

How to report suicidal content on social media

Equip children on how to take action if they're worried about someone who may have posted suicidal content on social media with our guide.

Spotting the warning signs

There are some key warnings signs that may suggest that a friend or a loved is at risk of suicide, particularly if the behaviour is new or is related to a painful event, loss, or change.

- Are they writing about wanting to die or kill themselves?
- Expressing feelings of hopelessness or having no reason to live?
- Talking about feeling vulnerable, trapped or being a burden to others
- Saying negative things about themselves
- Talking about seeking revenge

Many people will seek support before attempting suicide to show others they are in pain. Visit [Mind.org.uk](https://www.mind.org.uk) for advice on how to support someone who feels suicidal.

Taking immediate action

All threats of harm to life should be taken seriously:

- Report to the police or local authority if they are in immediate danger, giving as much information about the situation
- Speak to a trusted adult to raise concerns and seek help
- Alert their family and friends so they can offer support
- If it is a close friend, encourage children to:
 - Have a conversation with the person to offer messages encouragement and support. Visit www.samaritans.org/difficultconversations for guidance.
 - Encourage their friend to contact counselling services such as [Childline](https://www.childline.org.uk), [Papyrus](https://www.papyrus.org.uk) or [Samaritans](https://www.samaritans.org)
- Helping someone with suicidal thoughts can have a big impact on your child, so ensure you discuss how they are feeling and give them the support they need

Reporting suicidal content on social media



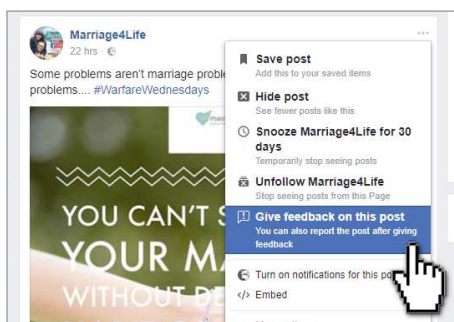
Facebook suicide prevention

Report on desktop:

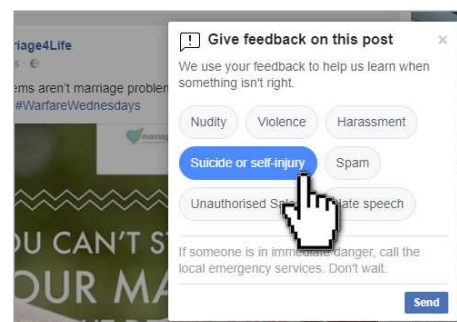
Visit [Facebook Help centre 'Report suicidal content' page](#) and follow the steps to report the content:



Step 1: Select the three dots at the side of the post



Step 2: Click on the option to 'Give feedback on this post'

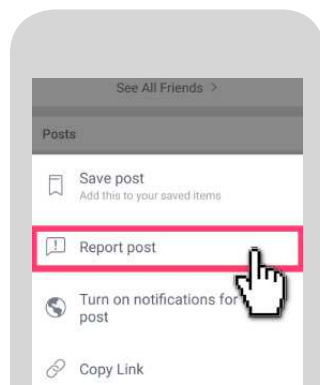


Step 3: Choose 'Suicide or Self-injury' option on the page, enter a message if needed and select 'Send'

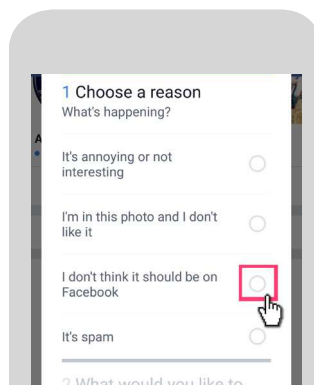
Report on mobile:



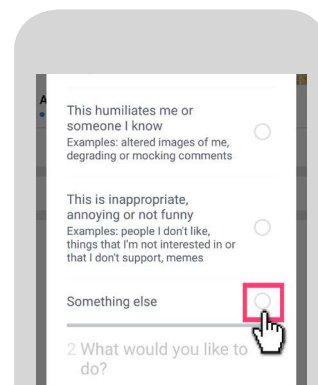
Step 1: Select the three dots at the side of the post



