

BEHAVIORAL HEALTH SOCIAL MEDIA TOOLKIT

988 Suicide & Crisis Lifeline

<https://988lifeline.org>



Social Media Platforms

Facebook



Facebook Name: 988 Suicide & Crisis Lifeline

<https://www.facebook.com/988lifeline/>

Instagram



Instagram Handle: @988lifeline

<https://www.instagram.com/988lifeline/>

Twitter



Twitter Handle: @988Lifeline

<https://twitter.com/988Lifeline>

988 Media Resources

<https://988lifeline.org/media-resources/>

1. Lifeline Logos: Available in English and Spanish:

- The public does not need permission to use any of the following materials, but please do not alter the hotline's logo in any way.
- Include a link or some other reference back to the 988 Suicide & Crisis Lifeline where possible.

Example of Lifeline Logo:



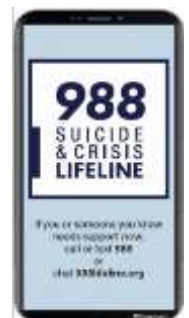
2. Suicide Prevention Ribbon: The purple and turquoise ribbon symbolizes suicide awareness and prevention. One way to use this image is to set it as your profile picture on social media to show your support.



3. Brochure and Materials to Order (Available in English and Spanish) : Visit the SAMHSA Store at

https://store.samhsa.gov/?search_api_fulltext=988&sort_bef_combine=search_api_relevance_DESC

- 988 Suicide & Crisis Lifeline Rectangle Magnet
- 988 Suicide & Crisis Lifeline Square Magnet
- 988 Suicide & Crisis Lifeline Wallet Card with Icons
- 988 Suicide & Crisis Lifeline Wallet Card with Image
- 988 Suicide & Crisis Lifeline Poster
- 988 Suicide & Crisis Lifeline “Hope” Poster
- 988 Suicide & Crisis Lifeline Safety Plan Pads



4. Download Lifeline Wallet Cards

SAMHSA 988 Social Media Sharables

<https://www.samhsa.gov/find-help/988/partner-toolkit/social-media-shareables>

These shareables were designed for use as social media posts, stories and threads. You can use the full videos as individual interactives on the social media platforms, or you can use the mix and match videos together to create your own versions that make sense for your audiences. Download and share to Facebook, Instagram, and Twitter as desired using the suggested post wording, or make it your own.

- 3 Full videos with or without audio:
 - “988 24/7 Crisis Support” video
 - “You are Not Alone” video
 - “What is 988 For?” video
- 4 Mix and Match Videos with or without audio:
 - “What is 988?”
 - “What happens when I call?”
 - What happens when I text?”
 - What happens when I chat?”
- 9 Static Graphics with suggested audiences and post wording: Example graphic (post wording below)
 - **Post Copy:** “When someone you love is in crisis and needs support, it can be hard to know what to do. 5 steps are known to help save lives. #suicideprevention #988lifeline”



Here are five steps you can take that are known to help:

1. ASK:

Are you thinking about suicide? How do you hurt? How can I help?

2. BE THERE:

In person or on the phone. Show support. Listen. Keep promises to connect.

3. HELP KEEP THEM SAFE:

If the person in crisis is suicidal, details matter: Do they have a plan, or ideas about timing or method? You can call 988 to support their crisis care.

4. HELP THEM CONNECT:

When someone is in crisis, connecting them with ongoing supports can help establish a safety net. Remind them they can call, text or chat 988 to connect with a trained crisis counselor 24/7.

5. FOLLOW UP:

After the immediate crisis is over, check in. That text or call afterwards makes a real difference.



