



Social media guidelines, generic responses and Q&A

Social media guidelines, generic response templates & Q&A

Guidelines:

Censorship

- Hide, delete or report (depending on severity) any public posts / comments that contain the following:
 - Swearing
 - Troll-like behaviour
 - Spamming or repetitive content
 - Any comments that breach the [MindFrame Media Guidelines](#) in relation to the safe reporting of suicide. Eg: details around the method, place or specific details of a suicide

Help-seeking

- It is not appropriate under any circumstances to provide crisis support or try to counsel anyone directly via social media channels.
- We recommend re-posting/tweeting one of the provided responses below.
- If there is a help seeking request via any social media channel (Facebook, Twitter, Instagram or LinkedIn) either via a public comment/tweet or private message provide one response only. Do not engage this person by providing multiple responses as this contradicts our stance that we do not provide support via social media.
- Try to minimise posts out of office hours and on weekends and holidays. We need to be clear that Lifeline's social media channels are only monitored during office hours. The exception may occur for specific events etc.

Complaints / compliments

- We strongly discourage arguing or refuting complaints or negative feedback through social media channels, this behaviour can antagonise or fuel further attacks on individuals or Lifeline's services, brand and/or reputation. The best way to deal with complaints is to respond clearly and promptly. Oftentimes you will find that our followers will also respond to inappropriate complaints.
- Use the suggested responses below for general complaints. For more serious or complicated complaints, contact comments@lifeline.org.au
- Any positive feedback or comments are to be sent to comments@lifeline.org.au

Generic response templates

Message – help-seeker

Hi (insert first name)

Thank you for reaching out for help and we are sorry to hear that life is challenging for you at the moment.

Please call us on 13 11 14 and speak to one of our telephone crisis supporters. They are available 24/7 to listen, provide support and referrals to appropriate services in your area.

Or chat to us online every night via our online Crisis Chat Support

www.lifeline.org.au/crisischat

Calls to 13 11 14 are free from mobiles.

Kind regards,

Lifeline

Comment – help-seeker

- Hi (insert first name),
Lifeline is unable to provide crisis support on Facebook.
If you need support please call us on 13 11 14 (this service is free from mobile phones and available 24/7) or chat to us via our online Crisis Chat Support, available every night www.lifeline.org.au/crisischat
- Hi (insert first name) it is really important you speak to someone about how you feel. Please call us on 13 11 14 and speak to one of our telephone crisis supporters who will listen, provide support, and refer you to services you need. Alternatively you can chat to us online every night via our online Crisis Chat Support www.lifeline.org.au/crisischat Please know there is support out there.
- Hi (insert first name), don't hesitate to reach out to us if life becomes overwhelming at all. You can call 13 11 14 (available 24/7) or online chat every night at lifeline.org.au/crisischat

Message – complaint - general

Hi (insert first name),

Thank you for your feedback. We take all feedback received very seriously.

Please fill in our online feedback form so we can look into your complaint further.

<http://www.lifeline.org.au/About-Lifeline/Contact-Us/Enquiry/default.aspx>

Many thanks, Lifeline.

Message – complaint – retail

Hi (insert first name),

Thanks for getting in touch with us. We're sorry to hear that you had a negative experience in a Lifeline shop.

We will pass the feedback on to the Centre who manages that store so they can follow up with the staff. We do hope that you continue to shop at Lifeline stores and that you have more positive experiences in the future.

Kind regards,

Message – complaint – contacting the policy/privacy statement enquiry

Hi (insert first name),

Thanks for getting in touch.

Lifeline is bound by our policies and procedures regarding a duty of care to protect life and prevent harm. Our privacy policy states that we will report to police any information 'reasonably necessary to prevent or lessen a serious and imminent threat to the life or health of a person', which appears to have been the case in this circumstance.

For your information, our privacy policy is available at this link:

<https://www.lifeline.org.au/About-Lifeline/Contact-Us/Privacy-and-Confidentiality> .

Kind regards,

Lifeline

Message – complaint – telemarketing/privacy details for fundraising

Hi (insert first name),

Thanks for getting in touch.

If you call us on 1800 800 768 and provide the phone number you were contacted on, we can remove that number from our lists and you'll receive no further contact.

We take privacy seriously and all of our programs comply with the Australian Privacy Principles. We do not illegally access personal details to use for telemarketing, and if you provide the number you were called on we can let you know how your details were originally obtained.

Kind regards,

Lifeline

Message – complaint – wait time

Hi (insert first name),

Thanks for getting in touch with us. It sounds like you had a really poor experience when you tried to reach out to us.

Unfortunately there are times when we experience extremely high demand for our service and we do not have enough volunteers on to answer calls as quickly as we would like. When you are in the queue we do ask that people hold on because your call will be answered. If you hang up and re-dial you will go back to the beginning of the queue so it is best to stay on the line.

We do hope that you call again, and that when you do you find the support you need.

You might also try contacting us using Crisis Chat - <https://www.lifeline.org.au/Get-Help/Online-Services/crisis-chat>

The chat is currently available every night, 7 days a week.

We really do want to be there for you when you need us most. So if you feel you need support, please try again.

Kind regards,
Lifeline

Message – compliment

Hi (insert first name)

Thanks for your feedback, we are so glad to hear that our service was able to help you! We are always on the lookout for positive stories to share, so if you feel comfortable doing so, please share your story and help us encourage more people to use our valuable services. www.lifeline.org.au/Get-Help/Real-Stories/

Please remember if you, or someone you know if ever in crisis and needs help, we are available 24/7 on 13 11 14 or chat to us online every night www.lifeline.org.au/crisischat

Kind regards,
Lifeline

Common Q&A responses

Where does the funding go?

Hi (insert first name). Our annual report, which can be found online contains detailed information on our financials, including where the donated money goes. However, for a snapshot visit <https://www.lifeline.org.au/Support-Lifeline/default.aspx> you will see that the majority of funding is used for service support, including the 13 11 14 crisis support line as well as to develop new national services. Hope this clears things up for you -
Thanks, Lifeline

When deleting/banning trolls

Hi (insert first names) - just to let you know, we have chosen to delete some of the comments posted by the page Australian Class Action Against Antidepressants (insert person/organisation) and have banned them from posting on our wall. We did this as their comments breached our social media guidelines and some of our followers were triggered and upset by them. At Lifeline, we chose to focus on suicide prevention and building suicide-safe communities. Where appropriate we also encourage anyone seeking assistance to have these discussions with their GP.

Volunteering

Hi John, you can contact your local Lifeline Centre to learn about volunteer options available near you! <https://www.lifeline.org.au/About.../Lifeline-Locations>

Is there a 60 minute limit on 13 11 14 calls?

Hi all, just to clarify, while we try to ensure we are able to answer every call, we do not have any set limits on the length of time a call might take. Our Telephone Crisis Supporters will take the time needed to support each caller through their current crisis. It is also important to remember that we are a crisis support service and are not able to offer therapy. If more extensive or ongoing support is needed we will offer a referral. Hope this clears up a few questions. If you would like to discuss further please feel free to get in touch with us directly at <https://www.lifeline.org.au/About-Lifeline/Contact-Us>

Religious affiliation

Lifeline Australia is not a 'Christian Organisation', although many of the Lifeline Centres are operated by Christian Organisations – (such as UnitingCare.) Many members of

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Hi (insert name), thanks for the question! Some of the Lifeline Centres are operated by Christian organisations – (such as UnitingCare.) Although many members of Lifeline Australia are not Christian organisations, with some having no faith orientation whatsoever. We want people from all religious beliefs and backgrounds to feel welcome to contact us if they are dealing with a crisis.