



**“Don’t Wait. Reach Out.” Campaign
Suicide Prevention Month 2022
Sample Social Copy for Campaign Supporters**

Throughout September 2022, you can use the sample social media copy below to share important messages and resources about suicide prevention for Veterans.

*Where appropriate, please incorporate the **#VetsReachOut** hashtag. You can download graphics to use with this copy from this toolkit, at [this link](#).*

If Your Audience is Veterans:

- Don’t wait. Reach out. If you or a Veteran you know needs support, get help today. <http://www.VA.gov/REACH> **#VetsReachOut**
- Life has its challenges. As a Veteran, you don’t have to face them alone. Find resources at <http://www.VA.gov/REACH> **#VetsReachOut**
- Veterans, if you’re struggling or know a buddy who is, don’t wait. Reach out. Find resources today at <http://www.VA.gov/REACH> **#VetsReachOut**
- Reaching out for help isn’t always easy. But Veterans are trained do hard things. Don’t wait, reach out. <http://www.VA.gov/REACH> **#VetsReachOut**
- If you’re a Veteran who’s struggling, don’t wait for your problems to become overwhelming. Reach out today. <http://www.VA.gov/REACH> **#VetsReachOut**
- This Suicide Prevention Month, check in on a Veteran in your life who may be going through a tough time. Whatever they’re struggling with, resources are available: <http://www.VA.gov/REACH> **#VetsReachOut**

If Your Audience is Other Organizations/Non-Veterans

- Veterans are trained to endure challenging situations, but stigma can make it difficult to reach out for help. If you know a Veteran who’s struggling, let them know about the resources available at <http://www.VA.gov/REACH> **#VetsReachOut**
- This Suicide Prevention Month, check in on a Veteran in your life who may be going through a tough time. Resources are available that can help: <http://www.VA.gov/REACH> **#VetsReachOut**

VA



U.S. Department
of Veterans Affairs



- Suicide is preventable and we can all be part of the solution by checking in with Veterans in our lives. Help spread the word about resources for Veterans at <http://www.VA.gov/REACH> **#VetsReachOut**
- This Suicide Prevention Month, join us in spreading the word about resources for Veterans. Suicide is preventable, and there is hope. <http://www.VA.gov/REACH> **#VetsReachOut**
- Some challenges are harder than others. If you know a Veteran who's struggling, encourage them to reach out for help today: <http://www.VA.gov/REACH> **#VetsReachOut**