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| Social Media Site | Is helpline info apparent?  5-Very apparent  0- Semi-apparent  -5- Not apparent  diamond 1st |  | What's the tone of the site?  5-Anti-suicide  0-Neutral  -5-Pro-suicide  square 2nd | Do the top hits yield helpful, positive info?  5-positive  0- neutral  -5- pro-suicide  triangle 3rd |
| Facebook | 5  Facebook has teamed up with the National Suicide Prevention Hotline to provide a Facebook Help section that's specifically aimed at suicide watch. The tab provides links like 'I need to find a suicide hotline for myself or a friend' and 'how do I help someone who's posted suicidal content on Facebook?' Most advise you call law enforcement first. |  | 5  The partnership with the National Suicide Prevention Hotline makes Facebook the most proactive site acting against suicide. | 2  The only problem is 'suicide' is the only search term that prompts the 'Facebook Help: Suicide' link. All the other suggestions involve 'suicide girls,' who are edgy pin-ups. |
| Twitter | 0  They are buried in the excess of sarcastic posts about suicide. |  | 0  Twitter's 140-character rule usually results in a lot of senseless, sarcastic posts. A search for 'suicide' is much of the same. | 0  Though a top hit was the American Foundation for Suicide Prevention's twitter account, most of the hash tags and mentions of the word were in a sarcastic, joking context. For example, 'So much homework tonight, ugh. #suicide.' |
| Tumblr | -5  None apparent. |  | -4  Hashtags like #selfharm, #sad, #suicidal and #depressed are all over. I had to search hard to find one link to a suicide help page. | -5  All results that show up after typing in 'suicide' are pro-suicide.  Photos showing a girl with cut marks on her arm and the words, 'It feels so good to give up,' are the majority. |
| Wordpress | -5  None apparent |  | 1  Suicide posts are either memorials, warnings, or suicidal thoughts. | 3  People who post about suicide do so in a more professional anecdotal format on this site. Most posts are about loved ones who have attempted gone through with suicide. |
| Reddit | -5  None apparent. |  | -5  The forum-style discussions of suicide on this site glorify and make light of suicide. | -4  The forums on this site pose questions like, 'What would you do on your last day?'  The second top hit is the forum 'Am I wrong for thinking that suicide should be a fundamental human right?' |
| Pinterest | -5  None apparent. |  | 0  This site is neither helpful nor harmful in regard to suicide.  Why not? | 0  Most posts are about the 'suicide girls,' edgy pinup girls, and suicide in pop culture, like the movie, 'The Virgin Suicides.'  How do they keep the site so clean? |
| YouTube | 5  If you type in any variation of 'suicide' or 'kill myself,' 'Need help? In the U.S., call 1-800-273-8255' is always the first result on the page. |  | 3  Suicide help info is readily available. Most videos are informative news stories about suicide. | 2  News stories about suicide make up the majority of the search results here. |