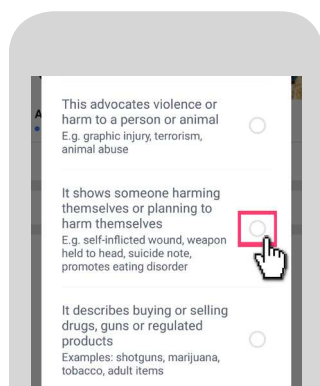
Step 2: Select 'Report post'



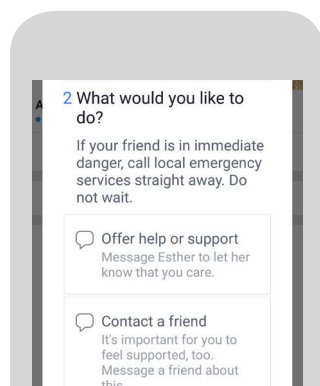
Step 3: Select 'I don't think it should be on Facebook'



Step 4: Select 'Something else'



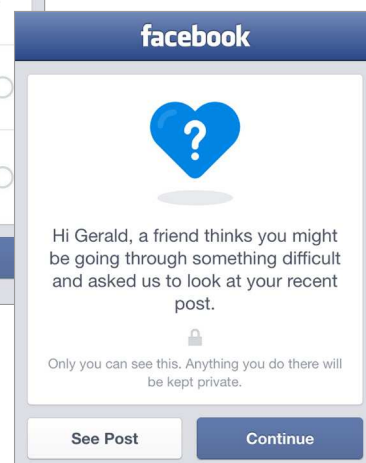
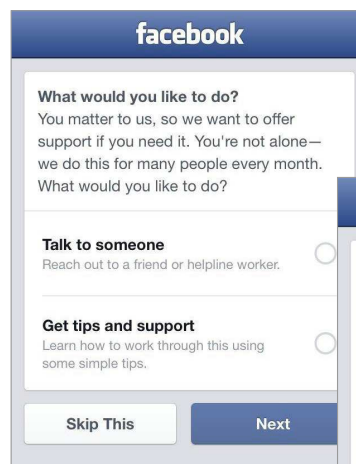
Step 5: Select 'It shows someone harming themselves or planning to harm themselves'



Step 6: Choose what you would like to do to support

What happens next?

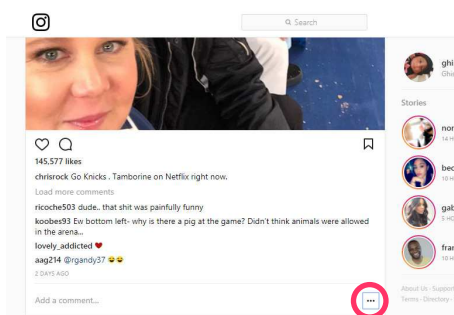
The reported user will get a message with options to reach out to a friend or get tips and support.



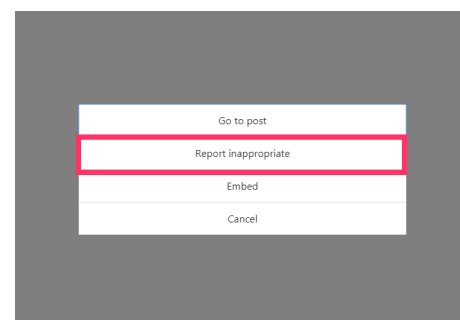
Reporting on Instagram

Visit [Instagram Help Centre](#) for support

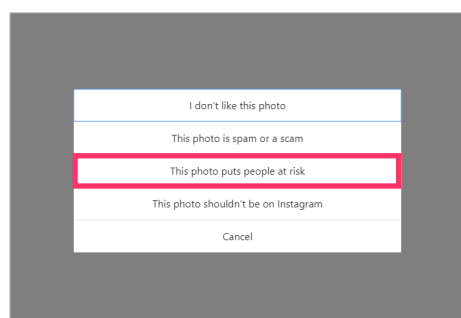
Report on desktop:



