# **U.S. Department of Veterans Affairs Office of Mental Health & Suicide Prevention**

**Social Media Content Calendar – September 2021**

| **ID** | **Facebook Copy (280 characters)** | **Twitter Copy (280 characters)** | **Instagram Copy** | **Media Asset** |
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| 1  Suggested post date:  9/1 | September is Suicide Prevention Month. If you’re struggling, take a moment to learn about resources. Visit  REACH.gov/SPM. | September is Suicide Prevention Month. If you’re struggling, take a moment to learn more about resources. Visit  REACH.gov/SPM. | September is #SuicidePreventionMonth. If you’re struggling, take a moment to learn more about resources. Visit  REACH.gov/SPM.  #SuicidePrevention #SuicideAwareness | *Facebook/Twitter Image*    *Instagram Image* |
| 2  Suggested post date:  9/7 | Don’t wait until a crisis happens—reach out to your Veteran loved ones now to offer support.  REACH.gov/SPM | Don’t wait until a crisis happens—reach out to your #Veteran loved ones now to offer support.  REACH.gov/SPM | Don’t wait until a crisis happens—reach out to your #Veteran loved ones now to offer support.  #SuicidePrevention #SuicideAwareness  #SuicidePreventionMonth REACH.gov/SPM | *Facebook/Twitter Image*    *Instagram Image* |
| 3  Suggested post date:  9/13 | During Suicide Prevention Month, talk to a Veteran about how you can support them. Let them know they’re not alone.  REACH.gov/SPM | During #SuicidePreventionMonth, talk to a #Veteran about how you can support them. Let them know they’re not alone.  REACH.gov/SPM | During #SuicidePreventionMonth, talk to a #Veteran about how you can support them. Let them know they’re not alone.  #SuicidePrevention #SuicideAwareness  REACH.gov/SPM | *Facebook/Twitter Image*    *Instagram Image* |
| 4  Suggested post date:  9/19 | You’ve been trained to carry the heavy stuff, but you don’t have to do it alone anymore. There are people available to support you—a loved one, a trained professional, or another Veteran. Reach out.  REACH.gov/SPM | You’ve been trained to carry the heavy stuff, but you don’t have to do it alone anymore. There are people available to support you—a loved one, a trained professional, or another #Veteran. Reach out.  REACH.gov/SPM | You’ve been trained to carry the heavy stuff, but you don’t have to do it alone anymore. There are people available to support you—a loved one, a trained professional, or another #Veteran. Reach out.  #SuicidePrevention #SuicideAwareness  #SuicidePreventionMonth  REACH.gov/SPM | *Facebook/Twitter Image*    *Instagram Image* |
| 5  Suggested post date:  9/23 | This Suicide Prevention Month, take time to reach out to the Veterans in your life. Let them know you care.  REACH.gov/SPM | This #SuicidePreventionMonth, take time to reach out to the #Veterans in your life. Let them know you care.  REACH.gov/SPM | This #SuicidePreventionMonth, take time to reach out to the #Veterans in your life. Let them know you care.  #SuicidePrevention #SuicideAwareness  REACH.gov/SPM | *Facebook/Twitter Image*    *Instagram Image* |
| 6  Suggested post date:  9/27 | Take a moment during Suicide Prevention Month to save the Veterans Crisis Line number in your phone: 1-800-273-8255 and Press 1.  [VeteransCrisisLine.net](https://www.veteranscrisisline.net) | Take a moment during #SuicidePreventionMonth to save the #VeteransCrisisLine number in your phone: 1-800-273-8255 and Press 1.  [VeteransCrisisLine.net](https://www.veteranscrisisline.net) | Take a moment during #SuicidePreventionMonth to save the #VeteransCrisisLine number in your phone: 1-800-273-8255 and Press 1. [VeteransCrisisLine.net](https://www.veteranscrisisline.net)  #SuicidePrevention #SuicideAwareness | *Facebook/Twitter Image*    *Instagram Image* |
| 7  Suggested post date:  9/30 | September is Suicide Prevention Month. Remember the Veterans Crisis Line is always ready to support you. Call 1-800-273-8255 and Press 1—available 24/7. [VeteransCrisisLine.net](https://www.veteranscrisisline.net) | September is #SuicidePreventionMonth. Remember the #VeteransCrisisLine is always ready to support you. Call 1-800-273-8255 and Press 1— available 24/7. [VeteransCrisisLine.net](https://www.veteranscrisisline.net) | September is #SuicidePreventionMonth. Remember the #VeteransCrisisLine is always ready to support you. Call 1-800-273-8255 and Press 1— available 24/7. [VeteransCrisisLine.net](https://www.veteranscrisisline.net)  #SuicidePrevention #SuicideAwareness | *Facebook/Twitter Image*    *Instagram Image* |