

MORE THAN 20 VETERANS AND ACTIVE MILITARY DIE BY SUICIDE EVERY DAY. 70% OF THOSE SUICIDES ARE WITH FIREARMS. LET'S DO SOMETHING ABOUT IT.

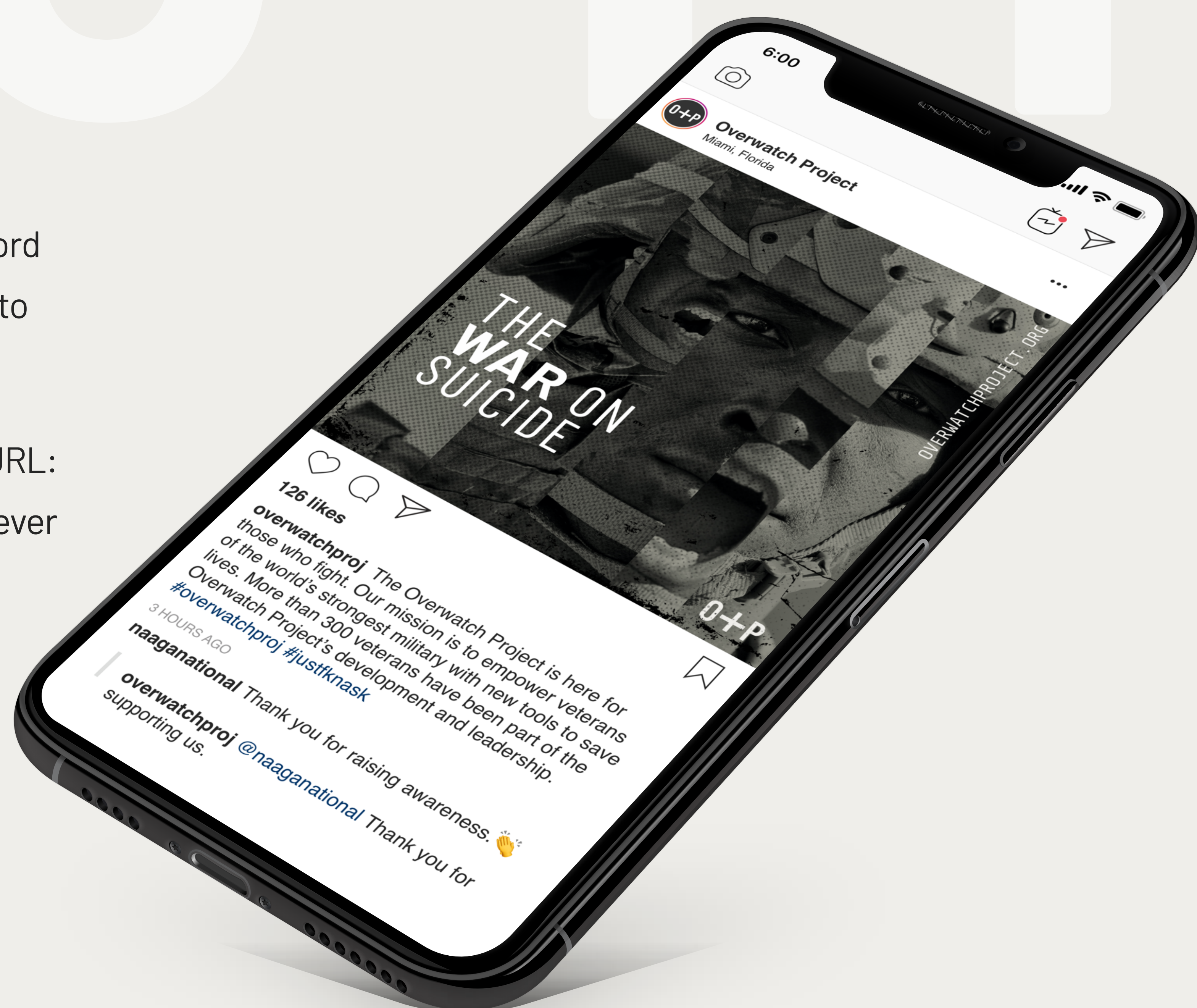
SPREAD THE WORD ON SOCIAL MEDIA:

Thank you for helping support the Overwatch Project! To spread the word about the initiative on social media, we have provided suggested copy to share the campaign on your social platforms.

Please use the hashtags **#OverwatchProject** and **#JustFKnAsk**; the URL: **overwatchproject.org**, and include **@overwatchproj** in all posts, whenever possible.