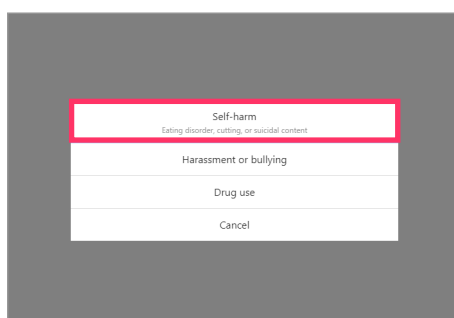
Step 1: Select **three dots** at the bottom of the post



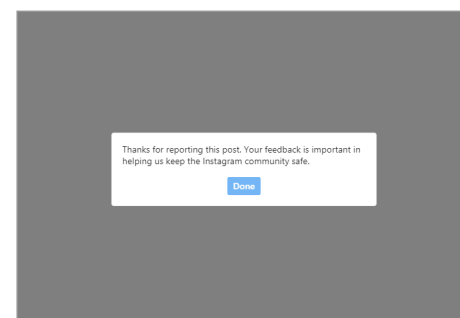
Step 2: Select the options to 'Report as inappropriate'



Step 3: Select 'This puts people at risk' option

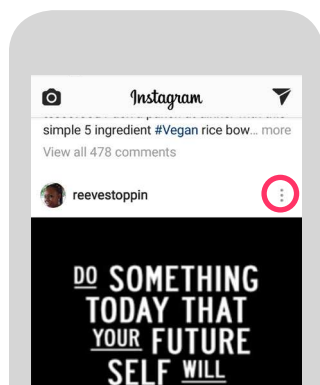


Step 4: Select 'Self harm'

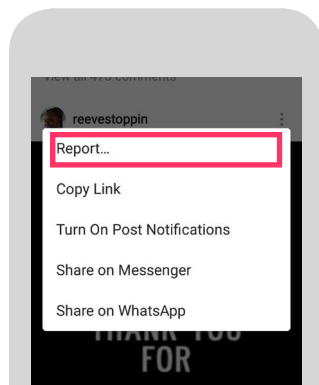


Step 5: You will get a message to advise that the process is complete

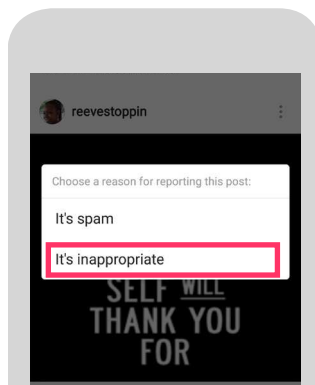
Report on mobile:



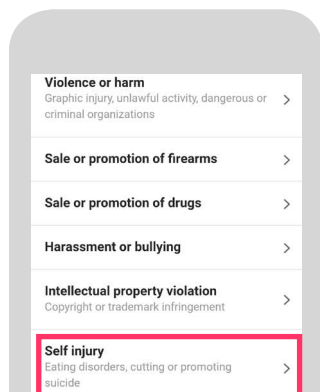
Step 1: Tap the **three dots** at the side of the post



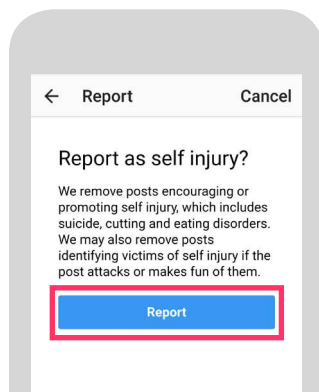
Step 2: Tap 'Report'



Step 3: Tap 'It's Inappropriate'



Step 4: Tap 'Self injury'



