



**A Guide to Using Facebook to  
Promote Suicide Prevention and  
Mental Illness Stigma Reduction**

# How Did We Get Here?

- **The Suicide Prevention Initiative**
- **Regional Task Forces**
  - Implemented statewide, responsible for developing steps to reduce risk of suicide and best practices that could be shared across the nation
- **Best Practice Workgroups**
  - Stakeholders convened to create and package materials for submission to the Suicide Prevention Resource Center's Best Practices Registry (SPRC's BPR)
- **Southern CA Best Practice Workgroup**
  - Comprised of 5 counties, identified and selected San Diego's suicide prevention and stigma reduction media campaign, *It's Up to Us*
- **The Best Practice: A Guide to Using Facebook to Promote Suicide Prevention and Mental Illness Stigma Reduction**

# What This Best Practice Offers

---

## Self-Assessment:

Is this Facebook strategy a good fit to support your program's goals?

## Step-by-Step Instructions:

Tips to plan, implement and evaluate your Facebook campaign, with step-by-step instructions, including graphics and images

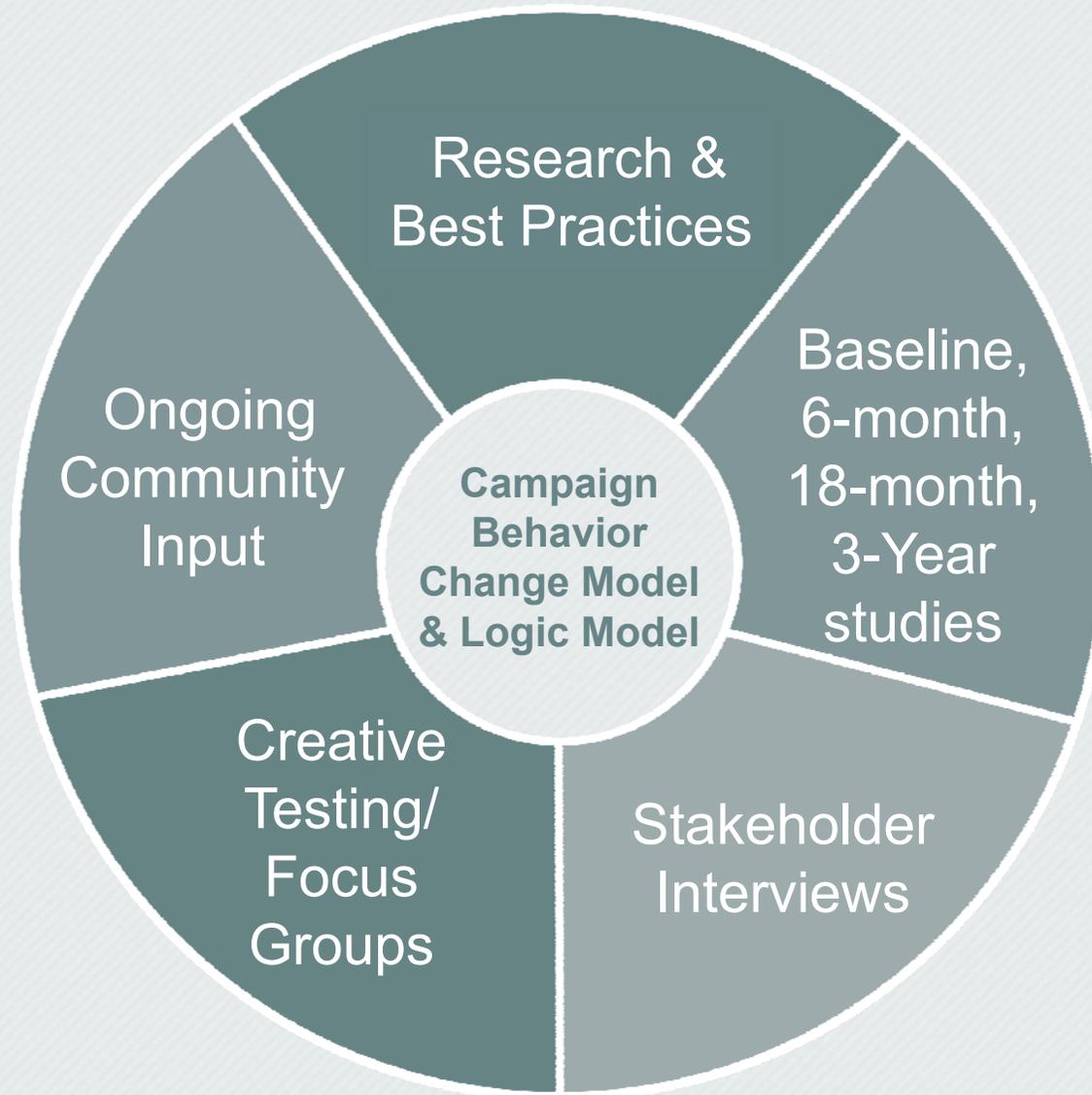
## Sample Posting Schedule:

