**Suicide Prevention Week: Organic Social Media Posting Guide**

As we approach Suicide Prevention Week in September, we are reminded that loneliness and isolation pose significant risks to the health and well-being of Californians. Because social connection, interaction, and sharing love are some of the best ways to remedy the “loneliness pandemic,” the theme of this year’s Suicide Prevention Week is “Love Over Loneliness.” Together, we can help prevent suicide with the power of love and connection.

To help spread the word, we encourage sharing all of the provided content to your county or city’s social media profiles throughout the month. The text for each social post can be found further down in this document, which you can copy/paste from. Also, the files for each social image can be found here. Both the static JPEG and working (editable) files can be downloaded, if you would like to add your county/city logo or make any other customizations please use the working (editable) files.

All of the content shown in this guide will be shared across CalMHSA’s Take Action for Mental Health social channels, which gives the option to reshare those as well.

*Take Action for Mental Health* social channels:

* [Facebook](https://www.facebook.com/TakeAction4MH)
* [Instagram](https://www.instagram.com/takeaction4mh)

**Suggested Posting Schedule**Below is the content for each platform (Instagram and Facebook) along with the recommended days to schedule each post. Feel free to include additional hashtags to the copy (local hashtags, etc).

**September 1**

**Facebook**

This Suicide Prevention Month, we’re raising awareness about a subject that’s hard to talk about, but that we need to talk about. Love Over Loneliness is our theme this month. So many of us have experienced loneliness, because we’re missing a feeling of connection. We can foster a sense of belonging and grow meaningful relationships at any age. You can do this for yourself or for someone you know. All month, we’ll be sharing new resources that can help. If you or someone you know is experiencing thoughts of suicide, call or text 988 for free 24/7 support.

**Instagram**

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**September 10**

**Facebook**

Feelings of loneliness happen. Connecting with people is a basic human need — there's no shame in wanting this. You can remedy loneliness, in yourself and in people you know. Learn more here: <https://takeaction4mh.com/toolkit-categories/suicideprevention/>

**Instagram**

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**September 19**

**Facebook**

People experiencing Substance Use Disorder may use tobacco, alcohol, drugs, or opioids to cope with significant physical or emotional distress. However, instead of alleviating pain, Substance Use Disorder can increase the risk of suicide. To learn more, explore our new resource: <https://takeaction4mh.com/toolkit-categories/suicideprevention/>

**Instagram**

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**September 25**

**Facebook**

Let's continue talking about mental health, suicide prevention, and feelings of isolation. How can we best address loneliness? The approach may vary depending on age. Whether someone is a child, an older adult, or anywhere in between, there are always ways to foster hope and strengthen connections. Discover signs to watch for and effective strategies for every age group in our new resource, Love Over Loneliness for All Ages: <https://takeaction4mh.com/toolkit-categories/suicideprevention/>

**Instagram**

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