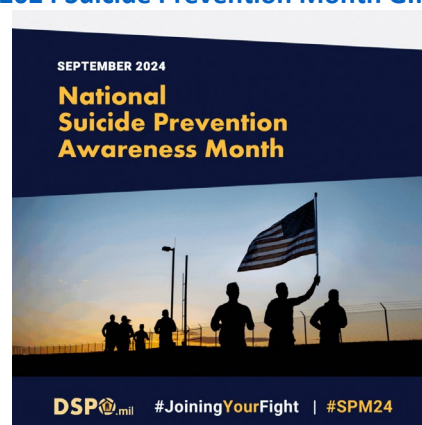
GIFs:

Get followers and fans involved in promoting suicide prevention awareness by sharing Suicide Prevention Awareness Month GIFs. GIFs are short, animated graphics to generate a positive reaction to your conversations online. Adding a GIF to a comment and post can initiate user engagement and interest in your conversations.

Evergreen GIF



2024 Suicide Prevention Month GIF 2





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Instagram and X Handles:

The Department takes a comprehensive, integrated, public health approach to suicide prevention because we recognize that suicide has no single cause — and no single preventative action, treatment, or cure will eliminate every individual suicide death. The multi-tiered prevention strategy for Service members involves many departments, organizations, programs, and partners. We encourage you to follow, share, and connect with our other resource partners throughout the month. Tag appropriate posts on X and Instagram to direct your followers to partner organizations and resources. Build your stakeholder and community engagement by connecting with organizations that align with and amplify your suicide prevention work.

Partner Organizations and Affiliates	X and Instagram Handle
<ul style="list-style-type: none">• Department of Defense• Defense Suicide Prevention Office	@DeptofDefense
	@DSPO BeThere on X
	@DSPOmil on Instagram
<ul style="list-style-type: none">• Military OneSource	@Military1Source
<ul style="list-style-type: none">• 988 Suicide and Crisis Lifeline	@988Lifeline
<ul style="list-style-type: none">• Tricare	@Tricare
<ul style="list-style-type: none">• Real Warriors Campaign	@RealWarriors on X
	@realwarriorscampaign on Instagram
<ul style="list-style-type: none">• Department of Veterans Affairs	@DeptVetAffairs
<ul style="list-style-type: none">• Substance Abuse and Mental Health Services Administration	@samhsagov
<ul style="list-style-type: none">• Centers for Disease Control and Prevention	@CDCgov

Share your messages of hope with help-seeking resources on Facebook

1. **Facebook Cover Image.** Add the Facebook cover image as your profile cover and promote awareness.





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- Facebook Photo Frames.** Upload your profile photo on Twibbonize. If using a mobile device, you can download the Twibbonize application from the Apple and Google Play app store and upload your photo there. Once complete, download and post to your Facebook profile photo.

Facebook Frame Evergreen



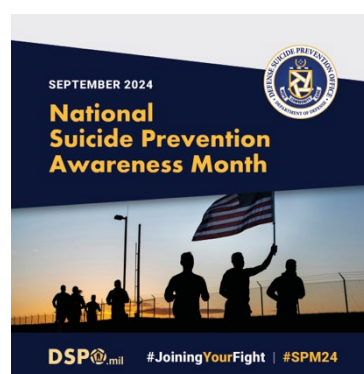
Facebook Frame – SPAM



- Campaign post image gallery.** Use our branded campaign image to highlight your suicide prevention resources and events.

September is Suicide Prevention Awareness Month. Take the Suicide Prevention Awareness Month pledge to show your support for the military community and encourage others to take it.

[https://www.dspo.mil/Portals/113/Images/SPM Toolkit 2024/20240702-ConnectToProtect2024-Pledge-508c.pdf?ver=V_OPMKel1vStStuKM12WyA==](https://www.dspo.mil/Portals/113/Images/SPM%20Toolkit%202024/20240702-ConnectToProtect2024-Pledge-508c.pdf?ver=V_OPMKel1vStStuKM12WyA==)



This week is Suicide Prevention Awareness Week. Words matter. Join the fight against military suicide by spreading the word about DSPO's Talking About Suicide Online Fact Sheet:

[https://www.dspo.mil/Portals/113/Images/SPM%20Toolkit %202024/20240708-TalkingAboutSuicideOnline-FS-508c.pdf?ver=vv2Jr3eYm3ocGKynH5_mWA%3d%3d](https://www.dspo.mil/Portals/113/Images/SPM%20Toolkit%202024/20240708-TalkingAboutSuicideOnline-FS-508c.pdf?ver=vv2Jr3eYm3ocGKynH5_mWA%3d%3d)

If you, or a Service member you know is in crisis, call 988 and press 1, text 838255, or [chat](#) 24/7/365.

