RESPONDING TO CONCERNING POSTS ON SOCIAL MEDIA: TIPS AND TOOLS FOR ADULTS WHO WORK WITH NATIVE YOUTH

JULY 2018

Agenda

- We R Native: Youth Trends
- Define: Concerning Posts
- Online Training:
  - video, viewer care plan, community awareness activity
- Healthy Native Youth

What are “Concerning Posts”?

Concerning posts include those that express depression or intent to hurt one’s self or others, that have been posted on a social media site, such as Facebook, Instagram, Twitter, or Snapchat.

Gf wants to take a break... My life is over
Like · Comment · Share
Jim and 11 others like this
Concerning Social Media Posts

Emerging research suggests that youth may disclose depression symptoms and suicidal ideation via social media, such as Facebook and Twitter.

These public disclosures may provide new opportunities to identify youth at risk and connect them to appropriate resources and support.

Formative Research – Viewer Distress Cycle

- View Concerning Post
- Viewer Fatigue, Stress, Frustration
- Respond Alone
- No Change in Behavior

Discussion:

What trends are you seeing on social media and technology use?
1. Watch the video training (30 min.)

Please click [here](#) to watch the training video.
**Step 1: Start the Conversation**

**Step 1: Normalize the Topic**
WHERE: School events, community gatherings
WHO: Youth you already know
WHAT: Identify yourself as someone youth can trust

**Step 2: Listen & Assess**

**Step 2: Listen Carefully**
"What have you already tried?"
"What is your relationship to the person who posted?"

**Step 3: Plan & Act**

Be transparent about your next steps.

**Tips for Responding**
- Respond quickly
- Provide them with a LOT of reassurance
  - "I'm so glad you noticed this and shared this with me."
  - "You are so brave for speaking up."
- Be CLEAR about what you're doing next.
- Most importantly, take the responsibility off the youth to respond – you are better equipped to get help than they are.

**What language should I use?**

**TIPS FOR IDENTIFYING SUICIDALITY AND TALKING ABOUT IT**

<table>
<thead>
<tr>
<th>What language should I use?</th>
<th>USE</th>
<th>AVOID</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sheets of suicide</td>
<td>Sincerely wanted to die</td>
<td>Suicidal threats</td>
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<tr>
<td>Suicide Death</td>
<td>Suicide Attempt</td>
<td>Successful Attempt</td>
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<td>Suicide Attempt</td>
<td>Suicide</td>
<td>Completed attempt</td>
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<td>Discourage the behavior</td>
<td>Manipulative</td>
<td>Working with</td>
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<tr>
<td>Working with</td>
<td>Dealing with suicidal patients</td>
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Suicide prevention remains challenging among youth, as many do not disclose suicidal intentions to others before attempting suicide. However, emerging research suggests that youth may disclose depression symptoms and suicidal ideation via social media, such as Facebook and Twitter. These public social media disclosures may provide new opportunities to identify youth at risk and connect them to appropriate resources and support.

Dear the last year, Jim A Nation and TRAEV staff at the Northwest Portland Area Indian Health Board and the Social Media and Adolescent Health Research Team (SMASH) in Scottie Children's Hospital teamed up to design a video for adults who work with Native youth, to help them respond to concerning posts on social media.

**What are "Concerning Posts"?**
Concerning posts include those that express depression or intent to hurt one's self or others, that have been posted on a social media site, such as Facebook, Instagram, Twitter, or Snapchat. Between 30% and 33% of young adults post references to depression symptoms on their Facebook profiles.
What Posts Should I Worry About?

"FML (F**k My Life). It's too hard, I can't take it anymore."
"Nobody would notice if I went missing."
"I'm done."
"I don't want to live anymore, there's no point."
"**N.I. goodbye**"
"I'm worthless...so one cares about me, I wish I wasn't here"
"Sometimes you have to fly with the napkins!
Photos of alcohol, pills, weapons, or self-harm.
Depressing or sad song quotes.
Gun, knife, pills, or noose emojis.

Discussion:

What is your experience seeing or responding to concerning social media posts?

What's worked for you?

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### Pilot Test 2017: 70 Health Educators

[Flowchart showing the process of Webinar + Handouts → Webinar + Coached Roleplay]

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### Results: Pre- to Post-Survey

<table>
<thead>
<tr>
<th>Variable</th>
<th>Difference of Means (Post - Pre)</th>
<th>Std. Dev.</th>
<th>t-value</th>
<th>Pr &gt;</th>
<th>(2-tail)</th>
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### Results: Pre- to 6-month Follow-up

[Table showing the paired T-test results for the 6-month follow-up]

### Pilot Test 2017: Coached Roll Play

- Participants followed some of the Viewer Care Plan (VCP) guidelines more than others:
  - 89% (N=16) of participants completed the "Clarify Your Role" step, while only 44% (N=8) shared tools and resources.

- Three main response styles emerged:
  - Collaborative (61%), Directive (44%), and Non-inclusive (22%), with 22% of health educators using more than one.

- Approximately half (N=9) provided additional resources or advice beyond those included in the VCP.
Discussion:
What ideas do you have to share this training with trusted adults (parents, teachers, coaches) and youth in your community?

Text "Concerning Post" to 97779

Hey, you around?
Ya. What's up?
I just seen some stuff on my FB from my cousin, it's making me worried about him.

Community Awareness Activity

Concerning Social Media Posts- Community Activity
Lesson Title: Andy and the Range Concerning Posts on Social Media
Time: 30 minutes

Community Objectives:
1. Understand what a "concerning post" is.
2. Identify themselves as a "trusted adult".
3. Demonstrate and practice their understanding of the "Three-Care Plan".

Materials:
- Access to Responding to Concerning Posts on Social Media videos:
  - https://www.youtube.com/watch?v=QnQ4zIeYkMk
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- A projector and audio equipment. If you're showing the video to a large group.
- Copies of Concerning Social Media Posts Role-Play Activity (pg 4-5)
- Pens/Pencils

Preparation:
Explore the Responding to Concerning Posts on Social Media videos. Ensure audio equipment is functional and accessible to participants and video link is functional.

To Get Involved:

HEALTHY NATIVE YOUTH

- www.healthy族自治youth.org
- @healthyNBYouth
- Listserv: Text "YouthNews" to 22828
- Text Message: Text "Healthy" to 97779
- fb.com/HealthyNativeYouth
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Self-Care

If any part of this training brings up past or current emotions about a difficult time or experience, please talk with a trusted friend or family member, or a local mental health professional.

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www.nowmattersnow.org

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