FOR YOURSELF

Use social media mindfully
Make the choice to engage with the content, accounts and people that make you feel good and inspire you.

Don’t compare yourself to others
What you see online isn’t necessarily reality or the full story (it’s often just good photo editing!)

Just keep scrolling
Scrolling past a triggering post can help. Don’t stay on a post if it doesn’t serve you – remind yourself to just keep scrolling!

Reach out
Instagram can be a great way to connect to others with similar experiences, especially those you might not know. Even if you are not ready to share your mental health story, consider using social media to reach out to someone for support. #mentalhealthadvocate

Pay attention to screen time
The world exists beyond a screen – moderation is key and IRL experiences matter.

Remember, don’t be afraid to speak up for yourself and reach out for help when you need it. Visit BeVocalSpeakUp.com to learn more.
FOR YOUR COMMUNITY

You can play a role in shaping a healthier online environment for all of us.

Think before you post
You never know what someone is going through. **Stop and think about the effect** your next post, story or comment might have on others.

Be inclusive
Learn how to make social media content more **accessible to everyone**; check out this free training.

Keep it real
Don't be afraid to show that life isn't picture-perfect – **there is power in authenticity**. By being open about your experiences, you are sending a message that sometimes it's ok to not be ok. You never know who you could help by speaking up and getting "real," and it could help increase others' understanding of mental health.

Lift others up
Small acts of kindness online can go a long way. Tagging a friend in a **thoughtful or funny post** can be a good way to lift spirits and an opportunity to check in.

Use language and images thoughtfully
Words and pictures are powerful. When posting or commenting, use non-judgmental, “people-first language” and imagery that doesn't sugarcoat, romanticize or minimize the mental health experience.

Send positive vibes
Share content that starts a conversation or **inspires healthy behaviors**.

Take action
Use Instagram's built-in safety and reporting features when you think someone may be in need, or if you see something that doesn't align with the platform’s community guidelines.

Remember, don’t be afraid to speak up for yourself and reach out for help when you need it. Visit **BeVocalSpeakUp.com** to learn more.

Direct others to resources

- @crisistextline (crisis)
- @800273talk (crisis)
- @afspnational
- @dbsalliance
- @jedfoundation
- @mentalhealthamerica
- @namicommunicate
- @nationalcouncil
WHEN YOU THINK SOMEONE MIGHT BE IN NEED

When it comes to social media, it may be difficult to know if someone is struggling or just exaggerating how they’re feeling. But in a situation where someone is expressing that they are in need or at risk of self-harm, you should always take them seriously. Here are some ways that you may be able to help.

Assess the situation

Look out for behavior, language or imagery that might indicate someone is at risk of self-harm

- Common phrases of concern: “I want to give up,” “No one would miss me if I was gone,” “I hate myself,” or “I’m worthless”

- Concerning emojis or hashtags: #depressed #sad #givingup #cutting #whenimgone #lonely

Pay attention to your friends on social media

Warning signs may include engaging with accounts that promote or discuss self-harm, or a sudden change in behavior (e.g., noticeable absence or uncharacteristic pattern of posting)

Consider reaching out

If you know the person who may need help, consider reaching out

Escalate appropriately

Connect them to resources or hotlines they can readily access

If you see someone in need, remember it is important to:

- Listen and provide a safe place for them to share without judgement
- Let them know they are supported and not alone
- Continue to follow up, be empowered to reach out
- If you don’t feel comfortable contacting them directly, reach out to someone you both know that might be able to offer support

- “How are you? I saw your post and was concerned when you said____.”
- “You are not alone. I’m here for you.”
- “I understand you may not want to talk to me, but it is important you talk to someone.”

Call 911: If someone you know has made an explicit threat of suicide, including posts that indicate urgent emotional despair, saying goodbyes, glorifying death or expressing wanting to die, immediately call 911 or emergency services; communicate your concern and calmly provide background of the current situation

Report the concerning post: If you see that someone might be at risk through posts, immediately report it to the platform

- On Instagram, you can tap the menu on the top right side of a post and tap Report; then select It’s inappropriate > Self injury
- Instagram will reach out to this person with support
RESOURCES & HOTLINES READILY ACCESSIBLE

National Suicide Prevention Lifeline
Call 1-800-273-TALK (8255) to speak with a trained counselor available at any time

Crisis Text Line
Text 741-741 and a live, trained counselor will respond within minutes to any type of crisis

Crisis Chat
Visit crisischat.org to chat online with specialists ready to listen and support

Warmlines
You can see if there is a warmline near you by checking warmline.org. Warmlines are run by individuals with lived experience who can provide a compassionate listening ear, even if someone is not in crisis

The Trevor Project
Visit thetrevorproject.org for suicide prevention information and live chat/text specifically tailored to the young LGBTQ community and their allies, or call 1-866-488-7386

Screening-to-Supports (S2S)
MHAscreening.org will bring you to 10 professionally-validated mental health screenings that are free, confidential, and secure. Results of your screening will direct you to tailored resources

If you or someone you know is in crisis or having serious thoughts of suicide, call 911, contact your health care professional right away or go to the emergency room. You can also call the National Suicide Prevention Lifeline 24 hours a day at 1-800-273-8255.

You can text the Crisis Text Line at 741-741 to reach a live, trained crisis counselor.

Be Vocal is a partnership between six leading mental health advocacy organizations – American Foundation for Suicide Prevention, Depression and Bipolar Support Alliance, The Jed Foundation, Mental Health America, the National Alliance on Mental Illness and the National Council for Behavioral Health – and Sunovion Pharmaceuticals Inc.

This tip sheet is part of a larger effort to help people be vocal for themselves and others – made by and for the mental health community.