# Insights and Recommendations on Social Media's Impact on Suicide Rates

## Insights

Social Media Usage Trends:

- Twitter usage is significantly higher than Facebook usage, with a total count of 13.88K compared to 7.66K.

- Social media usage has steadily increased over the years for both platforms, with males showing slightly higher usage.

Suicide Rate Trends:

- Suicide rates have shown a gradual decline over the years for both genders, although females have a consistently lower rate compared to males.

Gender Comparisons:

- Males have higher social media usage and suicide rates than females across all years.

- The decline in suicide rates is more pronounced in males compared to females.

Correlation Insights:

- There is a negative correlation between suicide rates and social media usage. As social media usage increases, suicide rates tend to decrease across both genders.

Gender-Specific Correlations:

- For males, higher Twitter usage correlates with a noticeable reduction in suicide rates.

- For females, the relationship is less pronounced but follows a similar trend.

## Recommendations

Promote Positive Social Media Usage:

- Develop programs that leverage social media as a tool for mental health support, especially for males who have higher engagement and suicide rates.

Targeted Campaigns:

- Create gender-specific mental health awareness campaigns, focusing on promoting help-seeking behaviors and positive interactions on social media.

Monitor Content Quality:

- Collaborate with social media platforms to ensure content promotes mental well-being and discourages harmful behavior.

Community Support Initiatives:

- Encourage the use of social media for building online support communities, especially among males who are less likely to seek help offline.

Further Research:

- Investigate other factors (e.g., economic or cultural influences) contributing to the observed trends, ensuring a holistic approach to addressing suicide rates.

Yearly Check-ins:

- Analyze trends annually to measure the impact of social media on mental health and adjust strategies accordingly.