

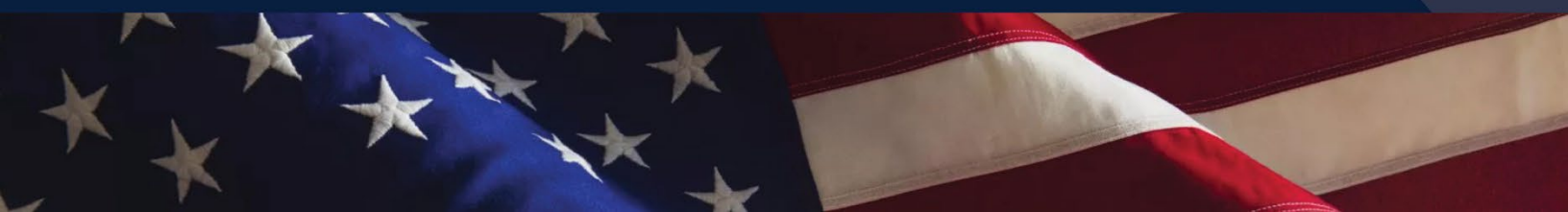


DEFENSE SUICIDE PREVENTION OFFICE
LEADING THE MISSION TO SAVE LIVES

SEPTEMBER 2025

National Suicide Prevention Awareness Month

Social Media Toolkit





DEFENSE SUICIDE PREVENTION OFFICE

2025 Department of Defense Suicide Prevention Campaign

Joining Your Fight: Connect to Protect

The 2025 Department of Defense (DOD) Suicide Prevention Campaign, “Joining Your Fight: Connect to Protect,” calls on the entire military community to stand united in the fight against suicide. The year-long campaign reinforces that seeking help is a sign of strength and builds Total Force resilience, a vital element of mission readiness.

The campaign reduces stigma, promotes help-seeking behaviors, encourages lethal means safety, and increases awareness and use of available resources across the Department. These efforts are essential to maintaining the health and wellness of Service members, veterans, their families, and the broader military community.

This social media toolkit provides suggested messaging and graphics for Facebook, Instagram, and X. It is designed to enhance outreach during **Suicide Prevention Awareness Month in September** and throughout the year.

The DOD remains fully committed to advancing suicide prevention efforts. The Department is dedicated to expanding access to mental health support, providing financial and mental health resources, fostering healthy relationships, and assisting Service members and their families through transitions across the military lifecycle.

The [Defense Suicide Prevention Office \(DSPO\)](#) leads the DOD’s comprehensive, data-informed suicide prevention strategy efforts. DSPO develops policy, provides oversight, evaluates programs, and engages stakeholders. DSPO also delivers education and information that builds coping and problem-solving skills across the Total Force.

These coordinated initiatives save the lives of Service members, their families, and the military community and reinforces strength, unity, and resilience.

Access additional outreach materials and downloadable resources at [DSPO.mil](https://dspo.mil).





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Social Media Toolkit 2025

Social Media Use Guidelines

All social media use must comply with Department of Defense Instruction 5400.17. Official DOD pages must include appropriate disclaimers when sharing content from non-Federal entities.

DOD personnel may share, like, or link to official information from personal accounts, provided such actions do not imply DOD endorsement of personal content. When reposting official content from a personal account, personnel must include a disclaimer such as:

"Views are my own and do not represent the Department of Defense."

How to Use this Toolkit

- Use this toolkit to help raise awareness and share suicide prevention resources across social media platforms.
- Post helpful content, links, and tools — including campaign hashtags — so other social media followers can find support and connect with life-saving information.
- Include hashtags in social media posts to enable followers access to a centralized thread of content that promotes help-seeking behaviors and encourages community engagement.

DSPO encourages the use of the following hashtags and handles throughout the month of September and beyond:

Official Hashtags:

- #JoiningYourFight
- #ConnectToProtect
- #SPM25
- #suicideprevention
- #988





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X, Instagram, and Facebook Handles:

The Department implements a comprehensive, integrated, public health approach to suicide prevention, recognizing that suicide has no single cause and no single solution. To address this complex issue, the Department applies a multi-tiered prevention strategy that engages multiple departments, organizations, programs, and partners.

