



#BeThe1To Messaging Toolkit 2022

Thank you for joining the 988 Suicide & Crisis Lifeline to help prevent suicide!

As a part of **National Suicide Prevention Month** (September 1-September 30), the 988 Lifeline encourages you to share the **#BeThe1To** message, highlighting that everyone has a role to play in suicide prevention.

After a few years of unprecedented stress and tragedy, we're looking ahead to the future and recognizing how it is more important than ever to provide resources and support for people to help each other through crisis.

In this toolkit, we've included:

1. How to promote this campaign on your social media
2. Ready-to-post social media content about the 5 steps
3. Ready-to-post resources regarding taking the first step, COVID-19, and self-care
4. Ready-to-post messages for World Suicide Prevention Day



Be sure to share our series of #BeThe1To graphics we will be releasing throughout the month. Each one will feature an important action that can help someone who may be in a suicidal crisis.

Thank you for helping the 988 Lifeline spread the word that we can all do something to help prevent suicide!

You can connect with us on:

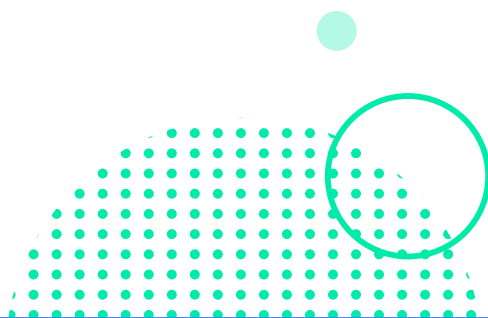
[Facebook](#), [Twitter](#), and [Instagram](#) using **#BeThe1To.**

Social Media Promotion

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

You can:

- ❗ Visit and share our #BeThe1To website: <https://bit.ly/3AZ88JX>
- ❗ Post messages from our social media toolkit
- ❗ Share, RT, or regram our posts throughout the month
- ❗ Add bethelto.com to your Instagram bio
- ❗ Submit your customized kit to be added to the #BeThe1To site by emailing it to communications@vibrant.org with the subject line "#BeThe1To Custom Kit"
- ❗ Submit a virtual postcard to say "Thank You" to someone who has been there for you: #BeThe1To Say Thanks
<https://bit.ly/3Rrrv3P>
- ❗ Donate to a [988 Lifeline Crisis Center](#) or [Vibrant Emotional Health](#), the administrator of the 988 Lifeline



Sample Social Media Posts

Each week of September, we will share one of the [#BeThe1To](#) steps in the order below. **Please feel free to post the graphics on your own channels or to reshare them** from the [988 Lifeline's](#) social media channels directly.

Please remember to include the graphic along with its corresponding text when you post.

You can download the graphics here: <https://bit.ly/3KxhkrX>



The **5 Steps** for Facebook, Twitter, Instagram



Week 1 (8/29 - 9/2) ASK

In honor of #SuicidePreventionMonth, the @988Lifeline will be releasing a series of graphics that will list the 5 steps you can take to help someone in suicidal crisis. Learn more about #BeThe1To by visiting bethelto.com. #SPM22

If you think someone might be considering suicide, take the first step and #BeThe1To ask. Ask directly, "Are you thinking about killing yourself?" #SPM22

[Attach graphic for Step 1: ASK]



2

Week 2 (9/5 - 9/9) BE THERE

If someone you know is thinking about suicide, take the next step and #BeThe1To be there. Listen to their reasons for feeling hopeless and in pain. Listen without judgment and with compassion and empathy. #BeThere #SPM22

[Attach graphic for Step 2: BE THERE]

3

Week 3 (9/12 - 9/16) KEEP THEM SAFE

If you ask someone if they are thinking about suicide and they say yes, #BeThe1To keep them safe. Separate them from anything they are thinking of using to hurt themselves. #SPM22

[Attach graphic for Step 3: KEEP THEM SAFE]

4

Week 4 (9/19 - 9/23) HELP THEM CONNECT

If someone you know is thinking about suicide, #BeThe1To help them connect to resources. Help them build a support system, including the @988Lifeline, family, friends, clergy, coaches, co-workers or therapists. #SPM22

[Attach graphic for Step 4: HELP THEM CONNECT]

5

Week 5 (9/26 - 9/30) FOLLOW UP

If someone you know tells you they've been thinking about suicide, don't forget to take the last step and #BeThe1To follow up with them. It can make all the difference. #SPM22

[Attach graphic for Step 5: FOLLOW UP]



