**“*Don’t Wait*. Reach Out.” Campaign**

*Sample Social Copy for Campaign Supporters*

*You can use the sample social media copy below to share important messages and resources about suicide prevention for Veterans.*

Please consider using #SuicidePrevention, #SuicideAwareness, #VeteransCrisisLine, and #Veteran in relevant posts in addition to the #VetsReachOut hashtag included in the copy below.

*You can download graphics to use with this copy from this toolkit,* [*at this link*](https://www.va.gov/REACH/spread-the-word/)*.*

**If Your Audience is Veterans:**

* Veterans are often the first to help others and may find it hard to ask for help themselves. If you’re a Veteran who needs support, don’t wait. Reach out. Visit [www.VA.gov/REACH](http://www.va.gov/REACH) for resources today. **#VetsReachOut**
* Reaching out can be tough. It’s important to remember you don’t have to do it alone. If you or a Veteran you know needs support, don’t wait. Reach out. Visit [www.VA.gov/REACH](http://www.va.gov/REACH) for resources across life’s challenges. **#VetsReachOut**
* If you’re a Veteran who may be struggling, do for yourself what you’d do for others. Don’t wait. Reach out. Find resources across life’s challenges at [www.VA.gov/REACH](http://www.va.gov/REACH) **#VetsReachOut**
* Reaching out is the first step to getting the support you’ve earned. [www.VA.gov/REACH](http://www.va.gov/REACH) **#VetsReachOut**
* Don’t wait. Reach out. Life can have its challenges. Resources are available. If you or a Veteran you know needs support, get help today. [www.VA.gov/REACH](http://www.va.gov/REACH) **#VetsReachOut**
* If you’re a Veteran who’s struggling, don’t wait until your problems become overwhelming. Reach out today. [www.VA.gov/REACH](http://www.va.gov/REACH) **#VetsReachOut**

**If Your Audience is Other Organizations/Non-Veterans**

* Veterans are trained to endure tough situations, but it can be difficult to reach out for support. If you know a Veteran who’s struggling, let them know about the resources available at [www.VA.gov/REACH](http://www.va.gov/REACH) **#VetsReachOut**
* Suicide is preventable and we can all be part of the solution. Check in on the Veterans in your life and help spread the word about resources for Veterans at [www.VA.gov/REACH](http://www.va.gov/REACH) **#VetsReachOut**
* Some challenges are harder than others, but resources are available. If you know a Veteran who’s struggling, encourage them to reach out for help today: [www.VA.gov/REACH](http://www.va.gov/REACH)  **#VetsReachOut**
* Veterans are trained to be resilient, which can make it hard to reach out for help. “Don’t Wait. Reach Out.” encourages Veterans to seek help before they’re in crisis. If you or a Veteran you know needs support, you can find resources at [www.VA.gov/REACH](http://www.va.gov/REACH)  **#VetsReachOut**
* Veterans are often the first to help others, but it can sometimes be tougher for Veterans to accept or ask for help. If you know a Veteran who may be struggling, encourage them to do for themselves what they’d do for others. Resources are available for their life challenges at [www.VA.gov/REACH](http://www.va.gov/REACH)  **#VetsReachOut**
* We all play a part in preventing suicide. Help us spread the word with the“Don’t Wait. Reach Out.”campaign toolkit [VA.gov/REACH/spread-the-word](https://www.va.gov/REACH/spread-the-word/). At this link, you can find sample social copy and downloadable graphics to share on social media and use as digital backgrounds throughout the month—and beyond! **#VetsReachOut**