SOURCE: #BeaLifeline @https://www.988lifeline.com/learn/what-are-5-steps-answered/

988 Partner Toolkit

<https://www.samhsa.gov/find-help/988/partner-toolkit>

SAMHSA recognizes the need for governments, states, territories, tribes, crisis centers, and partners to speak with one voice to ensure there is a clear understanding about what 988 is and how it will work. You are encouraged to use these communication outreach materials and build upon them with your community coalitions to meet the needs of your specific audiences. The link above will make the following resources available:

- **Key Messages:** Designed to cover the basics of 988 and provide a strong foundation from which partners can build for their audience-specific needs.
- **Frequently Asked Questions:** Preparing for full 988 implementation requires a bold vision for a crisis care system that provides direct, life-saving services to all in need. This leads to many questions about the transition to 988 and how 988 will work. Question topic areas are as follows:
 - FAQs about 988
 - FAQs about Federal/State Roles and Funding
 - FAQs about the Lifeline
- **Fact Sheets:** Printable PDF handouts in English and Spanish to explain the basics about 988.
- **988 Logo and Branding:** See next page.
- **E-Newsletter Template:** A sample e-newsletter template to help partners with engaging your communities around the transition to 988.
- **Radio PSA Scripts:** Radio Public Service Announcement (PSA) scripts to promote 988 within communities are designed to be read on-air by DJs and other radio talent. In the future, SAMHSA may provide pre-recorded audio files for use as well.
- **Presentation Deck:** 988 PowerPoint Presentation Deck available for partners to customize and use when talking about the transition to 988 within communities around the country.
- **Implementation Guidance Playbooks:** These 988 operational guidance documents were created with a co-sponsorship group of partners across critical working sectors involved with 988. The playbooks are published by the National Association of State Mental Health Program Directors.
- **Printable Materials:** These 988 printable materials have been created for use by governments, states, territories, tribes, crisis centers, and partners to educate and outreach about 988. SAMHSA provides organizations an ability to order limited supplies from the SAMHSA store. If you need larger orders than we are able to send to you, you can use the printer-ready files to make your own. For those of you who need just a few copies of an item, you can print those using the simple PDF download.
- **988 End Cards for Media:** When news articles, entertainment programming, or other media material includes content addressing suicide, mental health, or emotional distress, please use one of the [end card options](#) to share 988 crisis supports with readers and viewers, especially those who may need help or be in crisis.
- **988 Virtual Meeting Backgrounds:** These backgrounds are available for partners to use during virtual meetings. Partners can customize these by adding their own state, territory, tribal, and organization logos to the backgrounds as well.
- **Social Media Sharables:** See page 3

988 Logo and Branding Guidelines

<https://www.samhsa.gov/find-help/988/partner-toolkit/logo-branding>

The 988 brand embodies the 988 Suicide & Crisis Lifeline's ideals and goals. Used as intended, the 988 brand provides a cohesive look and feel across 988 materials. Follow the above link to learn about the specific elements of using 988 Suicide & Crisis Lifeline logo and brand and to download logo files.

- 988 Logo Lockup
- Color Palette
- Typography
- Photography
- Icons
- Icon-word pairings

Branding Standards

988 SUICIDE & CRISIS LIFELINE

The 988 brand embodies the 988 Suicide & Crisis Lifeline's ideals and goals.

Built on a concept of connecting with those who are experiencing suicidal or mental health crises, the 988 Suicide & Crisis Lifeline brand primarily seeks to offer a sense of hope. We want that hope to encourage people to call, chat or text 988 if they or a loved one are in a suicidal or mental health-related crisis.

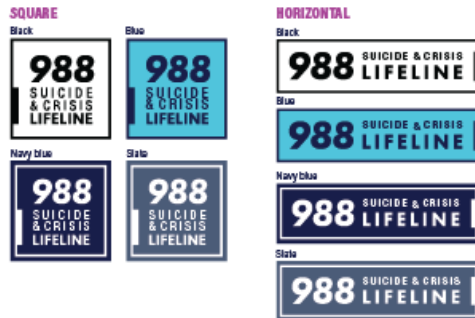
Used as intended, the 988 brand provides a cohesive look and feel across 988 materials

Brand Elements

988 Lockup Mark

The clean geometry and typographic design of the lockup provide *balance, sensitivity, and strength*. The '988' and 'Lifeline' elements are boldest; they advance in space and project an instant message of hope.

