



Quick reference guide: **responsible reporting on suicide**

Widely disseminated stories of death by suicide are often followed by more suicides in the population, while stories of overcoming a suicidal crisis can lead to fewer suicides. Media professionals are encouraged to focus on presenting stories of people who overcome difficulties following a suicidal crisis while also following the Dos and Don'ts in this resource when reporting on suicide.

Photo credit: Unsplash/Aravind Kumar

✓ **Dos**



Do recognize that media professionals may **themselves be affected** when covering stories about suicide.



Do apply **caution when interviewing** bereaved family members or friends or persons with lived experience of suicide.



Do report stories of **how to cope** with life stressors and/or suicidal thoughts and the importance of help-seeking.



Do provide accurate information about **where and how to seek help** for suicidal thoughts and suicidal crises.



Do educate the public with **the facts** about suicide and suicide prevention based on accurate information.



Do apply particular caution **when reporting celebrity suicides**.

✗ **Don'ts**



Don't describe the **method used**.



Don't name or provide **details** about the site/location.



Don't oversimplify the **reason** for a suicide or reduce it to a single factor.



Don't report the **details** of suicide notes.



Don't use **sensational language** in headlines.



Don't use **photographs, video footage, audio recordings, or digital or social media links**.



Don't use **language/content which sensationalizes, romanticizes or normalizes suicide, or that presents it as a viable solution to problems**.



Don't position suicide-related content as the top story and **don't unduly repeat** such stories.