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| Social Media Site | Is helpline info apparent?  1-Very apparent  5- Semi-apparent  10- Not apparent | Do the top hits yield helpful, positive info?  1-positive  5- neutral  10- pro-suicide | What’s the tone of the site?  1-Anti-suicide  5-Neutral  10-Pro-suicide | Rating explanation: |
| Facebook | 1 | 4 | 1 | 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. The only problem is “suicide” is the only search term that prompts the “Facebook Help: Suicide” link. And all the other suggestions involve the “suicide girls,” who are edgy pin-ups. |
| Twitter | 2 | 5 | 4 | Twitter’s 140-character rule usually results in a lot of senseless, sarcastic posts. A search for “suicide” is much of the same. 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 | 9 | 10 | 8 | Nearly 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. 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 | 10 | 1 | 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. They are like memorials and also warnings to others. |
| Reddit | 10 | 8 | 6 | The forum-style discussions of suicide on this site glorify suicide. The second top hit is the forum “Am I wrong for thinking that suicide should be a fundamental human right?” |
| Pinterest | 5 |  |  | Most posts are about the “suicide girls,” edgy pinup girls, and suicide in pop culture, like the movie, “The Virgin Suicides.” Only a few pins focus on suicide help. None are pro-suicide, though. |
| YouTube | 1 | 3 | 4 | News stories about suicide make up the majority of the search results here. 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. |