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

- Research & Best Practices
- Ongoing Community Input
- Creative Testing/Focus Groups
- Stakeholder Interviews
- Baseline, 6-month, 18-month, 3-Year studies

Campaign Behavior Change Model & Logic Model
Campaign Goal: To reduce stigma and prevent suicide in San Diego County.

- Increase Knowledge
- Improve Attitude
- Change Behavior

Community with less stigma and more support towards those experiencing mental illness or thoughts of suicide.
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 inherit 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
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
It’s Up to Us Social Media

- Facebook: www.facebook.com/up2sd
- YouTube: www.youtube.com/user/up2sd
- Pinterest: www.pinterest.com/up2sd
- Twitter: 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
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

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:
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