

## CYBHI Suicide Prevention Social Media Toolkit

### Social Media Toolkit Content

This document contains social media copy, graphics and sample newsletter text you can use to promote the Suicide Prevention resources on the Children’s Mental Health Resource Hub.

**If you cannot access the [folder](#) to download the files linked in this resource, please email [calhhsweb@chhs.ca.gov](mailto:calhhsweb@chhs.ca.gov) to receive them in an alternate format.**



### Social Media Assets - Overview

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The content includes draft posts designed for three audiences: Students; Parents, Family & Friends; and Schools & Teachers. Posts have been created for Twitter, Facebook, and Instagram, with copy optimized to each platform. The content also includes draft posts in Spanish designed for Students, and Parents, Family & Friends. You can access social graphics by clicking the graphics link in each section.

#### **To share the toolkit copy and graphics on your social media platforms:**

*For copy:*

1. Select the text below that you would like to share
2. Copy and paste the copy into your platform of choice (make sure the copy you selected corresponds to your preferred platform!)
3. Feel free to make tweaks to the post to capture your organization’s unique voice
4. Once edited to your liking, click post and share your content!

*For graphics:*

1. Click the “Graphic: Link” in each post to access a png you can download.
2. Navigate to the social platform of your choice and - per the copy instructions shared above - insert your desired copy. In addition to the copy, upload your downloaded graphic and include it alongside the post.
3. Click post to share your content!

## Social Copy English

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### SUICIDE PREVENTION RESOURCES - YOUTH

Graphic: [LINK](#) | Folder: [LINK](#)

#### 1. Twitter:

We all need help sometimes.

Are you feeling hopeless, overwhelmed, anxious or thinking about hurting yourself? You are not alone.

Check out resources & tools @Cal\_HHS Youth Suicide Prevention hub [bit.ly/3ed3uit](https://bit.ly/3ed3uit) or call/text #988 for immediate support. #SuicideAwareness

#### 2. Facebook:

If you're feeling hopeless, anxious, or having thoughts of hurting yourself, you're not alone. We all feel overwhelmed sometimes. The CalHHS Youth Suicide Prevention hub connects you to lots of helpful resources. You can also call or text #988 for immediate support.

Go here to learn more: [bit.ly/3ed3uit](https://bit.ly/3ed3uit)

#### 3. Instagram:

Life is hard, and we all need help sometimes. It's OK to ask for help.

If you're feeling hopeless, depressed, anxious or having thoughts of hurting yourself, you're not alone. We all feel overwhelmed sometimes. Help is available. The CalHHS Youth Suicide Prevention hub provides helpful information including how you can connect with someone to talk to. You can also call or text #988 for immediate support.

Click the link in our bio to access Youth Suicide Prevention resources.

#SuicidePrevention  
#MentalHealthMatters  
#ItGetsBetter  
#SelfCare  
#SuicideAwarenessMonth  
#988

## SUICIDE PREVENTION RESOURCES - PARENTS, FAMILY & FRIENDS

Graphic: [LINK](#) | Folder: [LINK](#)

### 4. Twitter:

Your loved one's pain isn't always obvious.

If a young person you know is feeling depressed, anxious, or thinking about harming themselves, there are resources available @CalHHS Youth #SuicidePrevention Hub:

[bit.ly/3ed3uit](https://bit.ly/3ed3uit)

#SuicidePrevention

#988

### 5. Facebook:

Your loved one's pain isn't always obvious.

If a young person you know is struggling with depression, anxiety or feeling hopeless, help is available. Learn how to recognize the warning signs of suicide and how you can help a young person who may be thinking of harming themselves. Check out the California Health & Human Services Agency Suicide Prevention hub: [bit.ly/3ed3uit](https://bit.ly/3ed3uit)

#SuicidePrevention

#MentalHealthMatters

#ItGetsBetter

#SelfCare

#SuicideAwarenessMonth

#988

### 6. Instagram:

Your loved one's pain isn't always obvious.

If you or a young person you know is struggling with depression, anxiety or feeling hopeless, help is available. Learn how you can help a young person who may be thinking of hurting themselves. Click the link in our bio to access #SuicidePrevention resources.

#SuicidePrevention

#MentalHealthMatters

#ItGetsBetter

#SelfCare

#SuicideAwarenessMonth

#988

## SUICIDE PREVENTION RESOURCES - TEACHERS

Graphic: [LINK](#) | Folder: [LINK](#)

### 7. Twitter:

Our students are struggling. Learn how you could save a student's life.