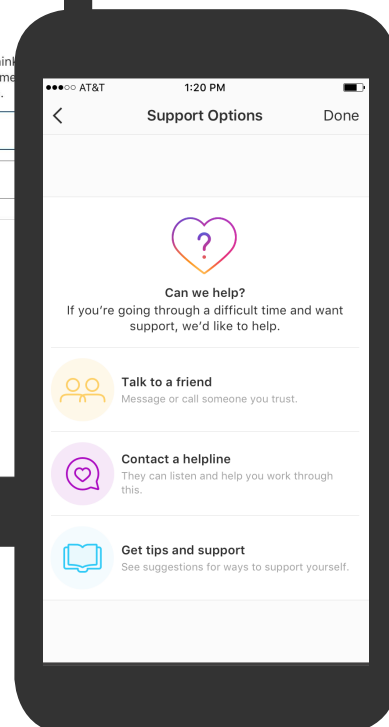
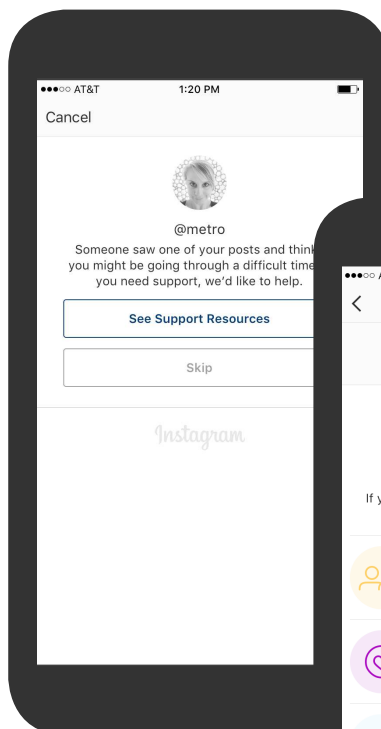
Step 5: Tap 'report'

What happens next?

By flagging the post anonymously, your child's friend will be sent a support message that reads, "Someone saw one of your posts and thinks you might be going through a difficult time. If you need support, we'd like to help."

They will be taken to a list of support options, which includes a suggestion to message or call a friend, access more general tips, and support or contact a help line.

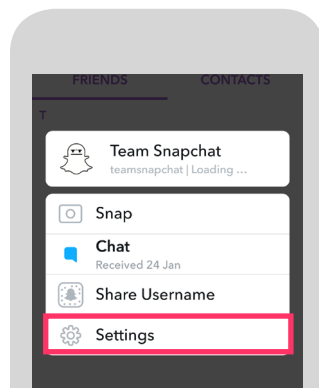
The app also directs users to the support message if they search for certain hashtags associated with harmful behaviours like eating disorders.



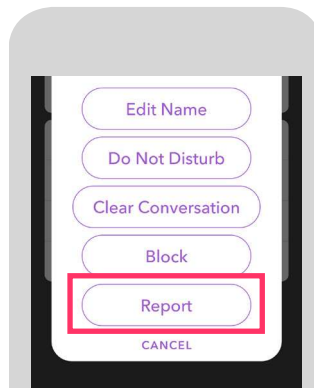


Reporting on Snapchat

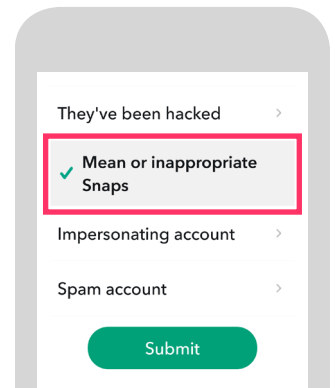
Visit [Snapchat Support](#) page to report



Step 1: Tap my friends and choose your friend from the list to see the menu and tap 'Settings'



Step 2: Tap 'Report'



Step 3: Tap the 'Mean or inappropriate Snaps' option and submit

What happens next?

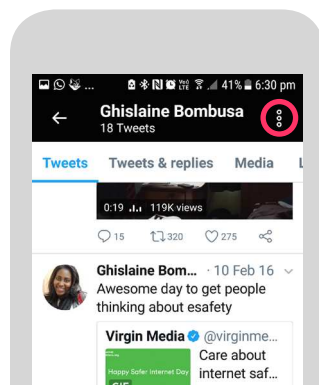
Once you have reported anonymously, action will be taken on a case by case basis. Unlike Facebook and Instagram there is no clear procedure of how users are contacted following a report.