With actual posts and images that can be used as is or customized

## Glossary:

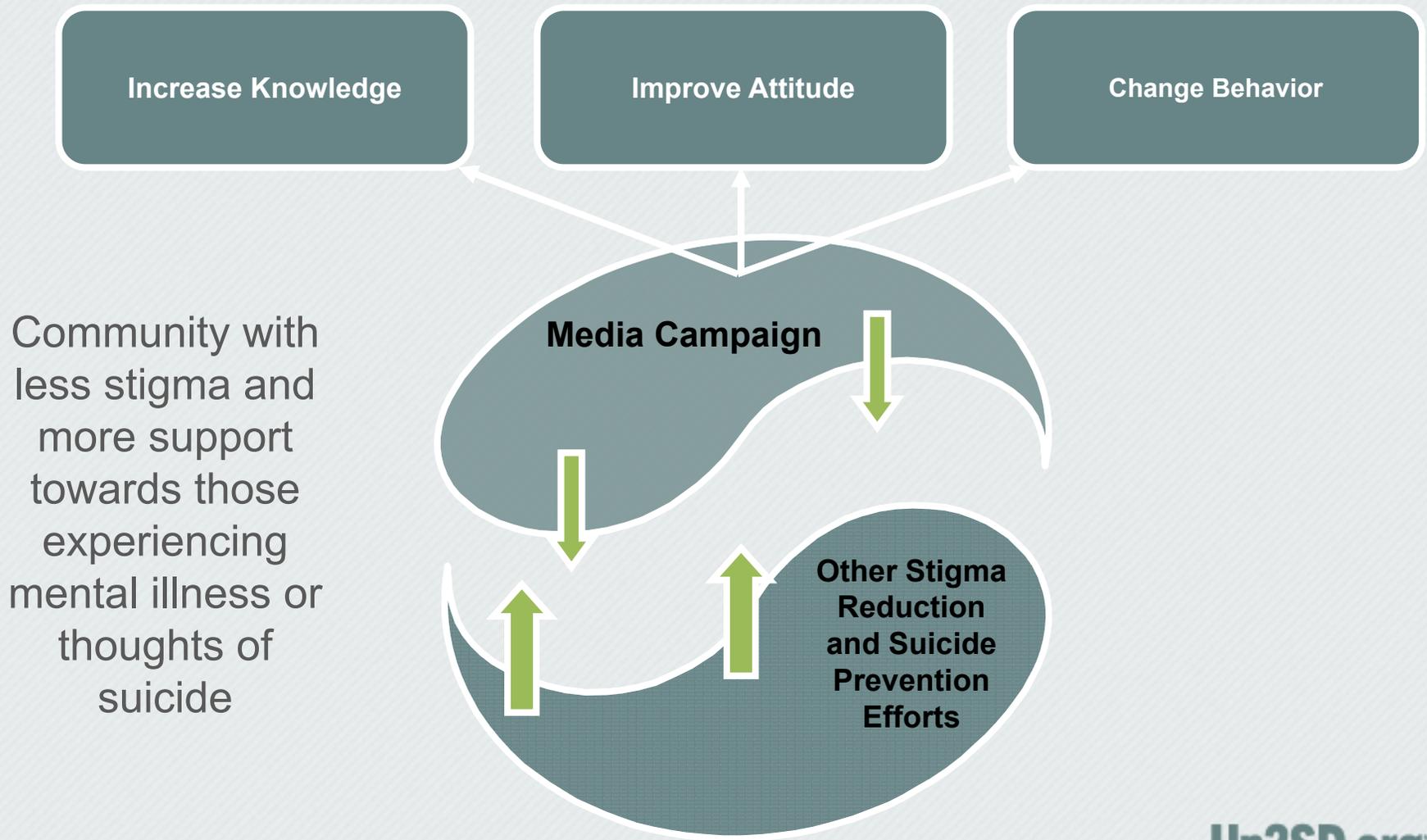
Keys terms and social media vocabulary

# Research & Evaluation Framework



# Campaign Model

**Campaign Goal:** To reduce stigma and prevent suicide in San Diego County.



# Campaign Approach

---

## Campaign Approaches Adopted:

### Social Inclusion:

The difference we can make as friends, family and as a community

### Social Justice:

Highlight the individual's ability and inherent right to live a life full of goals, dreams, a job, hobbies and a family