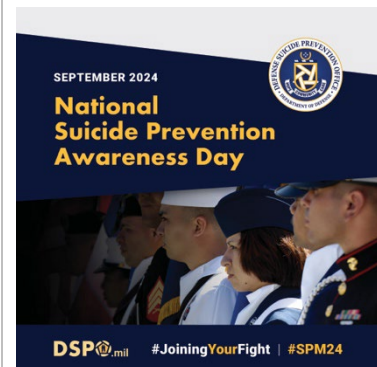




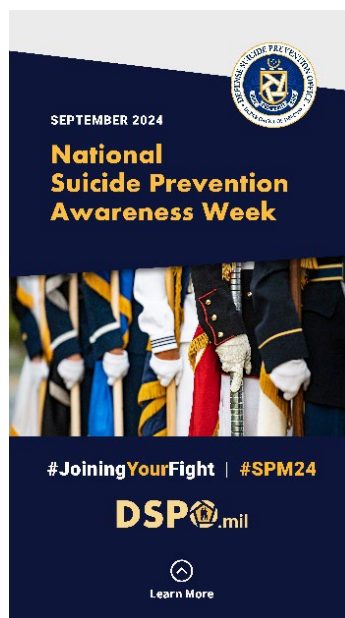
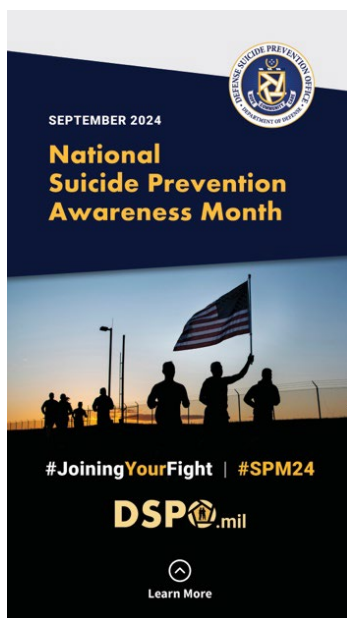
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Today, on World Suicide Prevention Awareness Day, the world stops to recognize that suicide is an urgent public health issue. You can be a leader in this global suicide prevention effort by learning more and sharing the knowledge. Start your learning with our Suicide Prevention Month Communications Toolkit:

<https://www.dspo.mil/Home/Tools/Resource-Library/spm/SP-Prevention-Outreach-Toolkit/>.



4. **Campaign story images.** Grab your followers' attention with attractive story images that last 24 hours on your page. Take advantage of available engagement widgets. The widget also allows your followers to link to your website tools and resources. Be creative with this tool and capture your followers' attention.





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- Evergreen post image gallery.** While September is Suicide Prevention Awareness Month, suicide prevention awareness is a year-long effort for the Department.

Suggested social media text	Campaign post image
One life lost to suicide is one life too many. September is Suicide Prevention Awareness Month. Find out how you can help. Together, we can make a meaningful difference in preventing military suicide. Visit www.dspo.mil/ for tools and resources to spread awareness all year long. If you or someone you may know is in crisis, dial 988 and press 1, text 838255, or chat 24/7/365.	
"Suicide prevention is a long-term effort. Change will not happen overnight, but we have no time to spare. The men and women who step up to serve our country in uniform are this Department's most important asset." Secretary Lloyd Austin	
Time and space between thoughts of suicide and the means to act can save a life. Learn tips on how to keep your lethal means secure at: https://www.dspo.mil/Home/Tools/Resource-Library/Lethal-Means .	

Share your messages of hope with help-seeking resources on X

- Banner image.** Use the X cover image as your profile cover to spread awareness.



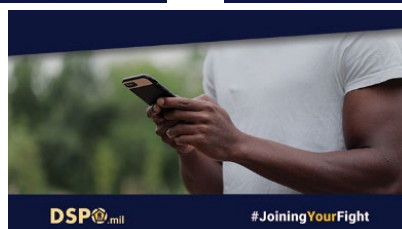


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2. **Campaign images.** Use the branded campaign image to highlight your suicide prevention resources and events.