Visit @CalHHS Suicide Prevention hub for resources to help a student who may be experiencing anxiety, depression, feelings of hopelessness or even thinking of harming themselves [bit.ly/3ed3uit](https://bit.ly/3ed3uit)

### 8. Facebook

Many of our students are struggling and may feel alone, but a trusted teacher can help. Learn how you could save a student's life and provide resources to deal with challenges.

Learn how to spot the signs of anxiety, depression, hopelessness or even when a student may be at risk for harming themselves. There are tools and resources for teachers and schools to help students who might be struggling (or hurting) at the California Health & Human Services Agency Suicide Prevention hub [bit.ly/3ed3uit](https://bit.ly/3ed3uit)

### 9. Instagram:

Many of our students are struggling and may feel alone, but a trusted teacher can help. Learn how you could save a student's life and provide resources to deal with challenges.

Learn how to spot the signs of anxiety and depression or when a student may be at risk for harming themselves. Click on the link in our bio to access tools and resources for teachers and schools to help students who might be struggling with their mental health.

#SuicidePrevention  
#MentalHealthMatters  
#ItGetsBetter  
#SelfCare  
#SuicideAwarenessMonth  
#988

## Newsletter Copy

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### Suicide Prevention Resources to Support Youth, Families and Teachers

September is Suicide Prevention Awareness Month and the California Health and Human Services Agency has curated [youth suicide prevention resources](#) for young people, families and friends, and teachers and schools. Resources include videos, information, and links to services that can help Californians find the support they need and when they need it.

Throughout Suicide Prevention Awareness Month, you can help by talking about suicide and sharing these resources with your networks and Californians who might need support.

### Social Copy Spanish

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#### SUICIDE PREVENTION RESOURCES - YOUTH

Graphic: [LINK](#) | Folder: [LINK](#)

**1. Twitter:**

Todos necesitamos ayuda de vez en cuando.

¿Sientes desesperanza, tristeza, ansiedad o estás pensando en hacerte daño? No estás solo; hay alguien aquí para escucharte y ayudarte. <https://988lifeline.org/help-yourself/en-espanol/>

#PrevenirSuicidio  
#SaludMental  
#988

**2. Facebook:**

Si sientes desesperanza, depresión o ansiedad, no estás solo. Todos nos sentimos tristes de vez en cuando. Hay alguien aquí para escucharte y ayudarte. <https://988lifeline.org/help-yourself/en-espanol/>

**3. Instagram:**

La vida es difícil y todos necesitamos ayuda de vez en cuando. Está bien pedir ayuda.

Si sientes desesperanza, depresión o ansiedad, no estás solo. Todos nos sentimos tristes de vez en cuando. Hay formas de encontrar ayuda. Hay alguien aquí para escucharte y

ayudarte. También puede llamar o enviar un mensaje de texto al #988 para obtener asistencia inmediata.

Haga clic en el enlace en bio para acceder a la página.

#PrevenirSuicidio  
#SaludMental  
#988

## SUICIDE PREVENTION RESOURCES - PARENTS, FAMILY & FRIENDS

Graphic: [LINK](#) | Folder: [LINK](#)

### 4. Twitter:

El sufrimiento de los seres queridos no siempre se nota.

Aprenda a reconocer las señales de advertencia del suicidio y como puede ayudar a un joven que podría estar pensando en hacerse daño. <https://www.elsuicidiesprevenible.org/>

#PrevenirSuicidio  
#SaludMental  
#988

### 5. Facebook:

El sufrimiento de los seres queridos no siempre se nota.

Si conoce a un joven que sufre depresión, ansiedad o se siente sin esperanza, se dispone de ayuda. Aprenda a reconocer las señales de advertencia del suicidio y como puede ayudar a un joven que podría estar pensando en hacerse daño. Visite <https://www.elsuicidiesprevenible.org/>

### 6. Instagram:

El sufrimiento de los seres queridos no siempre se nota.

Si conoce a un joven que sufre depresión, ansiedad o se siente sin esperanza, se dispone de ayuda. Aprenda cómo puede ayudar a un joven que podría estar pensando en hacerse daño. Haga clic en el enlace en bio para acceder a la página.

#PrevenirSuicidio  
#SaludMental  
#988