Throughout September and year-round, follow, share, and connect with official resource partners to amplify suicide prevention messaging. Share relevant content, tag appropriate posts on Facebook, Instagram, and X, and direct audiences to trusted partner organizations and resources. Strengthening stakeholder and community engagement by collaborating with Federal partners whose missions align with and support ongoing suicide prevention efforts.

Partner Organizations and Affiliates	X, Instagram, and Facebook Handles
Department of Defense	@DeptofDefense on X and Instagram @U.S. Department of Defense on Facebook
Defense Suicide Prevention Office	@DSPO_BeThere on X @DSPOmil on Instagram @Defense Suicide Prevention Office on Facebook
Defense Health Agency	@DoD_DHA on X @Defense_health_agency on Instagram @Defense Health Agency on Facebook
Real Warriors Campaign	@Realwarriorscampaign on Instagram @Real Warriors on Facebook
988 Suicide & Crisis Lifeline	@988Lifeline on X and Instagram @988 Suicide & Crisis Lifeline on Facebook
Military OneSource	@Military1Source on X and Instagram @Military OneSource on Facebook
TRICARE	@TRICARE on X , Instagram , and Facebook





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U.S. Department of Veterans Affairs	@DeptVetAffairs on X and Instagram @U.S. Department of Veterans Affairs on Facebook
Substance Abuse and Mental Health Services Administration	@Samhsagov on X and Instagram @Samhsa on Facebook
Centers for Disease Control and Prevention	@CDCgov on X and Instagram @CDC on Facebook
U.S. Department of State	@Statedept on X and Instagram @U.S. Department of State on Facebook
Department of Health and Human Services	@Hhs.gov on X and Instagram @U.S. Department of Health and Human Services on Facebook
National Action Alliance for Suicide Prevention	@Action_alliance on X and no profile for Instagram @National Action Alliance for Suicide Prevention on Facebook





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Social Media Posts for use with Facebook, X, and Instagram

Feature the branded campaign image to highlight suicide prevention resources, promote awareness and events, and reinforce key messages across Facebook posts.

Campaign Post	Image
<p>National Suicide Prevention Month 2025:</p> <p>Participate in Suicide Prevention Awareness Month this September by taking the Suicide Prevention Awareness Month Pledge. Show support for the military community, promote help-seeking behaviors, and strengthen the culture of connection, resilience, and readiness across the Total Force. Encourage others to take the Pledge and contribute to the mission.</p> <p>https://www.dspo.mil/Portals/113/Images/SPM%20Toolkit%202025/20250730-SPAMToolkit-Pledge.pdf</p>	
<p>National Suicide Prevention Awareness Week 2025:</p> <p>National Suicide Prevention Awareness Week is September 7 – 13.</p> <p>Join the fight against military suicide by sharing DSPO's Talking About Suicide Online Fact Sheet.</p> <p>https://www.dspo.mil/Portals/113/Images/SPM%20Toolkit%202025/DSPO-FactSheet-TalkingAboutSuicideOnline.pdf</p> <p>For crisis support, dial 988, press 1, or text 838255, or chat at https://www.veteranscrisisline.net/get-help-now/chat/.</p>	





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Campaign Post

National Suicide Prevention Awareness Day 2025:

Today, on World Suicide Prevention Awareness Day, the world recognizes suicide as an urgent public health issue. Support the effort by learning more and sharing trusted information that can save lives. Contribute to the prevention mission by accessing and distributing the Suicide Prevention Month Communications Toolkit.

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

Image





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Social Media Reels/Stories for use with Facebook and Instagram

Use campaign-branded story images to capture attention and promote suicide prevention messaging. Post these images to Instagram and Facebook stories, which remain visible for 24 hours.

Incorporate available engagement interactive tools or widgets (polls, quizzes, question boxes, and more) to increase interaction and direct audiences to official tools and resources. Leverage this format creatively to enhance visibility and encourage meaningful engagement.

Campaign Post	Image
<p>National Suicide Prevention Awareness Month</p> <p>September 2025</p>	





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Campaign Post	Image
<p>National Suicide Prevention Awareness Week September 7 – 13, 2025</p>	
<p>National Suicide Prevention Awareness Day September 10, 2025</p>	





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Facebook Cover Image:

Upload the designated Facebook cover image to the profile header to promote awareness and reinforce campaign visibility.

Dimensions: 820x360



X Cover Image:

Upload the designated X cover image to the profile header to promote awareness and reinforce campaign visibility.