In both horizontal and square forms, the lockup is designed to mark 988 communications with the assurance of support. The lockup must be used without modification to maintain brand integrity and consistency. Care should be taken to provide enough contrast for lockup legibility.



Color Palette

The 988 color palette offers complementary colors that speak of *hope, calm, and reassurance*. The interplay between contrasting cool and warm colors hints at natural emotional rhythms. In addition, each hue is presented with two lighter tints for use when a color's full strength is not needed.



NOTE: Text color-contrast ratios should always comply with Section 508 guidelines.

Typography

These typographic options give a fresh and authentic tone to 988 messaging.

- Futura (and its stylistic variation, Futura PT Heavy) is a classic geometric typeface that delivers an inviting sense of structure for content titles and primary headings.
- Acumin, an equally modern, narrower sans serif face, provides a clean and consistent feel for body text.
- Daniel Black is a handwritten-style typeface that conveys sincerity, especially when used for key messaging.

When producing materials, use the typefaces suggested if available to you; if they are not available to you, we suggest Arial as a standard default, as it is generally platform-agnostic.

<p>Futura PT Heavy H1 Titles only</p> <p>ACUMIN PRO CONDENSED BLACK H2 FUTURA PT HEAVY H2</p> <p>Acumin Pro Regular body copy the goal of suicide prevention is to reduce factors that increase risk and increase factors that promote resilience. Cuius nostrud eorum tation ut incepter suscipit laboris nisi at aliquip ut commodo.</p> <p>Arial Use when Acumin is unavailable</p> <p>Daniel Black Key messages</p>	<p>Futura PT Heavy H1 Titles only</p> <p>ACUMIN PRO CONDENSED BLACK H2 FUTURA PT HEAVY H2</p> <p>Acumin Pro Regular body copy the goal of suicide prevention is to reduce factors that increase risk and increase factors that promote resilience. Cuius nostrud eorum tation ut incepter suscipit laboris nisi at aliquip ut commodo.</p> <p>Arial Use when Acumin is unavailable</p> <p>Daniel Black Key messages</p>
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Illinois Helpline for Opioids and Other Substances

<https://helplineil.org/app/home>



Social Media Platforms

Facebook



Facebook Name: Illinois Helpline for Opioids and Other Substances

<https://www.facebook.com/ILHelpline>

Twitter



Twitter Handle: @ILHelpline

<https://twitter.com/ILHelpline>

Order Free Helpline Materials

<https://helplineil.org/app/order>

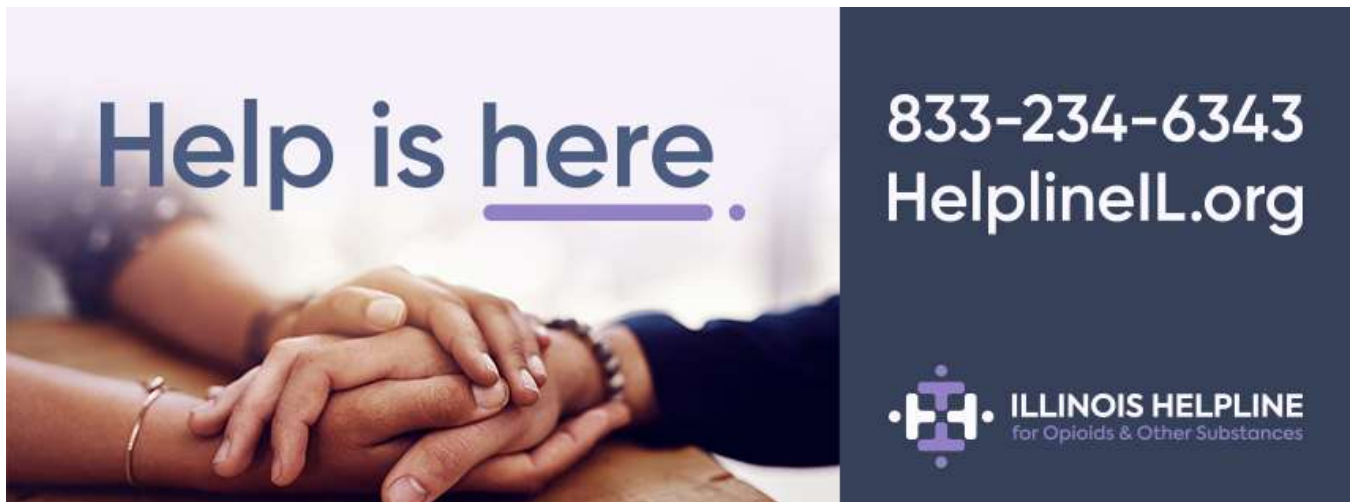
Promote use of the Helpline in your community. Order quantities of free wallet-sized cards, postcards for consumers and providers, and posters.



