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| Social Media Site | Is helpline info apparent?  5-Very apparent  0- Semi-apparent  -5- Not apparent | Do the top hits yield helpful, positive info?  5-positive  0- neutral  -5- pro-suicide | What’s the tone of the site?  5-Anti-suicide  0-Neutral  -5-Pro-suicide |  |
| 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. | 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. | 5  The partnership with the National Suicide Prevention Hotline makes Facebook the most proactive site acting against suicide. |  |
| Twitter | 0  They are buried in the excess of sarcastic posts about suicide. | 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.” | 0  Twitter’s 140-character rule usually results in a lot of senseless, sarcastic posts. A search for “suicide” is much of the same. |  |
| Tumblr | -5  None apparent. | -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. | -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. |  |
| Wordpress | -5  None apparent | 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. | 1  Suicide posts are either memorials, warnings, or suicidal thoughts. |  |
| Reddit | -5  None apparent. | -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?” | -5  The forum-style discussions of suicide on this site glorify and make light of suicide. |  |
| Pinterest | -5  None apparent. | 0  Most posts are about the “suicide girls,” edgy pinup girls, and suicide in pop culture, like the movie, “The Virgin Suicides.” | 0  This site is neither helpful nor harmful in regard to suicide. |  |
| 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. | 2  News stories about suicide make up the majority of the search results here. | 3  Suicide help info is readily available. Most videos are informative news stories about suicide. |  |