

the emotionally naked® speaker

Social Media, Search & Suicide Prevention

How can we intervene online when people have lost hope?

We blame social media for causing the current rise in suicide rates among youth. But what if we used it to save lives? After losing her son, Charles, to suicide, digital marketing expert, Anne Moss Rogers decided to use marketing and google search skills she once used to get plumbers more leads online to instead reach those looking up ways to die. This unique presentation includes the stories, comments, and data that illustrate an innovative intervention practice that has shown remarkable results for saving lives by making a digital connection using internet empathy.

Learning Outcomes:

- How are people using the internet when they are in crisis and what we can do
- What to say to someone on social media who is in crisis
- How this method can extend limited resources
- How can we use social media to promote help seeking

While this is unlike traditional research, it is unlike anything you've seen before and received a standing ovation at Pediatric Academic Societies meeting. <https://youtu.be/0oYtbckfw-c>

Related blog post:

[A friend posted a message online that sounds suicidal. What do you do or say?](#)

This presentation will include resources on how to promote suicide prevention in social media.

[Contact – AnneMossRogers.com > Contact](#)

Example of an online message:

