



Blog, vlog and post to make a difference!

We're asking you to show the people in your world the power of connecting with others and that they've got what it takes to support those struggling with life.

By publishing a blog, vlog or social media post that shows the power of connection and conversations, you'll be able to make staying connected and asking "are you OK?" a part of their everyday.

You could...

- Share a story of how someone has helped you
- Reflect on the importance of family and friends in navigating life's ups and downs
- Discuss how you think R U OK? is making a difference
- Show people the 4 steps to an R U OK? conversation: Ask, Listen, Encourage action and Check in (find out more about these steps at ruok.org.au/how-to-ask)

Things to think about before you start

- Are you feeling OK? We recommend that people only share their story if they're feeling OK. If you're not sure you feel up to it yet, talk it over with someone you trust. We don't want this experience to make your problems bigger.
- Any content you share will be publicly accessible. Make sure any conversations or interactions you describe are something you - and anyone involved - are comfortable having in the public domain. If not, only reveal the details that you both don't mind others knowing.
- Sharing specific details of traumatic events, suicide and self-harm can bring up tough emotions for you and may be triggering for viewers. We encourage you to focus on how you felt and who helped you get through those tough times.
- Try to avoid using numbers/quantities when talking about your experiences, as this can cause people to compare their story to the one being shared. We encourage use of more general language like 'frequent', 'regular' or 'multiple'.
- To ensure unhealthy behaviour is discouraged try to avoid using language that glorifies risk taking behaviour. Instead, highlight the negative impact these behaviours had on your life.
- If your story relates to the suicide death of someone you loved, please refrain from listing method or location of the suicide. It can be harmful to other vulnerable people reading or interacting with the content. Also, chat with family members about whether they feel comfortable having the story shared.
- R U OK? aims to inspire, empower and engage. While tackling the serious issues that can impact upon us all, we want our supporters to also share a message of hope.



- If you have photos that support the story, we'd love you to share them too. Once you have published your content, please email hello@ruok.org.au so that we can keep in touch with you and, where appropriate, promote your content on our social media channels.

Information to include

Where possible, include a footnote with the following information:

R U OK? is an Australian suicide prevention charity. Their mission is to inspire and empower people to meaningfully connect with those in their world and lend support when they are struggling with life.

Find out more: ruok.org.au

Need help? [Find help at ruok.org.au/findhelp](https://ruok.org.au/findhelp)

And don't forget to use our hashtag where you can: #RUOKDay

Responding to comments on your content

It's important to respond to any comments on your content in a supportive manner. If anyone seems like they're struggling with life, encourage them to connect with relevant crisis support partners.

Example response:

Dear xxx,

I'm sorry to hear that you're struggling. Please make sure that you continue to reach out to friends and loved ones for support. If you feel you need additional support, please see your local doctor or contact a relevant crisis support service. Lifeline offer free 24/7 crisis support over the phone on 13 11 14. You can find other supports here:

<https://www.ruok.org.au/find-help>

Responding to someone in crisis:

Dear xxx,

I really feel for you at this time and encourage you to seek help. Professional and expert support is the best solution. I urge you to call the Suicide Call Back Service on 1300 659 467. This service is staffed by professional counsellors who will work with you now and into the future. It's a free service and available 24/7.



Additional information

About R U OK?

- A national suicide prevention charity dedicated to encouraging and empowering everyone to ask “are you ok?” of anyone struggling with life.
- Our vision is a world where we’re all connected and are protected from suicide.
- R U OK?Day is Thursday 9 September 2021 – a national reminder that we’ve all got what it takes to ask, “are you ok?” and support those struggling with life (held on the second Thursday of September each year)
- The message for R U OK?Day 2021 is: **Are they really OK? Ask them today.** Because a conversation could change a life. Do you know how the people in your world are really going? Life’s ups and downs happen to all of us. So, stay connected and make asking “are you OK?” a part of your everyday. That way if someone you know is struggling with something big, something small, or maybe nothing at all – they’ll know you care.

Thank you for your support. We look forward to reading your content!