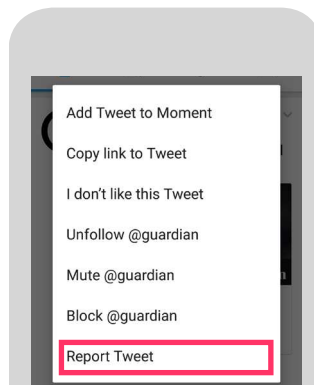
Reporting on Twitter

Visit [Twitter Help Centre](#) about self-harm and suicide for support

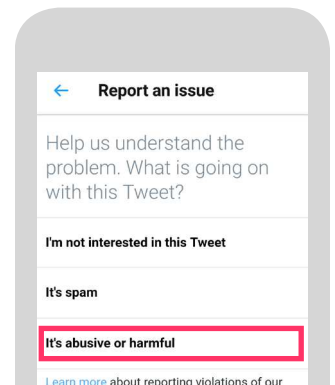
Visit <https://help.twitter.com/forms/suicide> and file a ticket with Twitter and report.



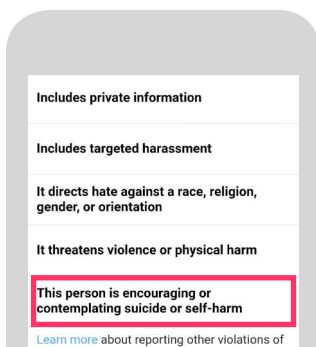
Step 1: Tap the arrow at the side of the tweet



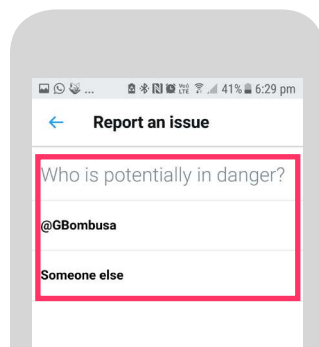
Step 2: Select 'Report Tweet' from the list of options



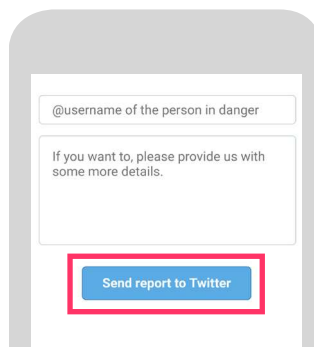
Step 3: Select 'It's abusive or harmful' option



Step 4: Select 'This person is encouraging or contemplating suicide or self-harm'



Step 5: Choose from the option who is at risk



Step 6: Add more information if required in the field and press 'send report to Twitter'

What happens next?

Once Twitter has assessed the report they will get in touch with the reported user and let them know that someone who cares for them has raised a concern that they might be at risk. They will also provide the person with support resources and encourage them to seek help.

Reporting on YouTube

If your child comes across a video about suicide, self-injury or depression encourage them to [flag the video](#) or [comment](#) on YouTube.

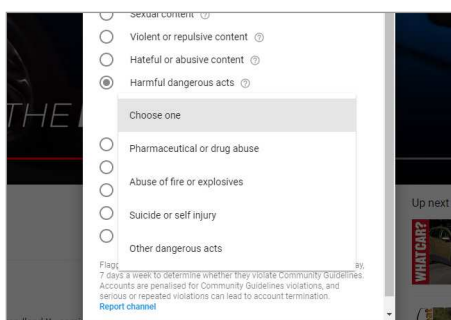


Report on desktop:

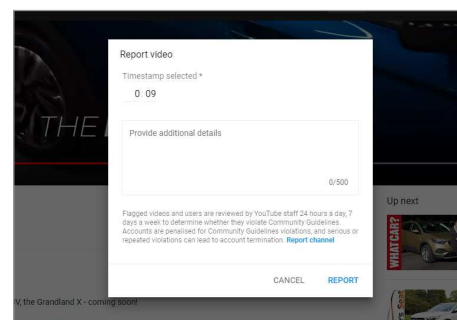
Follow these steps to flag a video:



Step 1: Ensure you are logged into your account. Below the player for the video that you want to flag, click the **three dots** symbol and choose **Report**.

