



Being a Friend Online: Help for hard conversations.

An important part of **Pressure to be Perfect** is being kind and supportive to others, in the same way you'd expect others to be kind and supportive to you. There might be times when you notice someone on Instagram who seems to be feeling sad or angry. It can be really difficult to know what to say or do in those moments. Here are some ideas.

1. Always take care of yourself first

If you are the person who is feeling sad or angry or bullied, talk to someone. If you don't have an adult or a peer you feel comfortable with, the [Crisis Text Line](#) is available 24/7 and is totally anonymous unless they need to contact emergency services to keep you or someone else safe. Text HOME to 741741.

2. Know the signs to watch for in others

People may communicate their feelings in different ways, but there are things that can give you clues to their emotional state. [Seize the Awkward](#), a campaign by JED, the American Foundation of Suicide Prevention (AFSP), and the Ad Council, suggests looking out for things like this:

- They're not acting like themselves
- They are taking more risks than usual
- They talk about feeling hopeless
- They're taking more drugs or drinking more
- They are harming themselves
- They don't feel like hanging out as much
- Their mind seems to be somewhere else
- They are so anxious they can't relax
- They've gotten negative about life

Everyone has some bad days, but if you notice someone exhibiting any of the above behaviors repeatedly, the tips below can help you figure out what to do.

3. Reach out

A phone call, a text, or a DM telling someone that you care about them can mean a lot. You don't have to have all the answers—just letting them know that they aren't alone and that you care about them is a kind thing to do.

4. What to say

It's best to keep it casual. Try things like, "I've noticed you posting a lot of sad memes lately, are you OK?" or "I'm checking in on you because you seemed really upset the other day. How are you?"

5. Don't assume someone else will do it

You might think that a person has a lot of other friends, or that you don't know them well enough to get involved—but you never really know. It's likely better to check in and find out that they're fine than to ignore something that's worrying you.

6. If they open up, listen

Avoid offering advice or talking about yourself—keep the focus on the other person and how they are feeling. Asking questions like, "Have you talked to anyone else about this?" can be a way to see if they have support in the other parts of their life. **#SeizeTheAwkward** has [some good guidelines](#) for this.

7. Encourage them to get help

Sometimes we can get so caught up in our feelings that we don't see a way out. You can suggest that your friend talks to their parents or another responsible adult, or share resources like the [Crisis Text Line](#).

8. Report concerning content

If you feel someone is in immediate danger to themselves or others, you should contact 911 first and then let us know so that we can help connect them to information and resources. There are teams all over the world working 24 hours a day, seven days a week to review these reports. The poster will not know who made the report, but they will get help the next time they open the app. To make a report, tap above the post, then tap Report. Select "It's Inappropriate > Self Injury."

9. When to tell someone

If the person you've reached out to doesn't show any signs of feeling better, if you start feeling uncomfortable with what they asked you to keep secret, or if their behavior gets more extreme, talk to an adult or a friend you trust about next steps. If you feel someone is in immediate danger to themselves or others, you should contact 911.

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