### Whole-Self Wellness:

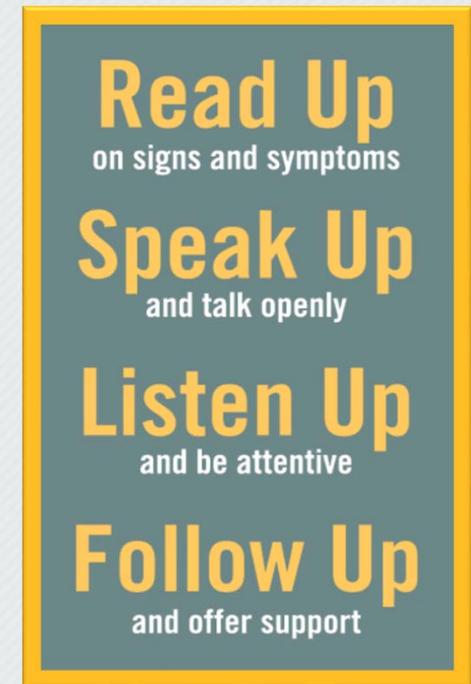
Mental health is part of our overall health and well-being

# Campaign Concept

## Focused around the word “UP”



- Up – being the opposite of feeling down
- Use of uplifting, positive messaging
- Calls to action include the theme: Read up, speak up, listen up, follow up, link up
- Logo depicts a hand lifting someone up
- Collective responsibility within name: It's Up to Us (every one of us) to...



