



# National Suicide Prevention Week

## September 10-17, 2017

### QUICK-GUIDE

A publication of the Center for Leadership Education in Maternal and Child Public Health



This is one of twenty-six "Quick-Guides" created to help you take advantage of national health observances to promote and guide adolescent health promotion efforts, especially when using social media. Most messages, materials, and facts can be adapted to fit other audiences not specifically depicted here.

#### Social Media

Social media can be a great tool for finding up-to-date resources and facts. Follow leading organizations to see what they are doing, share their posts, and join in national chats.

One of the easiest ways to find more resources is to search the hashtag for this observance. This can be done on almost all social media networks. Include it in any posts you create.

Please share these documents and consider tagging @UMN\_MCH and @SahrcUMN!

- Hashtag**  
 #SuicidePrevention  
 #EndSuicide  
 #NSPW  
 #MakItOk

- YouTube**  
 AmericanAssocSuicid  
 AFSPNational

- Twitter**  
 @AASuicidology  
 @afspnational

- Instagram**  
 @afspnational  
 @preventyouthsuicide

- Facebook**  
 -American Association of Suicidology  
 -American Foundation for Suicide Prevention  
 -National Suicide Prevention Lifeline '1-800-273-TALK (8255)'

#### Print, Post, or Share

If available, use logos or other graphics to enhance your posts, emails, or websites. Visuals help catch people's attention and often have higher engagement numbers.

Use available facts from these organizations to create quick and easy posts for social media or a newsletter. Many also provide templates for press releases and other modes of communication.

- American Association of Suicidology (AAS)**  
 Facts & Statistics  
 Suicide Myths  
 Warning Signs  
 LGBT Resources

- American Foundation for Suicide Prevention**  
 Education Programs  
 Suicide Statistics  
 Take Action  
 Treatment Options

For other Quick-Guides, visit: <https://z.umn.edu/qguides>



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