Suggested social media text	Campaign post image
September is Suicide Prevention Awareness Month. Take the Suicide Prevention Awareness Month pledge to show your support for the military community and encourage others to take it too: https://www.dspo.mil/Portals/113/Images/SPM Toolkit 2024/20240702-ConnectToProtect2024-Pledge-508c.pdf?ver=V OPMKel1vStTuKM12WyA== #SPM24	
This Suicide Prevention Awareness Week, join the fight against military suicide by spreading the word about our Talking About Suicide Online Fact Sheet: https://www.dspo.mil/Portals/113/Images/SPM Toolkit 2024/20240708-TalkingAboutSuicideOnline-FS-508c.pdf?ver=vv2Jr3eYm3ocGKynH5 mWA== . If you, or a Service member you know is in crisis, call 988 and press 1 or text 838255 to chat. #SPM24	
Today, on World Suicide Prevention Awareness Day, the world stops to recognize that suicide is an urgent public health issue. Be a leader in the global effort for prevention by learning more with our Suicide Prevention Outreach Toolkit: https://www.dspo.mil/Home/Tools/Resource-Library/spm/SP-Prevention-Outreach-Toolkit/ . #SPM24 #JoiningYourFight	

3. **Evergreen X images.** While September is Suicide Prevention Awareness Month, suicide prevention awareness is a year-long effort for the Department.





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Share your messages of hope with help-seeking resources on Instagram

1. **Campaign post images.** Use the branded campaign image to highlight your suicide prevention resources and events.

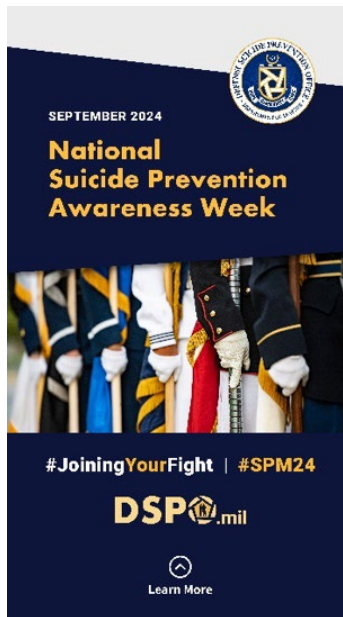
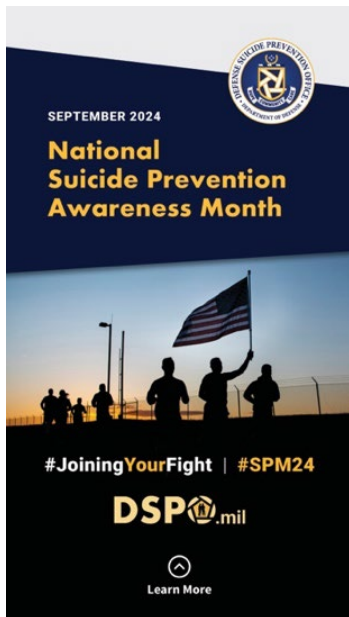
Suggested social media text	Campaign post image
<p>September is Suicide Prevention Awareness Month. Take the Suicide Prevention Awareness Month pledge to show your support for the military community and encourage others to take it too:</p> <p>https://www.dspo.mil/Portals/113/Images/SPM%20Toolkit%202024/20240702-ConnectToProtect2024-Pledge-508c.pdf?ver=VOPMKel1vStSTuKM12WyA%3d%3d. #SPM24</p>	
<p>This week is Suicide Prevention Awareness Week. Words matter. Join the fight against military suicide by spreading the word about DSPO's Talking About Suicide Online Fact Sheet:</p> <p>https://www.dspo.mil/Portals/113/Images/SPM%20Toolkit%202024/20240708-TalkingAboutSuicideOnline-FS-508c.pdf?ver=vv2Jr3eYm3ocGKynH5mWA%3d%3d. If you, or a Service member you know is in crisis, call 988 and press 1, text 838255, or chat 24/7/365. #SPM24 #JoiningYourFight</p>	
<p>Today, on World Suicide Prevention Awareness Day, the world stops to recognize that suicide is an urgent public health issue. You can be a leader in this global suicide prevention effort by learning more and sharing the knowledge. Start your learning with our Suicide Prevention Month Communications Toolkit:</p> <p>https://www.dspo.mil/Home/Tools/Resource-Library/spm/SP-Prevention-Outreach-Toolkit/.</p>	