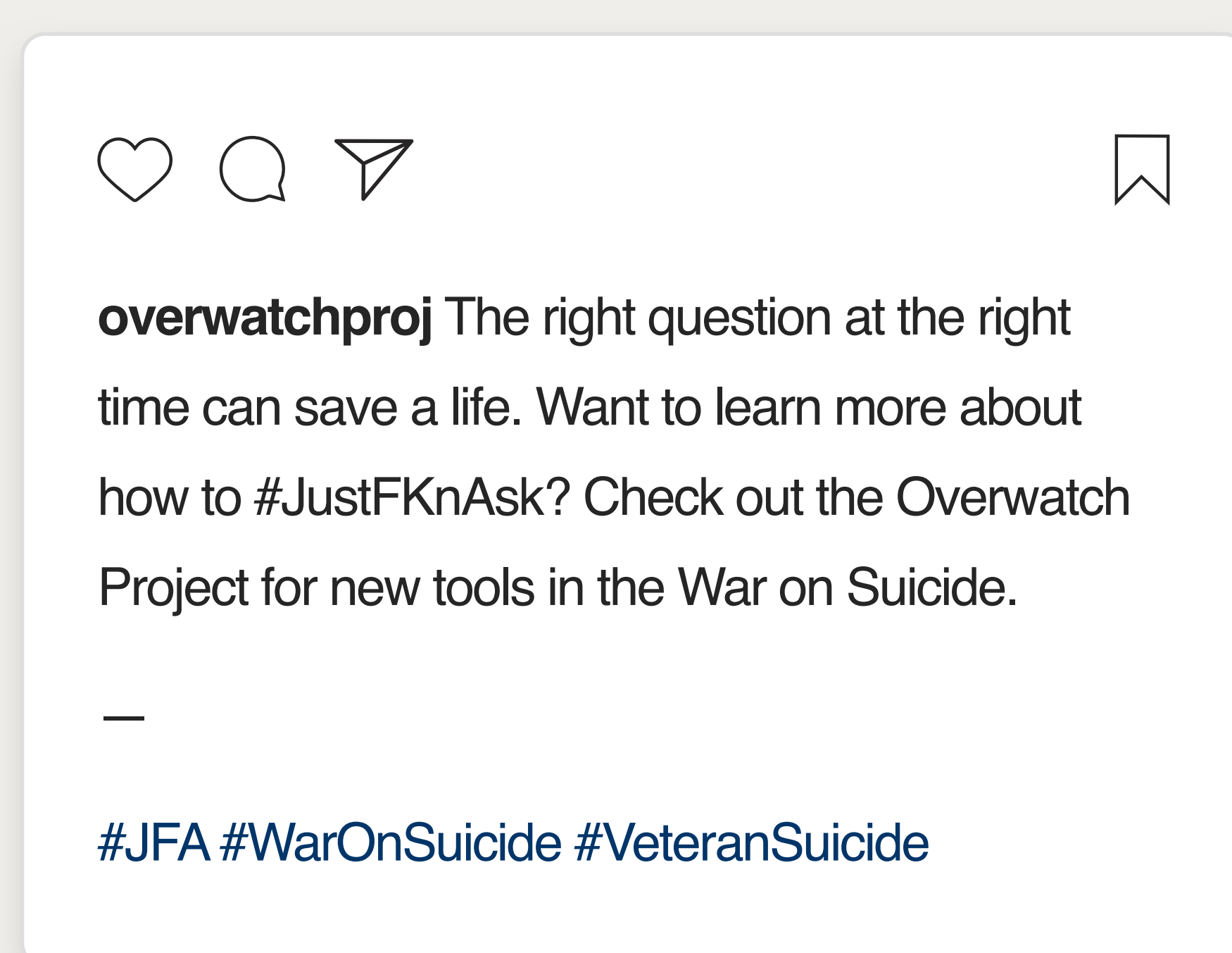
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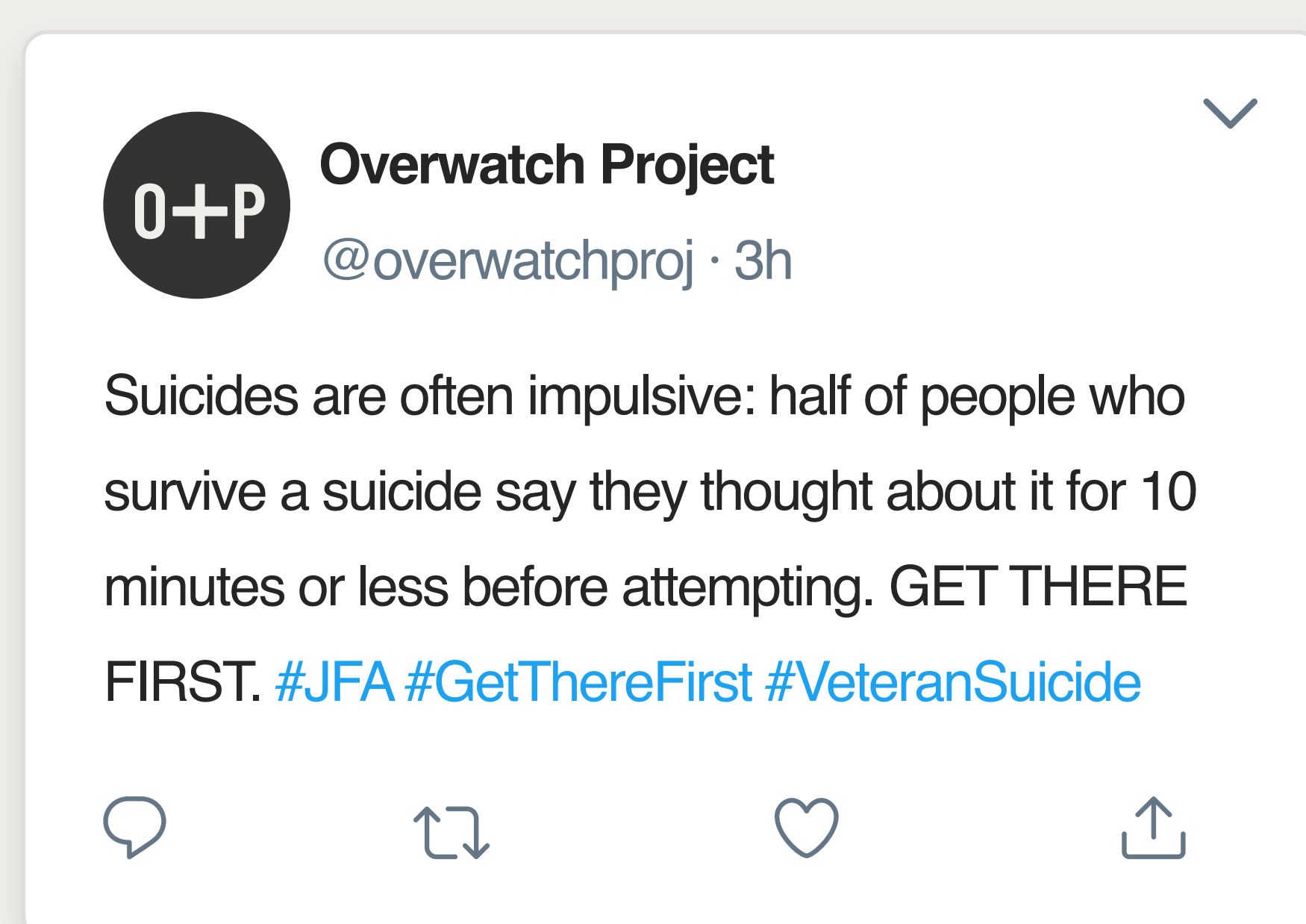


