**Washington State Department of Health**

*988 Campaign – Social Monitoring Guide*

**SOCIAL MEDIA RESPONSE PROTOCOL**

*Community management protocol for Facebook and Instagram ads*

**Deleting or Hiding Policy**

* C+C will follow the [Washington State Department of Health policy](https://www.doh.wa.gov/newsroom/socialmedia#commenting) and only hide comments that are in violation of the policy. Anything hate-related, lewd gestures, political candidate names.
  + Please check before hiding a comment if it the reason/topic is outside of the list below:
    - Identify personal information including, but not limited to medical information, email addresses, telephone numbers, mailing addresses, or identification numbers.
    - Contain violent or obscene language.
    - Contain solicitations or advertisements.
    - Promote or oppose any political candidate or ballot initiative.
    - Encourage or suggest illegal activity.
    - Violate trademarks or copyrights.
    - Are repetitive posts that are copied and pasted.
    - Middle finger emojis
    - Profanity, even words that are “creatively written” to avoid the filter catching it like “BS,” “Fck,” “A$$.” The list goes on...
    - Mentions of political figures. This was more common during the election season. DOH wants to stay neutral and not show any form of favoritism.

**General Guidance**

**Most responses should direct people to the DOH’s 988 landing site or the national landing page:**

* [**www.wa988.org**](https://www.wa988.org) **or** [**www.wa988.org/ES**](https://www.wa988.org/ES) **(Spanish) if they would like to learn more**
* **or directing them to dial 988 or the national page** [**https://988lifeline.org/**](https://988lifeline.org/) **(**[**https://988lifeline.org/es/inicio/**](https://988lifeline.org/es/inicio/)**) if they are in a mental health related crisis.**

It is especially important to respond to comments that spread misinformation that could potentially risk personal or public health or safety (mental health, stigma/discrimination, false statements about suicide, etc.). It is not required to reply to every comment. Monitors should identify a reasonable cadence for responses and the goal should be to offer onlookers credible, trusted sources of information to counter false statements.

If comments come in without a question, our policy is to not respond; this includes statements about loved ones who have overdosed or died by suicide. It is our policy to never use post reactions other than “like” and to not use emojis in our responses.

If direct messages (DM) align with pre-approved responses in this document, C+C can reply to them. If the DM relates to a campaign ad, C+C will work with DOH to respond or forward to the appropriate people. C+C will not be responsible for any other DMs.

**Canned Responses**

Please use the pre-drafted responses provided for questions or comments that warrant a firm answer to address misinformation and legitimate concerns with accurate and evidence-based information.

**988 Campaign General Responses**

**Positive comments: “Thank you!” or “So true!”**

* Like the comment, no response needed.

**I need help. OR I need someone to talk to. OR I have a friend who needs help.**

* If you or someone you care about needs emotional support, has thoughts of suicide, or is dealing with substance use concerns, call or text 988 or go to [*www.988lifeline.org*](http://www.988lifeline.org/) to start a chat. The 988 Lifeline has trained crisis counselors available 24/7 who can provide confidential help and resources no matter what you’re going through.

**What is 988 exactly?**

* The 988 Suicide & Crisis Lifeline is a free, confidential line available 24/7/365 via call, text, or chat. The 988 Lifeline connects people experiencing emotional distress, a mental health crisis or substance use concerns with trained crisis counselors. You can also contact 988 to get help for a loved one who may need crisis support.

**Who can contact 988?/Can I call 988 for someone else?**

* Anyone can connect with 988. If you or someone you care about needs emotional support, has thoughts of suicide, or is dealing with substance use concerns, 988 can connect you with a trained crisis counselor who can provide help and resources. To learn more, visit [**www.wa988.org**](https://www.wa988.org).

**Does this mean I can no longer use my local crisis call centers?**

* 988 does not replace any crisis call center in Washington. It is an addition to the state’s network of crisis center providers. You can still contact your local crisis center for support.

**Why is money spent on this?**

* There is an increased need for suicide prevention and mental health crisis care in the U.S. The 988 Lifeline provides free access to trained crisis counselors who can offer 24/7/365 phone, text, and chat support to anyone in crisis. In 2020, the Federal Communications Commission (FCC) adopted the National Suicide Hotline Designation Act. The act made 988 the new, nationwide, easy-to-remember 3-digit dialing, texting, and chat number for anyone experiencing a mental health crisis, thoughts of suicide, or substance use concerns.
* The Washington legislature passed House Bill 1477 to support 988. This bill enhanced and expanded behavioral health crisis response and suicide prevention services for everyone in Washington.

