

Suggested guidelines for media reporting and social media comment on suicide

Based on the Canadian Association for Suicide Prevention and Center for Disease Control Guidelines for Media Reporting Suicide as published in the Canadian Psychiatric Association Policy Paper approved by the CPA Board of Directors on November 10, 2008.

HARMFUL	HELPFUL
<ul style="list-style-type: none"> • Details of the method • The word “suicide” in the headline • Photo(s) and videos of the deceased or of suicide • Live streaming/pod casts, footage or photos of memorial services • Admiration of the deceased • The idea that suicide is unexplainable • Repetitive or excessive coverage • Front page coverage • Exciting reporting • Romanticized reasons for the suicide • Simplistic reasons for the suicide • Approval of the suicide • Uninformed analysis of suicide motives • Inflammatory language about suicide • Culturally inappropriate commentary • Unmoderated, negative online discussion • Calls to share stories of suicide ideation 	<ul style="list-style-type: none"> • Alternatives to suicide (i.e. treatment) • Community resource information for those with suicidal ideation • Examples of a positive outcome of a suicidal crisis (i.e. calling a suicide hotline) • Warning signs of suicidal behaviour • How to approach a suicidal person • Easy tool on social media sites to report questionable content and comment • Moderated, constructive, solutions-oriented chat • Removal of negative, inflammatory, culturally inappropriate comments • Requests for comment from suicide prevention professionals • Support of these guidelines by mainstream and social media influencers • Prominent publication/posting of these guidelines on social media sites

Media contact: PHSA media line 778-867-7472