



Nebraska Rural Youth Suicide Prevention Social Media Campaign

NEBRASKA NEEDS YOU

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

What's the campaign about?

Nebraska Needs You is a community-wide social media campaign focused on promoting **hope, resilience and connectedness** among rural youth in Nebraska by sharing positive and empowering key messages that will encourage them to see their worth, take care of their mental health, and to reach out for help if they or someone they know is considering suicide.

Who do we need to reach?

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

Why is the campaign needed?

Following the state's historic and devastating floods in 2019, there is a need to reach rural youth who may be at risk for suicide or struggling with mental health challenges. Mental health resources are not always accessible in rural communities and social media is an effective way to reach them.

Who's involved?

Various organizations statewide will share the campaign through their social media channels, including various university groups, state agencies and public health entities.

We need you!

We are calling upon the broader community – particularly rural youth – to consider sharing the campaign on social media. Your voices will amplify the key messages in a meaningful way that is likely to reach the target audience more effectively.

COMMUNICATIONS 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 go.unl.edu/ne-needs-you for resources tailored to Nebraska youth in rural communities.

KEY MESSAGES

These are the most important messages to share:

- **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.

WHAT TO POST

A library of shareable graphics and GIFs are available for you to use on:



Posts & Stories



Posts & Stories



Posts

What to Say

A variety of copy ideas are available to support the visuals on social media. Content should be hopeful, positive, community-focused, conversational and targeted to youth in rural Nebraska.

Hashtag

All posts should include the **#NEneedsyou** hashtag.

Timing

While posts may be made at any time during the campaign, please reference the content calendar for a publishing guidance.

Link to Resources

Please direct your followers to go.unl.edu/ne-needs-you in all posts.

CONTACT

Rural Family Stress and Wellness Team | ruralwellness@unl.edu

This campaign is supported by:

Behavioral Health Education Center of Nebraska, Bryan Health, Nebraska Children and Families Foundation, Nebraska Departments of Health & Human Services and Education, Nebraska Extension, Nebraska State Suicide Prevention Coalition, Nebraska Strong Recovery Project, Region V Systems, University of Nebraska at Kearney, University of Nebraska Medical Center and the University of Nebraska Public Policy Center.