# Why Social Media?

## Great Exposure:

Reach a broad audience with limited budget

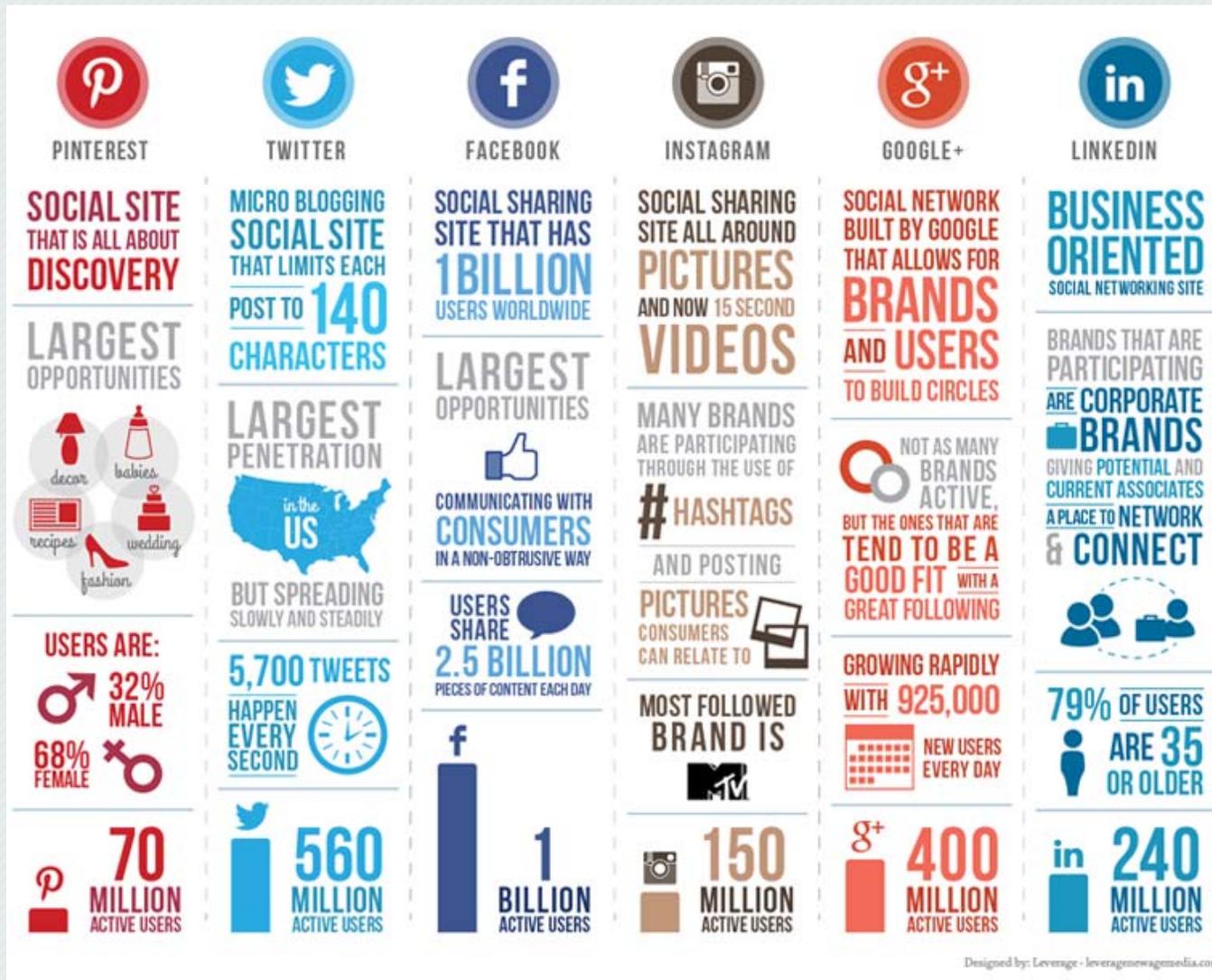
## Awareness:

Efficient way to build organization's reputation, cultivate relationships, start a dialogue, and build a brand

## Metrics:

Easily view and monitor statistics

# Social Media Channels



Designed by: Leverage - leveragemwagemeia.com

# It's Up to Us Social Media

- Facebook: [www.facebook.com/up2sd](http://www.facebook.com/up2sd)
- YouTube: [www.youtube.com/user/up2sd](http://www.youtube.com/user/up2sd)
- Pinterest: [www.pinterest.com/up2sd](http://www.pinterest.com/up2sd)
- Twitter: [www.twitter.com/up2sd](http://www.twitter.com/up2sd)



# Why Facebook?

---

## Largest Social Media Channel:

Facebook had 1.35 billion users at the end of 2014

## Flexibility:

Ability to post campaign content in a variety of ways:

- Written content
- Images/photos
- Videos

# Self-Assessment Tool

---

- What do you hope to achieve?
- Who are you trying to reach?
- Do you have the resources to develop or sustain social media?
- Have you addressed common concerns?

