

ON YOUR SIDE

Social Media Guide

Content advisory: This document discusses themes of suicide.

This World Suicide Prevention Day on 10th September, The Royal Foundation will be launching On Your Side, a practical suicide prevention Toolkit for every level of sport.

Many thanks in advance for supporting the launch of On Your Side, and your leadership in championing suicide prevention in sport.

The below guide sets out how you can support this moment, alongside key links, draft copy, and a language guide for talking about suicide.

The On Your Side Suicide Prevention Toolkit has been co-produced in partnership with The Royal Foundation, British Standards Institution and Chasing the Stigma following sports sector research conducted by Thinks Insight & Strategy. The Toolkit has been designed to move suicide prevention from good intention to everyday action, giving people engaged in sport the confidence to spot warning signs, start conversations and connect individuals with support before a crisis occurs.

The Toolkit is freely available via [Hub of Hope](#), the UK's largest mental health support directory.

For more information and announcements from the launch event, the [Press Release](#) and [Web Story](#) will be available on the 10th September.

ONE WAY TO SUPPORT

If you have time to do one thing in support, please reshare or repost the [On Your Side film](#) across social media platforms, and embed on your website through this YouTube link.

Please ensure you share a link to the [On Your Side Digital Toolkit](#) every time you post, either in the comments, on stories or in your bio.

The film will go live on the following accounts at 07:00am BST on 10th September:

 [Kensington Palace](#)

 [Kensington Palace](#)

 [The Royal Foundation](#)

 [The Royal Foundation](#)

OTHER WAYS TO SUPPORT

In addition, to help us reach as many people as possible, we would be grateful for your support in sharing the following content across your social channels, particularly Instagram, TikTok and LinkedIn.

10th September at 07:00
Reshare the On Your Side film and link to the Toolkit across your social channels from the Kensington Palace account.

10th September at 17:00
Reshare, like and engage with content on The Royal Foundation LinkedIn and YouTube.

11th September at 09:00
Share On Your Side animation and link to the Toolkit across your social channels.

From 10th September
Partner organisations may wish to share photos from the On Your Side launch event.

KEY ASSETS AND LINKS

On Your Side [Digital Toolkit](#)

On Your Side [Film](#)

On Your Side [Animation](#)

Photos from On Your Side Launch Event:

Please credit all images in this [link](#) to The Royal Foundation.

Photos on this link will be available from the evening of 10th September.

Please credit all images in this [link](#) to Kensington Palace.

Photos on this link will be available from the afternoon of 10th September.

PLEASE NOTE

If you or someone you know needs support, please visit [Hub of Hope](#) to find local and national mental health support services.

OUR KEY MESSAGE TO LAND IS

Sport can be a powerful force for connection and support. Everyone engaged in sport has the power to make a difference to those at risk of suicide. The Royal Foundation is uniting the world of sport to bring about meaningful change at every level.

DRAFT POST COPY

You are welcome to personalise and expand on the suggested copy below, keeping in mind the language guidelines shared in this guide.

ON YOUR SIDE FILM REPOST

Repost the [film](#) on Instagram or add it to your Story. For suggested Story text, see below.

The world of sport is coming together behind one shared goal: suicide.

If you think someone's not okay, ask.

One conversation can change everything.

Developed by The Royal Foundation of The Prince and Princess of Wales in partnership with [BSI](#) and [@ChasingStigma](#).

To download the free 'On Your Side' Toolkit, or if you need support visit [Hub of Hope](#). Link in bio.

[#OnYourSide](#) [#WorldSuicidePreventionDay](#)

ON YOUR SIDE ANIMATION POST

Download the On Your Side Animation from [here](#).

Whatever your role in sport — athlete, coach, parent, volunteer, official or supporter, you could be the person who starts a conversation that changes a life.

This World Suicide Prevention Day, explore the new [#OnYourSide](#) toolkit.

To download the free 'On Your Side' Toolkit, or if you need support visit [Hub of Hope](#). Link in bio.

Developed by The Royal Foundation of The Prince and Princess of Wales in partnership with [BSI](#) and [@ChasingStigma](#).

[#OnYourSide](#) [#WorldSuicidePreventionDay](#)

ADDITIONAL POSTS FOR PARTNER ORGANISATIONS

This [#WorldSuicidePreventionDay](#), we're supporting the launch of [#OnYourSide](#), a new suicide prevention Toolkit designed specifically for the sports sector.

Developed by The Royal Foundation of The Prince and Princess of Wales in partnership with Chasing the Stigma and the British Standards Institution (BSI), the Toolkit provides practical guidance to help people across sport recognise warning signs, start conversations and connect individuals with support.

To download the free 'On Your Side' Toolkit, or if you need support visit the [Hub of Hope](#).

LANGUAGE GUIDE

Respectful, neutral, non-judgemental language can reduce stigma, encourage people to seek help and lead to safer and more progressive conversations. Try to do this across all forms of communication and conversations to create a space where people feel safe to talk openly. Just remember, the conversation and connection is always about more than the words we use, however, here we suggest some words that you may want to use and why.

TRY TO AVOID	WHY	TRY TO USE
Committed suicide	This links back to when suicide was a crime.	Ended/took their own life Died by suicide
Completed suicide	This can make suicide sound like something to achieve or complete.	Ended/took their own life Died by suicide
Suicidal	A very vague and broad term – people are often unclear about what is meant.	Thoughts of suicide Suicide behaviours Suicide attempt
Successful attempt Failed Attempt Serious attempt Cry for help	A failed attempt implies judgement. All suicide attempts should be taken seriously. A cry for help can feel dismissive and suggest the person did not really need help.	Suicide attempt
Are you having dark thoughts? You're not going to do something silly are you?	Be direct. Ask clearly. This gives the best chance to help and can save lives. Using the word 'silly' dismisses how serious someone's distress is.	Are you experiencing thoughts of suicide? Are you thinking about ending your own life?
You're being selfish	This can sound blaming, even if people mean to show others would care and would be affected. People sometimes believe they are a burden and loved ones would be better off without them.	Let's talk about how you're feeling
Attention-seeking	Seeking attention is exactly what we are asking people to do. People do need attention, help and support, but sometimes people can use this term negatively.	Person in distress
Suicide sprints/drills	Using sport terms that reference suicide in a flippant way diminishes the subject.	Super sprints/line drills/shuttle runs/ladder runs

***THANK YOU FROM THE ROYAL
FOUNDATION. WE ARE GRATEFUL
FOR YOUR SUPPORT CHAMPIONING
SUICIDE PREVENTION IN SPORT.***