SUGGESTED CAPTIONS:

EXAMPLE FORMATTING FOR INSTAGRAM



EXAMPLE FORMATTING FOR TWITTER



EXAMPLE FORMATTING FOR FACEBOOK



SUGGESTED COPY FOR FACEBOOK, TWITTER & INSTAGRAM



- [+] Suicides are often impulsive: half of people who survive a suicide say they thought about it for 10 minutes or less before attempting. GET THERE FIRST.
- [+] The right question at the right time can save a life. Want to learn more about how to #JustFKnAsk? Check out the Overwatch Project for new tools in the War on Suicide.
- [+] The Next Mission -->> Just Fucking Ask: Suicidal Buddy + Firearm = What's the Plan?
- [+] NVGs aren't the only thing that can help a friend see in the dark. The right question at the right time can save a life.
- [+] "It's an awkward conversation – every time you have it. The first time I had it with my buddy, I phrased it, 'You might be pissed off at me – but I'd rather you be angry and alive than happy with me and dead.'" Jay, Army vet. Hear Jay's story at overwatchproject.org
- [+] Got someone you're worried about? Overwatch Project conversation tip: "Try not to open with, 'you seem really fucked up.' Take a breath and think about what you're going to say." –John, Army veteran. Check out the conversation guide at OverwatchProject.org
- [+] "I was afraid a buddy would hit rock bottom with a firearm right there. So I just fucking asked him – can we make a plan for your firearms?" –Gabe, Army veteran. Learn more about Gabe's story at overwatchproject.org
- [+] "Don't beat around the bush, you don't have to use code words or whisper it – you have firearms, what's your plan? From a vet-to-vet that's so much easier to say." – Gabe, Army veteran. Hear Gabe's story at overwatchproject.org
- [+] "It's a population that's not afraid of death and not afraid of firearms. When they have that impulse reaction to attempt a suicide, chances are they're going to do it. The important thing is to have a plan for those firearms before that moment happens." – Gabe, Army vet. Hear Gabe's story at overwatchproject.org

SUGGESTED HASHTAGS:

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#OverwatchProject

#JustFKnAsk

#JFA

#WarOnSuicide

#Veterans

#Warriors

#VeteranSuicide

#SuicidePrevention

#Suicide

#GetThereFirst

#PTSD

#PTS

#Heroes

#Military

#Firearms

#Guns



Overwatch Project is an initiative of FORGE, a 501c3 non-profit dedicated to transformative, non-political projects to end gun suicide and gun homicide in America.

OVERWATCHPROJECT.ORG