# Getting Started

---

- Identify key team members
- Set policies and guidelines
- Have a crisis response plan
- Develop fresh content
- Track posts and responses
- Engage with users
- Like other relevant pages
- Monitor post engagement
- Monitor effectiveness

# Creating Content & Messaging

---

- Follow Safe Messaging Guidelines (included in guide)
- Include only positive and strength-based messaging
- Promote local, regional and/or national resources
- Educate community about warning signs of suicide and symptoms of mental illness
- Promote stigma busting activities or suicide prevention awareness efforts or local events
- Inspirational/motivational quotes

# Creating Content & Messaging

- Ensure your messages stay on strategy and remain focused on your goals
- Align messages with the three campaign approaches:
  - Social Inclusion
  - Social Justice
  - Whole-self Wellness

## Social Justice Example



## Whole-Self Wellness Example



# Step-by-Step Instructions

---

- How to create a Facebook page
- Explanation of timeline
- How to schedule posts
- How to manage other people's posts
- How often to post content
- How to set up on a mobile device

# Sample Schedule and Posts

DATE	MESSAGE	IMAGE	LINKS TO	TEAM MEMBER
2/22	Laugh as much as possible. :)	FIG J	-	Lili
2/23	If you are concerned that a friend or family member is struggling with depression, anxiety or another mental disorder, the best thing you can do is speak up. Dealing with mental illness can be lonely, isolating and frightening – so let them know that they are not alone. - It's Up to Us	-	-	Johnny
2/24	Pain isn't always obvious. Find the words to reach out. Link up to learn how to start the conversation. <a href="http://bit.ly/180Jwxx">http://bit.ly/180Jwxx</a>	FIG K	<a href="http://www.up2sd.org/know-the-signs">www.up2sd.org/know-the-signs</a>	Lili
2/25	"May your choices reflect your hopes, not your fears." – Nelson Mandela	FIG L	-	Lili
2/26	Mental illness can affect anyone. Read up to recognize the signs. <a href="http://goo.gl/prjv18">http://goo.gl/prjv18</a>	FIG M	<a href="http://up2sd.org/learn/about-mental-health-and-mental-illness">http://up2sd.org/learn/about-mental-health-and-mental-illness</a>	Lili
2/27	Never give up. There is always a way through any challenge. Link up for mental health resources: <a href="http://bit.ly/1gcLtrN">http://bit.ly/1gcLtrN</a>	FIG N	<a href="http://www.up2sd.org/find-help/resources/mental-health-local-resources">www.up2sd.org/find-help/resources/mental-health-local-resources</a>	Johnny
2/28	The stereotypes end when you get to know the person. Open up and change your perceptions of mental illness. #ItsUpToUs	FIG O	-	Johnny



FIGURE J



FIGURE K

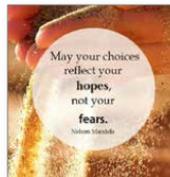
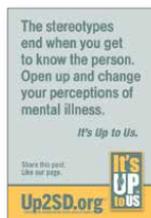


FIGURE L



Included, you will find:

- A full month's schedule of sample posts
- Suggestions for It's Up to Us campaign focused messages
- Suicide prevention and mental health posts
- Specific posts to promote local resources and organizations
- Inspirational and motivational posts

# Thank you!

To receive:  
A Guide to Using Facebook to Promote  
Suicide Prevention and Mental Illness Stigma Reduction

**Contact: Theresa Vasquez**  
**[Theresa.Vasquez@sdcounty.ca.gov](mailto:Theresa.Vasquez@sdcounty.ca.gov)**