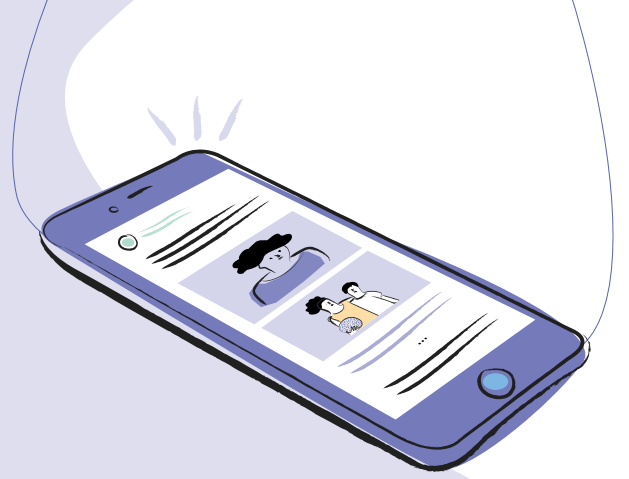


# Postvention social media communications protocol



## Our channels and networks

### What platforms and communication distribution channels do we have?

*E.g., Facebook page, LinkedIn, email distribution list.*

For each channel, list the following:

User name / login

Who has passwords

Audience size

Audience demographics

Usual content shared

Public / private / restricted

### What kind of information do we usually share on our channels?

*List the location or links to any existing communication strategies used for business as usual activities.*

Partners and networks who share our content:

| Profile | Platform | Estimated audience | Public? | Contact person | Email |
|---------|----------|--------------------|---------|----------------|-------|
|         |          |                    |         |                |       |

How do they share our content?

Communications strategy for postvention

Before you post:


- ✓ Review any incoming communications about the incident
- ✓ Develop a response plan to incoming communications
- ✓ Link with relevant networks or stakeholders



In planning your social media approach, consider:  
What kind of incidents will we respond to?

What kind of information will we share?

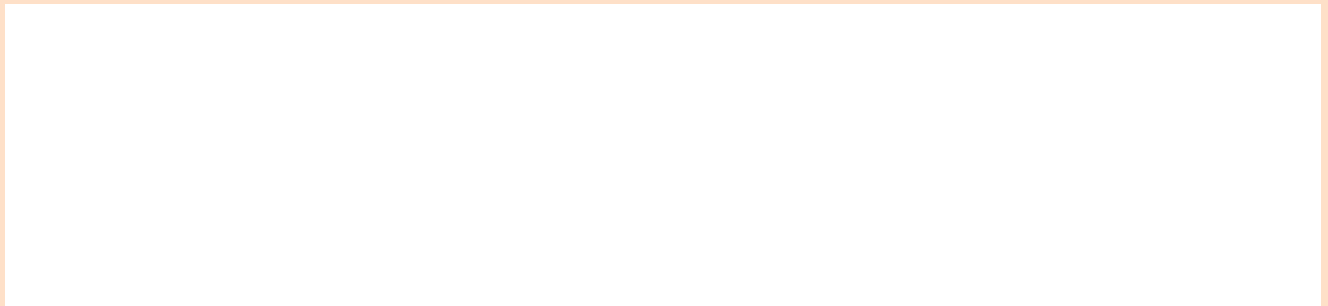
**What platforms to use?**



**How long will posts be live?**



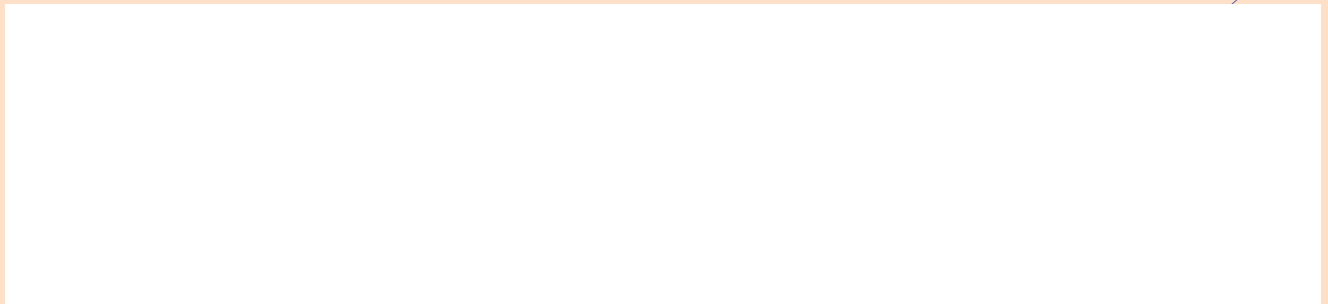
**Create an example post here, including the language to use, use of images or graphics, and help resources to share/link**



**Consider:**

**In what scenarios might this strategy change?**

*e.g., post is against family wishes, multiple suspected suicides (cluster), negative online commentary, if the incident relates to a member of our organisation vs the broader community*



**Who will review or approve posts?**



**Who has authority to speak on the organisation's behalf?**



## Moderation of comments:

Who will do this?

How frequently? How is this communicated to users?

What comments will be deleted or hidden?

How will direct or private messages be managed?

What content requires reporting to the platform or other authorities?

Reporting mechanisms

Local authorities

Other useful links or contacts

Additional supports for social media

#chatsafe

Mindframe

e-safety

This plan to be reviewed annually – next review date \_\_\_\_\_



For more information, see our guidelines on safe online communication about self-harm and suicide:  
<https://www.orygen.org.au/chatsafe>

#chatsafe®

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