



988 Lifeline Messaging Toolkit for Partners

If you're receiving questions regarding the 988 Lifeline on your social media channels, here are a few sample posts you can share directly with your networks to help address some of the questions and concerns that have surfaced online. We've also included graphics to download and share on social media.

TWITTER

What happens when you call 988? The #988Lifeline trains counselors to collaborate with contacts to find the least invasive, most relevant, and most effective care plan for their #crisis. Crisis centers bring #mentalhealth care and safety planning to all.

<https://bit.ly/3B3Qaq4>

#988Lifeline call centers are located all over the country to provide callers with local, relevant, and accessible #mentalhealth resources. While they try to route callers to a local crisis counselor, counselors don't need your location unless you want info on local resources.

Did you know that you don't have to disclose personal information to receive immediate support from a crisis center? #988Lifeline counselors are trained to assist everyone in co-creating a safety plan, regardless of location.

Worried about dropping a pin? 988 connects callers to localized resources and affirming counselors across the country. Counselors are trained to find whatever resources fit you best, even if you're not comfortable sharing your personal info.

Lifeline's new 988 number is an easy to remember shortcut to connect to the existing crisis counselors at #988Lifeline. They're building off 17 years of experience in providing #mentalhealth crisis support to contacts all across the U.S. (including Alaska, Hawaii, & Puerto Rico!)

FACEBOOK

POST ONE

Collaborating takes the crisis out of crisis intervention. 988 Lifeline crisis centers are a proven and effective crisis intervention – both independently and alongside local nonprofits and resources. Counselors collaborate with callers and texters to create the least invasive safety plan available using local mental health resources like Mobile Crisis Teams, local community centers, and even family and friends.

988 Lifeline crisis counselors contact emergency services for assistance only in cases where risk of harm to self or others is imminent or in progress, which accounts for less than 2% of calls. Of that 2%, over half of these emergency dispatches occur with the caller's consent. We recognize that, for some individuals, having contact with emergency services can be traumatic and dangerous, and therefore it is only used when other interventions cannot be used.

For more information, you can visit the Lifeline's FAQ page. 988lifeline.org/faq/

POST TWO

Did you know that you don't have to disclose personal information to receive immediate support from a 988 Lifeline crisis center? 988 Lifeline crisis centers are located all over the country to provide contacts with local, relevant, and accessible mental health resources. While Lifeline tries to route callers to a local crisis counselor, counselors don't need your location unless you want information on local resources.

For more information, visit the 988 Lifeline's FAQ page. 988lifeline.org/faq/

SOCIAL MEDIA GRAPHICS

<https://www.vibrant.org/wp-content/uploads/2022/07/988-Graphics-FINAL.zip>