Crisis Centers

DYK that the @988Lifeline is composed of a network of 200+ crisis centers across the U.S.? It's the counselors at these local crisis centers who answer the contacts the #988Lifeline receives every day. Learn more & how to support them below. #BeThe1To #SPM22

<https://bit.ly/3wQE6p9>

Want to support #suicideprevention? Help a crisis center. The counselors at crisis centers across the country answer all of the @988Lifeline's contacts & are the heroes of the #988Lifeline. Find out how to help your local center below. #BeThe1To #SPM22

<https://bit.ly/3wQE6p9>

.@988Lifeline crisis centers across the U.S. are an essential service for providing #suicideprevention & #mentalhealth crisis intervention services incl. appropriate follow-up services to individuals seeking help at any time-support them @ <https://bit.ly/3wQE6p9> #BeThe1To #SPM22

Crisis centers are essential. They answer all of the contacts the #988Lifeline receives every day. #BeThe1To organize a fundraiser to help support your local crisis center. Visit @988Lifeline's Center Locator here: <https://bit.ly/3wQE6p9> #SPM22

The calls, texts, & chats that the #988Lifeline receives are answered by our network of 200+ crisis centers across the U.S. Find out how you can support them below. [https:// bit.ly/3wQE6p9](https://bit.ly/3wQE6p9) #SPM22



Self-care Messaging

While you are supporting and helping someone who may be in crisis, it is especially important for you to also take care of yourself. This page shares tips and resources to help you practice self-care.

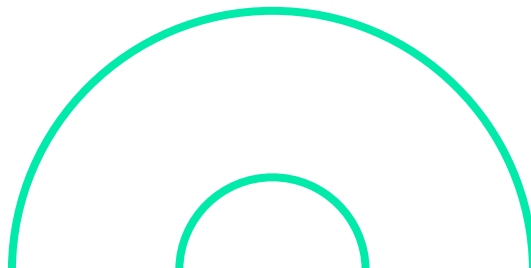
<https://bit.ly/3ACpFpL> #BeThe1To #SPM22

When you take care of yourself and are not stressed, you are better able to meet the needs of others. Check out this page full of tips and resources to help you practice self-care. <https://bit.ly/3ACpFpL> #BeThe1To #SPM22

By maintaining your physical and mental health, you will likely be better equipped to handle the stressors that come along with supporting someone you care about. For tips and resources, visit <https://bit.ly/3ACpFpL>. #BeThe1To #SPM22

Asking about suicide & supporting someone experiencing these thoughts can feel scary. In order to support someone else, it's important to make sure you feel supported yourself. Here are some ways to support yourself before taking the 1st step of #BeThe1To. <https://bit.ly/3q3aocO>

Supporting someone who is experiencing suicidal thoughts can feel challenging. If you are using the #BeThe1To steps, make sure you are also taking time to support not only your loved one but yourself. #BeThe1To #SPM22 <https://bit.ly/3q3aocO>

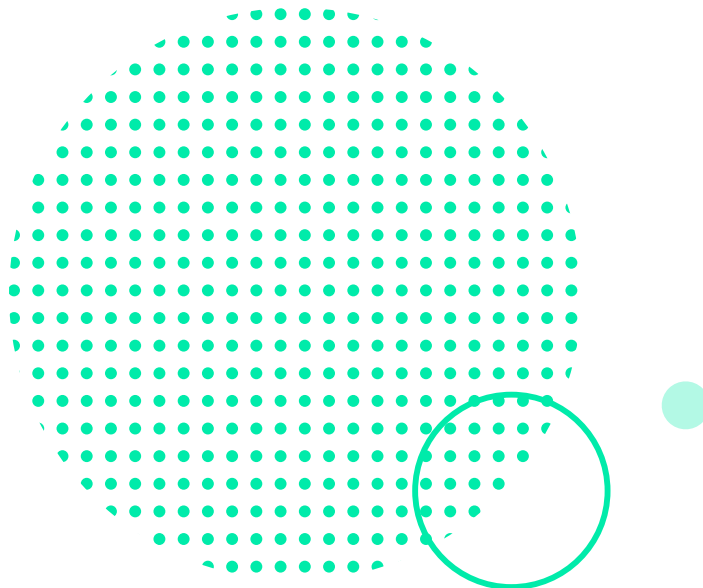


World Suicide Prevention Day (9/10/22)

Today is #WSPD22. #BeThe1To make a difference - stepping forward and reaching out can help save lives. <https://bit.ly/3RpCmeq>

This #WSPD22, @IASPinfo reminds us that we all have a role to play in suicide prevention. By encouraging understanding, reaching in and sharing experiences, we can help save lives. #BeThe1To <https://bit.ly/3cH92RN>

Looking for ways to honor #WorldSuicidePreventionDay? Check out @IASPinfo's list to help get you started. #BeThe1To #WSPD22 <https://bit.ly/3mx7pZv>



#BeThe1To and Covid-19

While being physically present may not be an option right now due to #COVID19, there are still many other ways to #BeThere for someone else. Visit our #BeThe1To COVID-19 page to learn more.