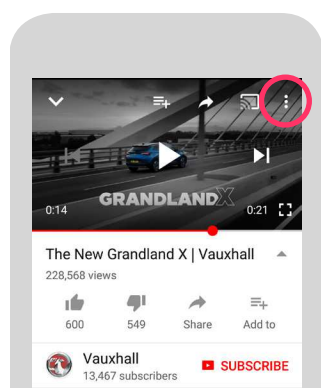


Step 4: Select '**Harmful dangerous acts**' from the options and in the next box tap '**Suicide or self-injury**' and click next

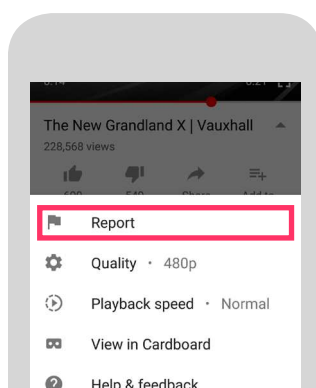


Step 5: Provide any additional details that may help the review team make their decision, including time stamps or descriptions of the violation.

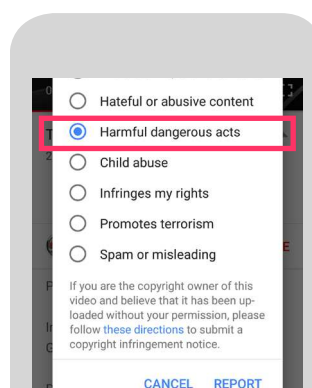
Report on mobile:



Step 1: Make sure you are logged in, tap the video to see the **three dots symbol** and tap it.

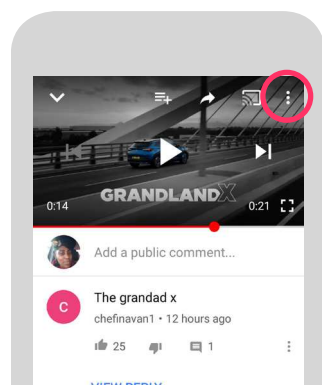


Step 2: From the menu tap '**Report**'

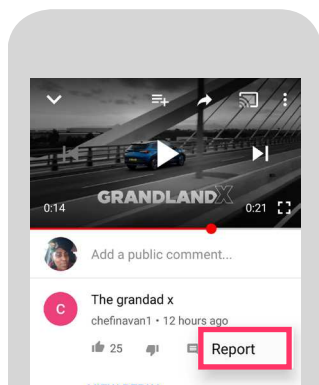


Step 3: Select '**Harmful dangerous acts**' from the options and tap **report**

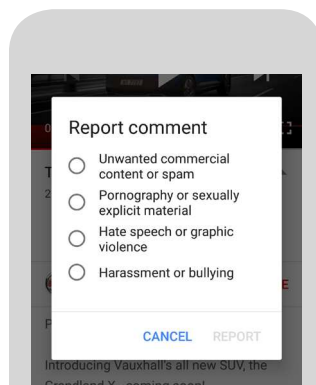
Follow these steps to flag a comment:



Step 1: Go to the comment that you'd like to report. Click the **three dots** at the side of the comment



Step 2: Click **Report** spam or abuse.



Step 4: Select the reason for flagging.

What happens next?

YouTube will reach out to the person with resources to support them and works with suicide prevention agencies to help when possible.



Reporting on Tumblr

Step 1: To report simply email support@tumblr.com or abuse@tumblr.com and provide as much information about the person as possible including any screenshots of the content on the account.

Step 2: You can also report promotion of self-harm content through their online form: <https://www.tumblr.com/abuse/selfharm>

What happens next?

A member of Tumblr's Safety Team will send the user an e-mail with advice of where to get further help and support.

Promotion or glorification of self-harm

Encouraging others to injure themselves in ways large or small, or celebrating such injuries in any fashion. Glamorizing anorexia, bulimia, or other eating disorders.

Content you're reporting

URL of the post

A little about yourself

Name

Optional

Email address



I'm not a robot



Submit