

VIEWER CARE PLAN

1

START THE CONVERSATION

NORMALIZE THE TOPIC

Bring it up at school events and at community gatherings. Share Facebook's safety resources on social media. Acknowledge the presence of concerning posts on social media.

START THE CONVERSATION

"Have you seen anything posted online by a friend that made you stop and wonder if they're doing alright?"

TREAT ALL POSTS AS IMPORTANT

Remind youth that it can be difficult to interpret the meaning of concerning posts – if anything makes them feel concerned or uncomfortable, they should go ahead and reach out for help.



2

LISTEN, GATHER INFORMATION, AND ASSESS VIEWER EXPERIENCE

LISTEN CAREFULLY

Ask youth about concerning social media post(s) – acknowledge that it can be scary, stressful and frustrating.

GATHER INFORMATION

Ask: "What have you already tried?" – Acknowledge their attempts to provide support. If relevant, discuss responder fatigue.

ASK ABOUT RELATIONSHIP

Ask: "Are they a close friend? Acquaintance? Family member?"

Then ask: "Do you know any adults they would trust to help them?"



ASSESS THEIR WELL-BEING

Ask how they are doing. Acknowledge that it can be stressful and frustrating.

CLARIFY YOUR ROLE

Be clear about how you can help. Be sure to mention confidentiality and privacy, particularly if you are a mandatory reporter. Reassure the viewer that you can take it from here.



3

PLAN AND ACT

CONTACT THE PERSON WHO POSTED

Attempt to contact the person who posted the concerning content and/or their trusted adult(s).

- **QUESTION** the intent/feelings behind the post. Are you feeling depressed? Suicidal? Feeling like you want to die?
- **PERSUADE** them not to act and offer them hope.
- **REFER** them to help. Connect them to a mental health professional in their community.

More training on QPR is available at: www.qprinstitute.com
Other safety plan resources are available at:
www.suicidesafetyplan.com/About_Safety_Planning.html

OFFER RESOURCES & TOOLS

Thank the youth who found the concerning messages for reaching out, and provide them with resources to feel more confident navigating future concerning posts. The website www.WeRNative.org has fact sheets and videos for youth on this very topic. You can also refer youth Facebook's safety tools: www.facebook.com/safety/tools/