Digital Downloads

<https://helplineil.org/app/digitaldownload#startmoud>

Download various icons, badges, and banners to post on websites and social media:



START MOUD Resources

Personalized support and toolkits for advancing recovery and treatment through medications for opioid use disorder, also known as Medication Assisted Recovery (MAR).

**These toolkits are intended for physicians looking for clinical guidance for prescribing medications for opioid use disorder.*

Graphic Downloads:

<https://helplineil.org/app/digitaldownload#startmoud>

- Email
- LinkedIn
- Facebook
- Twitter
- Outreach Slide

Examples:



START MOUD – Support & Toolkits for Advancing Recovery & Treatment through Medications for Opioid Use Disorder

NEW



Visit [Helplineil.org/app/mar](https://helplineil.org/app/mar)



START MOUD – Support & Toolkits for Advancing Recovery & Treatment through Medications for Opioid Use Disorder

NEW



Visit [Helplineil.org/app/mar](https://helplineil.org/app/mar)



Interactive MAR Toolkits:

<https://e.helplineil.org/mar/>

Video guides available for clinicians who provide MAR. Obtain streamlined MAR protocols with links to clinical tools, deeper learning resources, and patient materials.



MAR for Providers in hospital-based settings:

Learn how to prescribe and manage medication assisted recovery by watching an experienced Illinois provider describe intake and assessment protocols, the initiation process, and warm handoff protocols in a hospital setting.

- **Emergency Department**
<https://e.helplineil.org/mar/emergency-department/>
- **Perioperative**
<https://e.helplineil.org/mar/perioperative/>

MAR for Providers in community-based settings:

Learn how to prescribe and manage medication assisted recovery by watching an experienced Illinois provider describe intake and assessment, home initiation, in-office initiation, and maintenance protocols in a community-based setting.

- **Primary Care**
<https://e.helplineil.org/mar/primary-care/>

Access Personalized Support

<https://helplineil.org/app/mar>

Personalized support

Discuss your options for personalized support. Submit the request form on the right. A Helpline Specialist will respond within 5 business days.

Match with a one-on-one mentor
Talk once or establish an ongoing relationship. Personalized, clinical guidance via email, text, phone, or in-person (if feasible) from an Illinois MAR clinician expert.

Join a collaborative learning group
Video conference with a network of Illinois MAR providers who share best practices, discuss cases, and identify effective strategies. Clinician experts facilitate weekly or bi-monthly didactic presentations and case reviews.

Name

Email

Practice Name

Phone

Practice Address

City

State

Zipcode

Select one of the following options:

Are you interested in being matched with a mentoring physician?
 Yes No

Are you interested in connecting with other colleagues?
 Yes No

Would you like additional information?
 Yes No

Any other comments or requests?

National Clinician Consultation Center Substance Use Workline

Access real-time Providers support for any provider treating patients with MAR.

855-300-3995

M-F 8am-7pm CT, Saturdays 24 hours a day, 7 days a week.

Free and confidential clinician-to-clinician telephone consultation from addiction medicine specialists.