



Lifeline

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FACEBOOK PUTS USERS IN TOUCH WITH LIFELINE

Facebook and Lifeline have initiated an important relationship to better monitor and manage the safety and wellbeing of Facebook users who are generating suicidal content or behaviour online.

“We have been talking with Facebook for some time about how we help people who are experiencing thoughts or feelings of suicide. We have jointly prepared messages that are generated and sent privately to the person of concern when they display suicidal ideation,” Lifeline’s Director of Communications, Chris Wagner, said today.

“The messages encourage the person to contact Lifeline’s crisis line on 13 11 14 or to access Lifeline’s online crisis support chat service. Those in immediate danger are encouraged to contact 000.”

As a further measure to promote help-seeking, Lifeline’s details are also listed on Facebook pages dealing with suicide and mental health content, to be visible to all Australian users.

“Facebook have initiated this important step to better monitor the wellbeing of their account holders by providing Lifeline’s details as a pathway to care. Lifeline is committed to strengthening this relationship with Facebook to ensure that help-seekers have access to our services in their time of need, now and into the future,” Mr Wagner said.

Facebook spokesperson Debbie Frost said, “we’re pleased to welcome the expertise of a great partner in Lifeline. They will help to make our robust reporting system even more effective, as friends are encouraged to look out for one another on Facebook, as they do in the real world.

“This supplements the number of ways to get help already available on Facebook, from our Help Centre to the reporting tools we offer.”

As Australia’s largest provider of crisis support services, Lifeline talks to over 1250 people in crisis every day, including up to 50 people at high risk of suicide.

If you or someone you know is experiencing an emotional crisis, call Lifeline on 13 11 14. For more information about Lifeline’s services, go to www.lifeline.org.au

For further information or comment contact:

Lifeline: 0434 378 939