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**Social Media Post Guide**

Utilize this Social Media Post Guide for help with planning, scheduling, and posting Suicide Prevention Month items on Twitter, Instagram, Facebook, and other social media platforms. Topics for the posts include:

* Suicide Prevention Month, Week and Day
* Know the Signs
* Find the Words
* Reach Out
* Safe and Effective Messaging around Suicide
* Be Sensitive, Be Brave Trainings
* San Mateo County Proclamation

You can download all the images and videos [here](https://drive.google.com/drive/folders/1jqKxQ0zCICNGjVYUsF0NxM5V19FjgmTL?usp=sharing).

If you have questions or need technical assistance on social media posting, contact Kristie Lui at [kflui@smcgov.org](mailto:kflui@smcgov.org).

# **2023 Suicide Prevention Month** **Social Media Calendar**

This social media calendar includes recommended schedule, language and visuals for social media posts geared towards National Suicide Prevention Month (September), National Suicide Prevention Week (September 10-16) and World Suicide Prevention Day (September 10).

* You can download all the images, animations, and videos [here](https://drive.google.com/drive/folders/1jqKxQ0zCICNGjVYUsF0NxM5V19FjgmTL?usp=sharing).
* Visual captions are included with each post. Please consider including them as a comment or alt text of the image.

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| **8/25** | **8/31** | **9/7** | **9/10** |
| Final Chinese SimplifiedFinal Chinese TraditionalFinal EnglishFinal Spanish  Let’s Talk, Let’s Support, Let’s Heal.  September is Suicide Prevention Month and California’s theme this year is #ShareHopeTogether.  To promote engagement across communities in California and San Mateo County, we are asking the community to find opportunities to share hope throughout the month. Visit our website to spark some ideas!  Attend events, get involved and find support at SMCHealth.org/SPM.  #ShareHopeTogether #SuicidePrevention #SuicidePreventionMonth #TakeAction4MH  Photo caption/alt text:  Flyer that is purple with beige banner reads “2023 Suicide Prevention Month Share Hope Together”. | What’s an easy way to let folks know that September is Suicide Prevention Month? Promote it with your virtual background!  Downloadable versions at SMCHealth.org/SPM.  #ShareHopeTogether #SuicidePrevention #SuicidePreventionMonth #TakeAction4MH  Photo caption/alt text:  Virtual background that is purple with teal and purple ribbon on the right. “2023 September Suicide Prevention Month #ShareHopeTogether SMCHealth.org/SPM” | Have you heard of the Be Sensitive, Be Brave Training?  “Be Sensitive, Be Brave ” is a 2-hour foundational workshop that infuses culture and diversity throughout the mental health or suicide prevention trainings.. This workshop teaches community members to identify warning signs and and to connect individuals to help.  We are partnering with the San Mateo County Libraries to offer free trainings throughout this month. Visit SMCHealth.org/BSBB-Schedule to find out when is the next one!  #ShareHopeTogether #SuicidePrevention #SuicidePreventionMonth #TakeAction4MH  Photo caption/ alt text: Flyer. Be Sensitive Be Brave for Suicide Prevention training  Tag:  Facebook: @SMCLibraries  Instagram: @SMCLibraries | On September 10th, every year, World Suicide Prevention Day provides the opportunity for people across the world to honor those we have lost to suicide and to spread hope to those who are currently struggling by sharing your own symbols of hope and support. What brings you hope and support is unique to you – You could light a candle in your window, take time to meditate, or share a photo of a loved one.  Attend events, get involved and find support at SMCHealth.org/SPM.  #SuicidePreventionWeek #WorldSuicidePreventionDay #ShareHopeTogether #SuicidePrevention #SuicidePreventionMonth #TakeAction4MH  Photo caption/alt text: Group of people smiling together and huddled in a circle. Graphic reads “World Suicide Prevention Day September 10” |
| **9/11** | **9/12** | **9/13** | **9/14** |
