



# Virginia Department of Behavioral Health & Developmental Services

## 988 Social – Post Copy

**Overview:** To provide guidance and best practices for using DBHDS 988 social posts.

Use the recommended post copy with the Facebook, Twitter, Instagram, or LinkedIn post.

Post no more than one shareable per week to keep the audience engaged in the story, without saturating their feed.

Name	Recommended Post Copy	Shareable
<p>Emotional distress is an emergency.</p>	<p>If you or someone you know are experiencing mental health-related distress or thoughts of suicide, get help immediately. Call 988 to speak with a crisis worker who's trained to help you through it.</p>	 <p>The shareable image features a man with a thoughtful expression. Text on the left reads: "EMOTIONAL DISTRESS IS AN EMERGENCY. CALL 988." In the bottom left is the Virginia Department of Behavioral Health &amp; Developmental Services logo. In the bottom right is the "988 SUICIDE &amp; CRISIS LIFELINE" logo and the slogan "VIRGINIA IS HERE TO HELP."</p>
<p>The 988 411.</p>	<p>Virginia now has a new, dedicated number to call for help with mental health-related distress or thoughts of suicide. Call, text, or chat with 988 to speak with a crisis worker who's trained to help you through emotional distress.</p>	 <p>The shareable image features a woman looking upwards. Text at the top reads: "THE 988 411." Below this is a bulleted list: "It's for mental health-related distress.", "For the support you deserve.", and "It's for getting you through the hardest point in your life." Below the list is the text "Call, text or chat 988." In the bottom left is the Virginia Department of Behavioral Health &amp; Developmental Services logo. In the bottom right is the "988 SUICIDE &amp; CRISIS LIFELINE" logo and the slogan "VIRGINIA IS HERE TO HELP."</p>

Call 988. Call 911.

Emotional distress is an emergency – and Virginia has a new number for it. Call 988 for 24/7 connection to a crisis worker who’s trained to help. And if you need immediate EMT, fire or police help, call 911.



**Carousel shareables – meant to be posted together.**

**-Carousel-**  
Call 988  
Call 911

If you or someone you know is experiencing emotional distress or thoughts of suicide, call 988. You'll talk to a trained mental health worker who can get you the help you need.

**Frame -1**

**CALL 988**

If you or someone you know is experiencing

- ▶ Thoughts of suicide
- ▶ Mental health-related distress or substance use crisis, or
- ▶ Any other kind of emotional distress

**Frame – 2**

**CALL 911**

- ▶ If you need immediate ambulance, fire or police response

**988**  
SUICIDE & CRISIS  
LIFELINE

Virginia Department of  
Behavioral Health &  
Developmental Services

**VIRGINIA IS HERE TO HELP.**

**-Carousel-**  
Virginia 988 FAQs -

Know the facts about Virginia 988. That way, you'll be prepared if you or someone you know experience mental health-related distress.

Frame -1

**VIRGINIA 988 FAQs**




**VIRGINIA IS HERE TO HELP.**

Frame -2

**WHAT IS 988?**

It's the new emergency number for mental health-related distress or thoughts of suicide.

*There is hope.*



Frame -3

**WHO WILL HELP ME?**

You'll be connected with a trained crisis worker, based on your area code. They'll work with you over the phone to get you the referrals or services you need.

*Talk with us.*



Frame -4

**HOW IS IT DIFFERENT FROM 911?**



**988** workers are trained to help callers with mental health-related distress by connecting them with the appropriate resources. **911** focuses on dispatching emergency medical services, fire and police, when they're needed.

Frame -5

**HOW CAN I REACH 988?**

Dial 988 or text on your phone, or use the chat function at 988lifeline.org.




Virginia Department of Behavioral Health & Developmental Services

**VIRGINIA IS HERE TO HELP.**

If you're in emotional distress, call or text a trained crisis worker at 988, or use the chat option on 988lifeline.org.

**Carousel-**  
988 How to get help

**Frame -1**



**Frame -2**

If you're experiencing mental health-related distress or have thoughts of suicide, call or text 988, or select the chat option at 988lifeline.org.

*There is hope.*



**Frame -3**

After following the prompts, you'll be connected to a trained crisis worker, based on your area code.

*Talk with us.*



**Frame -4**

This person can help you with support and connection to local resources. If needed, mobile crisis teams, crisis stabilization units and other services are also available through 988.

*Share your thoughts.*



**Frame -5**

**CALL 988**

For emergency help with emotional distress from a trained crisis worker.



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**VIRGINIA IS HERE TO HELP.**