Dimensions: 1500x500





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Evergreen Post Image Gallery

While September is Suicide Prevention Awareness Month, the Department's commitment to suicide prevention is year-round. Use evergreen images to maintain visibility and reinforce the message that **support is always available**. These visuals can be shared throughout the year to promote awareness, encourage help-seeking, and connect the community to vital resources.

Evergreen Post	Image
<p>Take action to save lives and support the military community during Suicide Prevention Awareness Month this September. Use available tools and resources to raise awareness, promote help-seeking behaviors, and contribute to ongoing prevention efforts to prevent military suicide. Visit www.dspo.mil to access year-round resources.</p> <p>For crisis support, dial 988, press 1, text 838255, or chat at https://www.veteranscrisisline.net/get-help-now/chat/.</p>	
<p>"Joining Your Fight: Connect to Protect."</p> <p>The Department of Defense's 2025 Suicide Prevention Awareness Campaign empowers the military community by promoting help-seeking behaviors, reducing stigma, and strengthening Total Force wellness, readiness, and resilience.</p> <p>For crisis support, dial 988, press 1, text 838255, or chat at https://www.veteranscrisisline.net/get-help-now/chat/.</p> <p>#ConnectToProtect</p>	





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Evergreen Post	Image
<p>Putting time and distance between thoughts of suicide and access to lethal means can save a life. Discover how to safely store firearms, medications, and other potentially lethal items by exploring the lethal means safety resources available at DSPO.mil.</p> <p>https://www.dspo.mil/Home/Tools/Resource-Library/Lethal-Means-Safety/.</p>	

Graphics Interchange Format (GIFs):

GIFs are short, animated graphics that enhance visibility and engagement across social media platforms. Including a GIF in a post or comment draws attention and encourages participation in conversations about suicide prevention.*Animated GIF can be downloaded from DSPO.mil only.

Evergreen GIF*



2025 Suicide Prevention Month GIF*





DEFENSE SUICIDE PREVENTION OFFICE

Resources

Non-Crisis Resources

DOD Resources

Defense Suicide Prevention Office

Leading 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.

Additional materials and resources can be found on the DSPO website.

Contact Information:

Web: www.dspo.mil



Military OneSource

For non-crisis concerns, such as relationships, family, or financial challenges, Military OneSource provides 24/7 service to all Service members, including National Guard Bureau (NGB) 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, NGB 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.

Web: [inTransition | Health.mil](https://inTransition.Health.mil)





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National Resources

American Foundation for Suicide Prevention

The American Foundation for Suicide Prevention is the Nation's largest non-profit dedicated to saving lives and bringing hope to those affected by suicide.

Contact Information:

Toll-Free: 888-333-AFSP (2377)

Phone: 212-363-3500

General Inquiries: info@afsp.org

Web: afsp.org



**American
Foundation
for Suicide
Prevention**

Give An Hour

Give An Hour provides care and support for those who otherwise might not receive it by harnessing the skill, expertise, and generosity of volunteer mental health professionals across the country.

Contact Information:

Email: info@giveanhour.org

Web: giveanhour.org



Any reference to non-Federal entities and the appearance of external hyperlinks does not constitute an endorsement of the United States Department of Defense of any organization, the linked websites, or the information, products, or services contained therein.





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Crisis Resources

Government Resource

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 NGB 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: Call 988, press 1

Text: 838255

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

Web: www.veteranscrisisline.net



Calling from Overseas:

NORTHCOM: Dial 988, then Press 1

PACOM: Call +1 844-702-5493 (off base) or DSN 988 (on base)

EUCOM: Call +1 844-702-5495 (off base) or DSN 988 (on base)

CENTCOM: Call +1 855-422-7719 (off base) or DSN 988 (on base)

AFRICOM: Call +1 888-482-6054 (off base) or DSN 988 (on base)

SOUTHCOM: Call +1 866-989-9599 (off base) or DSN 988 (on base)

National Resources

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: 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:

Web: www.poison.org



988 Suicide & Crisis Lifeline

(National Suicide Prevention Lifeline)

The National Suicide Prevention Lifeline is now the 988 Suicide & Crisis Lifeline, a National network of local crisis centers that provides free and confidential emotional support to people in suicidal crisis or emotional distress 24/7. The easy to remember 3-digit number is routed 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: 988lifeline.org