**Why am I seeing this ad?**

* There is an increased need for suicide prevention and mental health crisis care in the U.S. The 988 Lifeline provides free access to trained crisis counselors who can offer 24/7/365 phone, text, and chat support to anyone in crisis. The Washington State Department of Health wants to raise awareness of the 988 Lifeline so people in Washington can use it for themselves or loved ones experiencing a mental health crisis or any type of emotional distress.

**How is 988 different than 911?**

* 988 was established to improve access to crisis services in a way that meets our country’s growing suicide and mental health-related crisis care needs. The 988 Lifeline provides access to suicide and related crisis resources, which are distinct from the public safety purposes of 911. 911’s focus is on dispatching emergency medical services (EMS), fire, and police as needed.

**Will you report my calls to 911?**

* A small percentage of contacts require activation of the 911 responders when there is an immediate risk to someone’s life that can’t be reduced during the call, text, or chat. In these cases, the crisis counselor will share information with 911 that is crucial to saving the caller’s life.

**Priorities: “I don’t have thoughts of suicide or know anyone who does. Why should my resources and money go towards this?”**

* There's an increased need for suicide prevention and mental health crisis care in the U.S. The 988 Lifeline provides free access to trained crisis counselors who can offer 24/7/365 phone, text, or chat support to anyone in crisis.
* Congress has provided the Department of Health and Human Services workforce funding through the American Rescue Plan, some of which will support the 988 workforce.

**Purpose: “I don’t have thoughts of suicide. Can I still use this line?”**

* You can call, text, or chat with the 988 Lifeline for any type of emotional distress or mental health concern. The 988 Lifeline is available to anyone who needs emotional support. You may also contact 988 for a substance use concern. However, in case of an overdose emergency, call 911 and administer naloxone.

**Privacy: If I call 988, will my call be recorded? (e.g., “How can I be sure that I remain anonymous,” “I don’t feel comfortable sharing with strangers.”)**

* The 988 Lifeline is confidential.People contacting 988 are not required to provide any personal data to receive services. SAMHSA recognizes the importance and expectation of privacy when a person contacts 988. The network system has safeguards to address concerns about privacy.

**I don’t speak English. Will 988 be available in my language?**

The 988 Lifeline currently provides live crisis center calling services in English and Spanish. It also uses Language Line Solutions to provide interpretation services in over 240 additional languages.

**Do you have resources available for people who are deaf/hard of hearing/who use ASL?**

* If you are Deaf or Hard of Hearing, you can chat with a 988 Lifeline counselor by calling 988 with a VP number or connecting through our web portal: <https://988.aslnow.io/phones/100030001>. You can also text 988 to start a conversation, or use our online chat: <https://chat.988lifeline.org/>. For TTY users, you can use your preferred relay service or dial 711 then 988.

**Is this an LGBTQIA+ friendly helpline?**

* Yes, the 988 Lifeline offers help for members of the LGBTQIA+ community. To call an LGBTQIA+ trained crisis counselor, dial 988 and then press 3. To text, send the word PRIDE to 988. To chat, select the option in the pre-chat survey for LGBTQIA+ support.

**Does this cost anything/is 988 free?**

* Yes, the 988 Lifeline is free and confidential for anyone seeking crisis support.

**Negative experience – wait times: I tried 988 and couldn’t reach anyone/the wait times were too long.**

* We work hard to make sure that everyone can reach a 988 counselor as quickly as possible. When you call 988, the full greeting message takes about 30 seconds. You can also press 0 to bypass the greeting at any time. If you call 988 and are having trouble connecting to a counselor, please let us know using our Contact Us form: <https://988lifeline.org/contact-us/>
* Please call 911 if you are having a medical emergency. If you are in crisis and cannot connect via phone, you can also text 988 or use the online chat.

**988 wasn’t helpful for me/I want to provide feedback about my experience**

* Our crisis counselors’ goal is to listen and provide compassionate support and resources no matter what you’re going through . If you would like to share your feedback with us, please let us know using our Contact Us form: 988lifeline.org/contact-us/

**Does the 988 Lifeline trace callers, texters or chatters?**

* The 988 Lifeline does not currently have the ability to “trace” callers, chat, or text users in the same way that 911 providers do. In situations where emergency services must be contacted to prevent someone from seriously harming themselves or someone else, 988 Lifeline crisis counselors must provide what information they have to 911 operators- the caller’s/text user’s phone number or chat user’s IP address- to help them locate the individual.