

Language Matters

SOCIAL MEDIA TOOLKIT FOR WSPD 2024



National
Suicide Prevention
Alliance

About the campaign

Words hold immense power. How we talk about suicide can either perpetuate harmful stigma or build understanding and support. Staying silent on the subject can also increase stigma and prevent people from reaching out.

This World Suicide Prevention Day, we're inviting everyone to start the conversation, rethink how they talk about suicide, and join us in creating a kinder society.

#LanguageMatters #StartTheConversation



Benefits of using this toolkit

Developed by a working group of NSPA members and Lived Experience Influencers.

Includes social media copy and digital assets for you to get involved in the campaign.

Designed to save you time by providing ready-to-use resources.



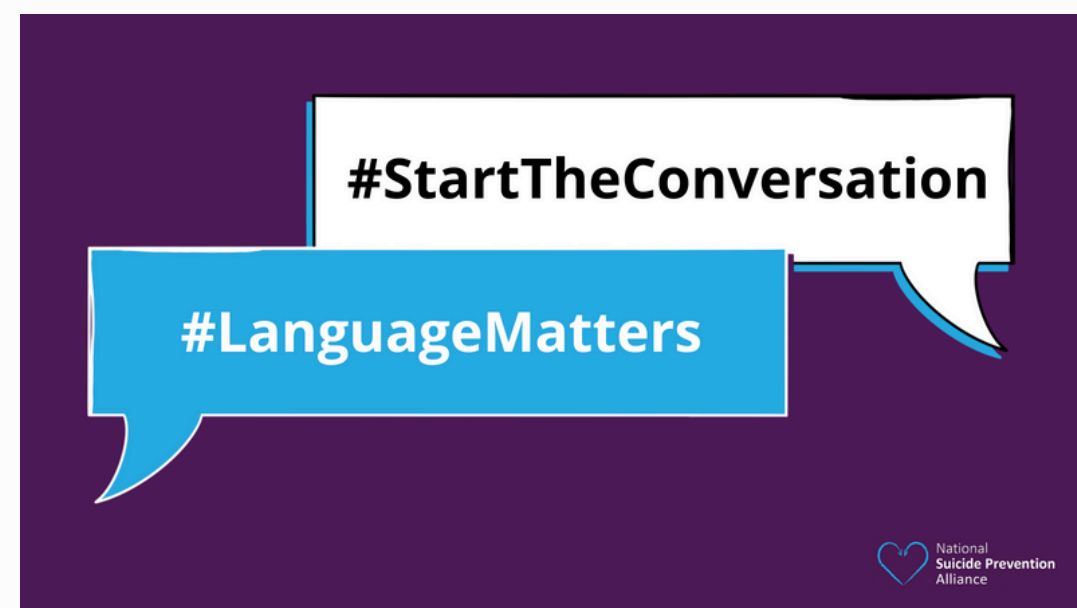
National
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Social media post 1

Monday 9th September

Tomorrow is World Suicide Prevention Day. We'll be joining @NSPA_UK in reminding people that talking about suicide doesn't increase the risk.

You don't need to find the perfect words. By talking about suicide, you can help break the stigma. #LanguageMatters #StartTheConversation



[Download: Language Matters](#)



Social media post 2

Tuesday 10th September

This #WSPD we're joining @NSPA_UK in reminding people that talking about suicide doesn't increase the risk.

You don't need to find the perfect words. By talking about suicide, you can help break stigma. bit.ly/STCLM #LanguageMatters #StartTheConversation



[Download: Talking doesn't increase the risk](#)

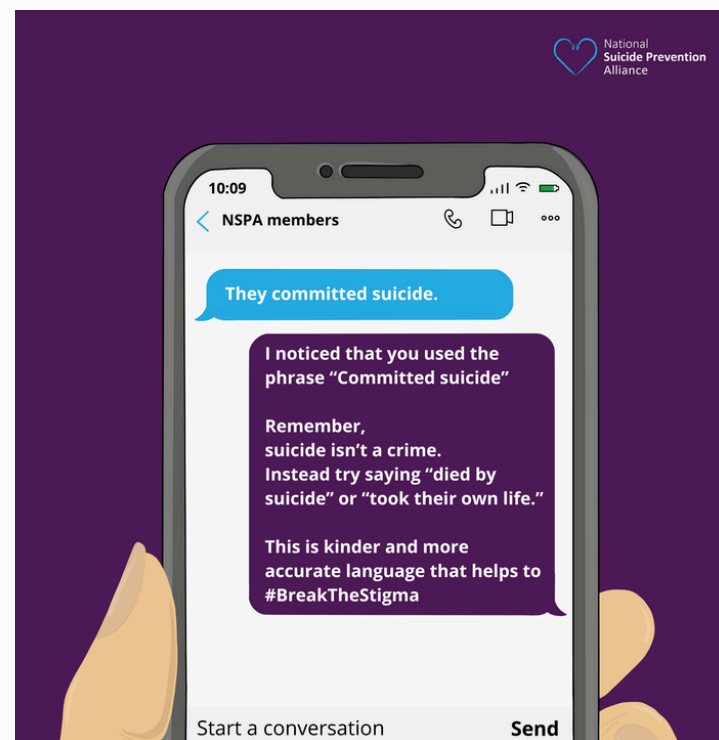


Social media post 3

Tuesday 10th September

Today is World Suicide Prevention Day. @NSPA_UK are calling for a shift in the language people use when talking about suicide to break the stigma.

What small changes do you feel can promote kindness & understanding when talking about suicide? #LanguageMatters #StartTheConversation



[Download: Break the stigma](#)



Social media post 4

Tuesday 10th September

This #WSPD we're challenging the stigma surrounding suicide with @NSPA_UK.

You don't need to find the perfect words, talking about suicide can help break the stigma.

Visit their online hub to find resources to help #StartTheConversation bit.ly/STCLM
#LanguageMatters



[Download: Start the conversation](#)



Social media post 5

Tuesday 10th September

This #WSPD we want to remind people that talking about suicide doesn't increase the risk.

Join @NSPA_UK webinar on stigma and suicide taking place next Tuesday to learn about their campaign #LanguageMatters shorturl.at/g2pxc

#StartTheConversation



[Download: Start the conversation](#)



If you do just one thing...

Here's a way to join the conversation if you don't manage to use any of the other resources in our toolkit.

This World Suicide Prevention Day acts as a reminder that talking about suicide doesn't increase the risk and the language people use is important.

What small changes in language do you feel can promote kindness and understanding when talking about suicide?

Share your thoughts using
#LanguageMatters #StartTheConversation
and tag us @NSPA_UK



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Thank you for taking part!

If you have any queries please email us at:
info@nspa.org.uk



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