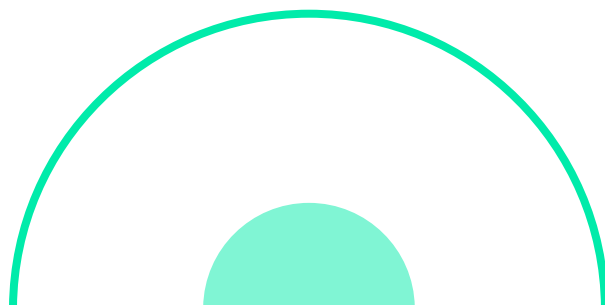
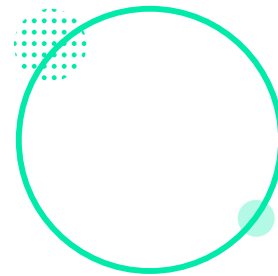
<https://bit.ly/3KD1nk8> #SPM22

Helping people connect with other services that can support them during #COVID19 is still possible while staying physically distant.

Visit our #BeThe1To COVID-19 page to learn more.








<https://bit.ly/3KD1nk8> #SPM22

In times of physical distancing, social connection is more important than ever. During #COVID19, you can still #BeThe1To help a friend in need. <https://bit.ly/3KD1nk8> #SPM22

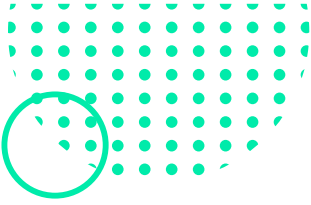


General Messaging

(to post throughout September; for Facebook & Twitter)

-  Join the @988Lifeline during #SuicidePreventionMonth as they encourage others to #BeThe1To help someone else.
<https://bit.ly/3q0ZyDY> #SPM22
-  September is #SuicidePreventionMonth! #BeThe1To play a role in suicide prevention. Here's how. <https://bit.ly/3q0ZyDY> #SPM22
-  What is #BeThe1To and what does it mean? Find out.
<https://bit.ly/3q2lqPx> #SPM22
-  Find out why the 5 steps of #BeThe1To can help someone in crisis.
<https://bit.ly/3wN71KI> #SPM22
-  Most of us would take action if we knew someone close to us was thinking about suicide. But many of us don't know what to do. Check out this hand-drawn explainer video for 5 steps you can take to #BeThe1To help save a life. <https://bit.ly/3kp49g7> #SPM22
-  #BeThe1To share these warning signs with everyone you know. Knowledge and awareness can help save lives.
<https://bit.ly/3e7A2dz> #SPM22
-  #BeThe1To create a safety plan! Having one on hand can help keep you safe during times of emotional distress.
<https://bit.ly/3B5CjPK> #SPM22





General Messaging Continued

- ❗ Worried someone you know might be suicidal? You can #BeThe1To help. Here's how. <https://bit.ly/3Q8GPkP> #SPM22
- ❗ Know a suicide attempt survivor? #BeThe1To share this site with them. It's full of resources, self-care tips, and more! <https://bit.ly/3AxljjO> #SPM22
- ❗ Check out the @988Lifeline's youth #YouMatter blog! It provides a safe space for youth to discuss mental health. <https://bit.ly/3TxdqUe> #BeThe1To #SPM22
- ❗ Did you know you could create your own 5-step graphics kit for @988Lifeline's #BeThe1To? Learn more under our "Customization Guidelines." <https://bit.ly/3egoe95> #SPM22
- ❗ Who was there for you in your time of need? Submit a virtual thank you note below about how much it meant to you. <https://bit.ly/3KKwHxp> #BeThe1To #BeThere #SPM22
- ❗ 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 or text 988 or visit <https://bit.ly/3e7BVa9> to chat with us online. #BeThe1To #SPM22
- ❗ If you're considering sharing your mental health story, we recommend that you use this storytelling checklist to help determine how to share your story safely & effectively – for yourself & others. <https://bit.ly/3egpngT> #BeThe1To #SPM22