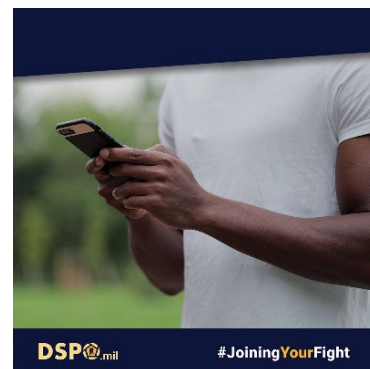


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- Campaign story images.** Instagram story format posts disappear after 24 hours. Use these images to draw attention back to your social media presence and recent activities. They also allow your followers to link to your website tools and resources through a variety of engagement widgets. Be creative with this tool and capture the attention of your followers.



- Evergreen images.** While September is Suicide Prevention Awareness Month, suicide prevention awareness is a year-long effort for the Department.





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Resources

DOD Informational Resources

Defense Suicide Prevention Office

Advances holistic, data-driven suicide prevention in our military community through policy, oversight, and engagement to positively impact individual beliefs and behaviors, as well as instill systemic culture change. Find additional materials and resources on the Defense Suicide Prevention Office website.

Contact Information:

Web: www.dspo.mil



Military OneSource

For non-crisis concerns, such as relationship, family, or financial challenges, Military OneSource provides 24/7 service to all Service members, including National Guard and Reserve members and eligible family members. Arrange a face-to-face, phone, online, or video counseling session via the contacts below.



Contact Information:

Phone: 800-342-9647

Chat: livechat.militaryonesourceconnect.org/chat

Web: www.militaryonesource.mil

inTransition

A free, confidential program that offers specialized coaching and assistance for active-duty Service members, National Guard members, Reservists, veterans, and retirees who need access to a new mental health provider or wish to initiate mental health care for the first time. inTransition services are available to ALL military members regardless of length of service or discharge status.



Contact Information:

Phone: 800-424-7877

Outside the United States (international toll-free number): 800-424-4685

Outside the United States (collect): 314-387-4700

All calls are confidential and free.





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Crisis Resources

Veterans/Military Crisis Line (VCL/MCL)

The VCL/MCL is a free, confidential resource that provides Department of Veterans Affairs (VA) support for all Service members, including members of the National Guard and Reserve, all veterans, and their families, even if they are not registered with VA or enrolled in VA health care. The caring, qualified responders at the VCL/MCL are specially trained and experienced in helping Service members and veterans of all ages and circumstances. If you, or someone you know is in a crisis, there is help – contact the VCL/MCL.

Contact Information:

Phone: 800-273-8255, press 1

Chat: www.veteranscrisisline.net/get-help/chat

Web: www.veteranscrisisline.net

Calling from overseas:

In Europe: Call 00800 1273 8255 or DSN 118

In Korea: Call 080-855-5118 or DSN 118

In Afghanistan: Call 00 1 800 273 8255 or DSN 111



National Resources

988 Suicide and Crisis Lifeline (National Suicide Prevention Lifeline)

The National Suicide Prevention Lifeline is now the 988 Suicide and Crisis Lifeline, a National network of local crisis centers that provides free and confidential emotional support to people in suicidal crisis or emotional support to people in suicidal crisis or emotional distress 24/7. The easy to remember three-digit number routes to the nearest crisis center in the National network of 150+ crisis centers.

Contact Information:

Phone: 800-273-TALK (8255); TTY: 800-799-4889

Web: suicidepreventionlifeline.org



911

In an emergency, dial 911 or your local emergency number immediately. An emergency is any situation that requires immediate assistance from the police, fire department, or an ambulance.

Contact Information:

Phone: 911

Web: <http://www.911.gov/>





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National Poison Control

If you suspect a poisoning, contact a Poison Control Center right away, online, or by phone. Knowing is safer than guessing, and quick action could save a life. Help is available online, with the web POISONCONTROL tool, or by phone at 800-222-1222. Both options are free, expert, and confidential.

Contact Information:

Website: www.poison.org

