



Nebraska Rural Youth Suicide Prevention Social Media Campaign

Social Media Playbook

December 2019 to May 2020 + Sept. 6-12, 2020

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Brief

About the Campaign

This community-wide social media campaign focuses on promoting hope, resilience and connectedness among rural youth in Nebraska, particularly in light of the devastating floods in 2019. The campaign aims to address the stress and anxiety that comes with surviving a disaster by sharing positive and empowering messages that encourage them to see their worth, take care of their mental health, and to reach out for help they or someone they know is considering suicide.

Overall Strategy

To raise awareness of rural youth suicide as critical issue among Nebraskans and to promote hope, resilience and connectedness among rural adolescent youth by sharing hopeful and empowering messages around suicide prevention and mental health.

Timeline: Dec. 16, 2019 to May 31, 2020 – picking up Sept. 6-12 for Suicide Prevention Week

Target Audience

- Adolescents (ages 12-18) in rural communities across Nebraska, especially those who depend heavily on agriculture.

Who will execute the campaign

Various agencies statewide will share the campaign through their various social media channels, including state agencies, university groups and public health entities. We encourage other stakeholders and influencers to share the campaign – **particularly rural youth**. This may include rural schools, youth groups, non-profits and possibly public figures with Nebraska connections who have an interest in this issue. See Online Community section below for working list of contacts and accounts.

Social Media-Specific Goals

1. Provide positive, hopeful content that helps rural youth see their value and how much Nebraska needs them here — safe and healthy.
2. Build awareness among rural youth that support is always available, and that things will get better, even in what feels like the worst of times.
3. Reduce the stigma around suicide and mental health needs among rural youth.
4. Direct social media users to <https://go.unl.edu/ne-needs-you> resources tailored to Nebraska youth in rural communities.

Social Media Playbook

Key Messages – what to say

- **Nebraska needs you.** We need your smile, creativity, ideas, kindness, care and spark. There is only one you, and we need you here.
- **Storms come and go – but Nebraska roots run deep.** Lean on each other. If you are hurting, it's OK to ask for help. Those roots will hold you up. Together, we can get through life's tests.
- **We are all connected.** While rural life may feel isolating, you are not alone. Help is available if you are feeling stressed, anxious, isolated or overwhelmed. If someone you know doesn't seem OK, take time to reach out.
- **Nebraskans are strong: We are vulnerable, sensitive, empathetic and much more.** Being #NebraskaStrong *is reaching out for help*. In fact, it may be one of the hardest things to do.
- **Hope is one text away.** Free, 24/7 support is available. Text CONNECT to 741741.

Voice & Tone – how to say it

- Hopeful
- Positive
- Connectedness/Togetherness/Community
- Conversational & Authentic
- Strong Sense of Place: Rural Nebraska

Graphics & GIFs – What to post


A library of shareable graphics and GIFs formatted for **Instagram, Facebook and Twitter, plus FB/Instagram Stories** is available on Box: <https://unl.box.com/s/6ihivtghnnpdanvaxhh4xi9ao1dvg95r>

Please note: At this time, you must use a third-party app to post GIFs on Instagram, such as GifLab. It will convert the GIF into a file type that Instagram allows.

The visual assets are organized in Content Buckets:

1. **Nebraska Needs You**
2. **Coping/Stress**
3. **Simple Reminders**

Frequency – How often to post



While posts may be published at any time, please reference the Content Calendar for guidance. Given that this long-term awareness campaign, and your organization likely has other communications objectives to meet, please share the campaign as you see fit. We recommend the following:

Twitter

- **1x per week**
 - **Perhaps more depending on awareness dates**

Facebook

- **1-2x per month**

Instagram

- **1-2x per month**

Copy – What to say

A variety of “evergreen” copy suggestions are available to support the visuals in your posts. Please include the hashtag #Neneedsyou in all messages. **Messages should be hopeful, positive, community-focused, conversational and targeted to rural youth.** Reference the Content Calendar for sample copy and relevant observances/events to mention in posts (e.g. holiday support; awareness dates).

Hashtags

All posts should include the **#Neneedsyou** hashtag to help generate online conversation and build a community around the campaign.

Calls-to-Action

As a best practice, please include a call-to-action with each post:

- **Crisis Text Line:** Include how to text for immediate support: Text CONNECT to 741741
- **Website:** Direct followers to go.unl.edu/ne-needs-you for mental health support and resources tailored to rural families in Nebraska.

How do we measure success?

The Nebraska State Suicide Prevention Coalition Project, operationalized through the University of Nebraska Public Policy Center, will track basic analytics to help measure online engagement:

- **Hashtag usage**
- **Web page hits**

Content Calendar

Under separate cover, you will find a Content Calendar that serves as a road map for how to carry out the campaign. **The content calendar is intended to be a guide only.** Use your discretion on what to post and when to post it. That will lend authenticity to the campaign. **That said, please align your content with the key messages outlined above, and always include the #NNeedsyou hashtag.**

Online Community

Campaign leaders – list of accounts to tag and cross-post

Organization	Twitter Handle	Facebook Username	Instagram Username	Contact	Email
Bryan Health	@Bryan_Health	@BryanHealth	@bryanhealth	Jenny Sundberg	Jenny.Sundberg@bryanhealth.org
Nebraska Children and Families Foundation	@NE_Children	@NebraskaChildren		Brenda Weyers	bweyers@nebraskachildren.org
Nebraska Department of Health & Human Services	@NEDHHS	@NEDHHS	@nedhhs	Julie Naughton	Julie.Naughton@nebraska.gov
Nebraska Department of Education	@NDE_GOV	@NEDGOV	@nde_gov	Shauna Groenewold	shauna.groenewold@nebraska.gov
Nebraska Extension	@UNLExtension	@UNLExtension211		Mike Bergland-Riese	riese@unl.edu
Nebraska State Suicide Prevention Coalition		@NSSPCoalition		Dave Miers	Dave.Miers@bryanhealth.org
Nebraska Strong Recovery Project		@NebraskaStrongRecoveryProject		Theresa Henning Ted Herman (Region 6)	thenning@region5ststems.net therman@regionsix.com
Region V Systems		@Region5Systems		Sandy Morrissey	teffle@region5systems.net smorrissey@region5systems.net
University of Nebraska Public Policy Center	@NU_PPC			Stacie Kotschwar	stacie.k@unl.edu
UNK	@UNKearney	@UNKearney	@unkearney	Amanda Andresen	andresenak@unk.edu
UNMC	@unmc	@unmcedu	@iamunmc	Jennifer Bull	jennifer.bull@unmc.edu
BHECN	@BHECN1	@BHECN		Jennifer Bull	jennifer.bull@unmc.edu

Stakeholders & Influencers – schools and youth groups to engage

Organization/Individual	Twitter Handle	Facebook Username	Instagram Username
The Learning Child	@UNLExtensionTLC	@UNLExtensionthelearningchild	
Nebraska 4-H	@Nebraska4H	@Nebraska4H	@nebraska4h
Teammates Mentoring Program	@MentorTeamMates	@TeamMatesMentoring	@teammatesmentoringprogram

Questions?

Please email the Rural Family Stress and Wellness team at ruralwellness@unl.edu.