Suicide Prevention Educate Phase

### SOCIAL MEDIA CONTENT

Images:

All images to be posted along with the copy are provided separate to this document as a png. file.

Copy:

Copy has been provided to help make uploading to your social media platforms as simple as possible. This can be copy and pasted directly into the post.

Alt text:

Also called "alt tags" and "alt descriptions," alt text is the written copy that appears in place of an image on a webpage if the image fails to load on a user's screen. More importantly the alt text helps screen-reading tools describe images to visually impaired readers. Using alt text on images ensures the Check-In campaign will be accessible for all.

When uploading an image to social media you will be prompted to add in the alt text. Follow the links for how to guides if you need to know more:

* [LinkedIn](https://www.linkedin.com/help/linkedin/answer/109799/adding-alternative-text-to-images-for-accessibility?lang=en)
* [Instagram](https://www.facebook.com/help/instagram/503708446705527)
* [Facebook](https://www.facebook.com/help/214124458607871)
* [Twitter](https://help.twitter.com/en/using-twitter/picture-descriptions)

Hashtag:

Don’t forget the hashtag #WYHCheckIn

**Facebook**

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| **Copy** | **Alt text** |
| For training and support visit [staffcheck-in.co.uk](https://staffcheck-in.co.uk/) #WYHCheckIn | SEE. Recognise why a person may be at risk of suicide and identify some of the signs. |
| For training and support visit [staffcheck-in.co.uk](https://staffcheck-in.co.uk/) #WYHCheckIn | SAY. Talk to a colleague if you’re concerned and ask directly if they’re thinking about suicide. |
| For training and support visit [staffcheck-in.co.uk](https://staffcheck-in.co.uk/) #WYHCheckIn | SIGN POST. Help them to stay safe and direct them to helpful resources. |
| In 20 minutes, [The Zero Suicides Awareness training](https://www.zerosuicidealliance.com/) gives you the skills and confidence to help someone who may be considering suicide. The focus is breaking stigma and encouraging open conversations.  Visit [staffcheck-in.co.uk](https://staffcheck-in.co.uk/) #WYHCheckIn | SAVE A LIFE. Take the Training. Save a life. |

**Instagram**

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| **Copy** | **Alt text** |
| When was the last time you checked-in with a colleague? How regularly do you check-in on your own mental health? By regularly checking in with our colleagues and ourselves we can work together to help reduce staff suicide.  For training and support visit [staffcheck-in.co.uk](https://staffcheck-in.co.uk/) #WYHCheckIn | HOW HAVE YOU BEEN FEELING?  Check-in regularly with your colleagues |
| When was the last time you checked-in with a colleague? How regularly do you check-in on your own mental health? By regularly checking in with our colleagues and ourselves we can work together to help reduce staff suicide.  For training & support visit [staffcheck-in.co.uk](https://staffcheck-in.co.uk/) #WYHCheckIn | IS THERE ANYTHING YOU NEED FROM ME?  Check-in regularly with your colleagues |
| If you are worried about a colleague and think they may be having suicidal thoughts it will help to ask them direct questions.  For training & support visit [staffcheck-in.co.uk](https://staffcheck-in.co.uk/) #WYHCheckIn | ARE YOU FEELING SUICIDAL?  Don’t be afraid to ask direct questions. |

**Twitter**

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| **Copy** | **Alt text** |
| In 20 minutes, [ZSA’s](https://twitter.com/Zer0Suicide?s=20) suicide awareness training gives you the skills and confidence to help someone who may be considering suicide.  For training & support visit [staffcheck-in.co.uk](https://staffcheck-in.co.uk/) #WYHCheckIn | IT ONLY TAKES 20 MINUTES.  Take the training. Save a life |
| In 20 minutes, [ZSA’s](https://twitter.com/Zer0Suicide?s=20) suicide awareness training gives you the skills and confidence to help someone who may be considering suicide.  For training & support visit [staffcheck-in.co.uk](https://staffcheck-in.co.uk/) #WYHCheckIn | LEARN HOW TO START A CONVERSATION ABOUT SUICIDE.  Take the training. Save a life |
| In 20 minutes, [ZSA’s](https://twitter.com/Zer0Suicide?s=20) suicide awareness training gives you the skills and confidence to help someone who may be considering suicide.  For training & support visit [staffcheck-in.co.uk](https://staffcheck-in.co.uk/) #WYHCheckIn | LEARN HOW TO SPOT THE SIGNS AND WHAT TO SAY.  Take the training. Save a life |
| Are you questioning the meaning and purpose in life?  For support visit [staffcheck-in.co.uk](https://staffcheck-in.co.uk/) #WYHCheckIn | LEARN HOW TO SPOT THE SIGNS AND WHAT TO SAY.  Take the training. Save a life |

**LinkedIn**

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| **Copy** | **Alt text** |
| The ‘Check-in’ campaign aims to reduce staff suicide and promote a wellbeing culture by normalising the conversation around suicide and mental health as well as providing training, resources and signposting for support.  For training & support visit [staffcheck-in.co.uk](https://staffcheck-in.co.uk/) #WYHCheckIn | When was the last time you checked in with a colleague? |
| The ‘Check-in’ campaign aims to reduce staff suicide and promote a wellbeing culture by normalising the conversation around suicide and mental health as well as providing training, resources and signposting for support.  For training & support visit [staffcheck-in.co.uk](https://staffcheck-in.co.uk/) #WYHCheckIn | By regularly checking in with our colleagues and ourselves we can work together to help prevent staff suicide. |