| Tomorrow, September 12, the San Mateo County Board of Supervisor proclaimed 2023 September Suicide Prevention Month. This year’s theme is Share Hope Together. You can make public comment by joining the meeting via Zoom. More information at [smcgov.org/bos](https://www.smcgov.org/bos).  Attend events, get involved and find support at SMCHealth.org/SPM.  #SuicidePreventionWeek  #ShareHopeTogether #SuicidePrevention #SuicidePreventionMonth #TakeAction4MH  Photo caption/alt text:  [Image 1] County Hall of Justice courtyard entrance lit in purple and blue lights.  [Image 2] County Hall of Justice Marshall Street entrance lit in purple and blue lights. | #SuicidePreventionWeek is Sept 10th – 16th. This week we are including a special focus on the power of sharing hope. During Suicide Prevention Week and beyond, sharing can create a sense of belonging while also reducing the weight of our burdens.  The act of sharing can also serve as a powerful tool in suicide prevention. By sharing hope with one another and throughout our communities, we can support and help connect individuals to resources.  Attend events, get involved and find support at SMCHealth.org/SPM.    #SuicidePreventionWeek  #ShareHopeTogether #SuicidePrevention #SuicidePreventionMonth #TakeAction4MH  Photo caption/alt text:  [Image 1]: Group of people in blue shirts embracing each other in a line with their backs faced towards the camera. Text reads “Share Hope Together for Suicide Prevention”  [Image 2] Two Black women smiling and hugging. Text reads “Suicide Prevention Week 2023” | Pain isn’t always obvious, but most people show some signs when they are thinking about suicide. Warning signs may appear in conversations, through a person’s actions, or in social media posts. If you observe one or more warning signs, especially if the behavior is new, has increased, or seems related to a painful event, loss, or change, reach out. Learn more at [suicideispreventable.org](file:///C:\\Users\\JessicaBell\\AppData\\Local\\Microsoft\\Windows\\INetCache\\Content.Outlook\\GO2NBJ5Y\\suicideispreventable.org)  Attend local events, get involved and find support at SMCHealth.org/SPM.  #SuicidePreventionWeek  #ShareHopeTogether #SuicidePrevention #SuicidePreventionMonth #TakeAction4MH  Photo caption/alt text:  Slideshow of graphics that read “Pain isn’t always obvious” followed by a list of warning signs. | If you are concerned about someone, trust your instincts! Reach out and ask about suicide directly. Remember, talking about suicide does not put the idea in someone’s head, rather it provides an opportunity for them to open up and talk about their distress. Visit [suicideispreventable.org](file:///C:\\Users\\emmas\\Directing%20Change%20Dropbox\\Directing%20Change%202023\\SPW\\suicideispreventable.org) to learn about various ways to start the conversation.  Attend local events, get involved and find support at SMCHealth.org/SPM.  #SuicidePreventionWeek  #ShareHopeTogether #SuicidePrevention #SuicidePreventionMonth #TakeAction4MH  Photo caption/alt text:  [Image 1]: Green graphic. “Find the Words”  [Image 2]: “If you are concerned about someone, trust your instincts. Reach out and ask a direct question: Are you thinking about suicide?” |
| **9/15** | **9/16** | **9/30** |  |
| “Estamos Juntos” follows two best friends who lean on each other to gain the confidence to start the conversation about mental health with their parents.  The film placed 1st in the Directing Change "Through the Lens of Culture” statewide contest. The Directing Change Program & Film Contest elevates youth voices around mental health and suicide prevention through the creation of films and art.  If you or someone you know is struggling, don’t hesitate to reach out to San Mateo County Teen Crisis Services (run by Star Vista). Learn more at SanMateoCrisis.org.  Attend events, get involved and find support at SMCHealth.org/SPM.  #DirectingChange #SuicidePreventionWeek  #ShareHopeTogether #SuicidePrevention #SuicidePreventionMonth #TakeAction4MH  Photo caption/alt text: Old film countdown background with content from post and details on names of filmmaker and advisor.  Tag: Facebook: @SafeSpaceUSA @DirectingChangeCA Instagram:  @SafeSpaceUSA  @DirectingChange Twitter: @DirectChangeCA | The way we talk about suicide can contribute to suicide prevention.  Check out some tips for safe and effective messaging on Suicide Prevention.  More suicide prevention events and resources at SMCHealth.org/SPM.  Attend events, get involved and find support at SMCHealth.org/SPM.  #SuicidePreventionWeek  #ShareHopeTogether #SuicidePrevention #SuicidePreventionMonth #TakeAction4MH  Photo caption/alt text: Infographic broken up into 6 slides. Messaging Matters: Tips for Safe and Effective Messaging on Suicide Prevention | [Use photos from events throughout the month]  September may be over, but suicide prevention is year-round.  Learn more about the San Mateo County Suicide Prevention Committee and year-round suicide prevention activities at SMCHealth.org/SuicidePrevention.  Swipe to see some highlights throughout the month.  #ShareHopeTogether #SuicidePrevention #SuicidePreventionMonth #TakeAction4MH  Photo caption/alt text: Group photo of San Mateo County Suicide Prevention Committee Members and Partners |  |

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