

September 2026 – Suicide Prevention Month

Thank you for standing with Face the Fight and helping advance our shared mission to prevent veteran suicide.

This toolkit includes ready-to-use social media content to help you participate in Suicide Prevention Month, World Suicide Prevention Day, Buddy Check Week, and other September awareness efforts.

Together, we can raise awareness, encourage meaningful conversations, share trusted resources, and inspire action across the military and veteran community. Face the Fight's newly redesigned website also offers a stronger home for the movement's resources, stories, and support network.

Please tag Face the Fight and use the official hashtags to help expand reach and engagement.

Social Media Channels

Tag @WeFaceTheFight — we'll be resharing coalition stories throughout the month!

Face the Fight



U.S. Department of Veterans Affairs



Suggested Hashtags

#FaceTheFight #FTF
#SuicidePreventionMonth
#NationalSuicidePreventionMonth
#BuddyCheckWeek #SuicidePreventionDay
#Veterans #MilitaryCommunity
#VeteranSupport #SuicidePrevention
#MentalHealth

SUICIDE PREVENTION MONTH



1. Suicide Prevention Month is a reminder that preventing veteran suicide takes all of us. We're proud to be part of Face the Fight, alongside 300+ organizations working together to strengthen communities and connect veterans and their families to support and resources before a crisis occurs.

Together, we're proving that collaboration can create lasting change.

Learn more: wefacethefight.org/about

2. This Suicide Prevention Month, [insert organization name] is [insert what the organization is doing] to support the military community.

Every action helps raise awareness and strengthen the support systems surrounding our nation's veterans.

We're proud to be part of the Face the Fight coalition and join hundreds of organizations working together to prevent veteran suicide and create stronger communities of care.

Learn more about how to get involved: wefacethefight.org/get-involved

(Short Version for X)

This #SuicidePreventionMonth, we're proud to be a part of Face the Fight and the 300+ coalition members working together to prevent veteran suicide through connection, collaboration, and community.

Learn more: wefacethefight.org/about



Add your personal photos to make this graphic your own!

TRAINING & WORKSHOPS



1. Want to make a difference this Suicide Prevention Month? We're proud to be participating in Face the Fight training to build the knowledge and skills needed to better support our veterans when they need it most.

"[Insert quote from teammate about their Face the Fight training experience.]"

Explore Face the Fight training opportunities and join us in strengthening the network of care for those who served.

wefacethefight.org/resources/trainings-workshops

2. Learning is one way we can turn awareness into action. This Suicide Prevention Month, we're [alternate with "I'm" if necessary] participating in Face the Fight training designed to equip individuals and organizations with practical tools, resources, and strategies to better support those in need.

Explore upcoming sessions and get involved: wefacethefight.org/resources/trainings-workshops

(Short Version for X)

This #SuicidePreventionMonth, turn awareness into action. As part of Face the Fight, we're proud to take part in training to help our team stay prepared and support our veterans when they need it most.

Get involved: wefacethefight.org/resources/trainings-workshops

A photograph of two men sitting on a yellow couch. The man on the left is wearing a light blue button-down shirt and a lanyard, looking down at a smartphone. The man on the right is wearing a red t-shirt with a logo and a lanyard, smiling and looking at the phone. A blue banner with the Face the Fight logo is visible in the background.

FREE | VIRTUAL | MONTHLY

TRAINING & WORKSHOPS

 FACE THE FIGHT |  UT Health
San Antonio



BUDDY CHECK WEEK



1. Buddy Check Week is almost here. Have you taken the pledge? From September 21–25, we invite everyone in the military community to take the pledge to #TalkToTen veterans during the @U.S. Department of Veterans Affairs' Buddy Check Week.

As a member of Face the Fight, we are committed to reaching out, connecting, and making a meaningful impact on the lives of veterans.

Learn more about Buddy Check Week:
department.va.gov/veterans-experience/va-veteran-buddy-checks/

2. Checking in doesn't have to be complicated. At [insert name of your organization], we're proud to be part of Face the Fight and are recognizing Buddy Check Week by [insert what your organization is doing for Buddy Check Week], standing united in our mission to support veterans.

Whether it's a text, a phone call, or a conversation over coffee, taking a few minutes to reach out can remind someone they're seen, valued, and supported.

Learn more about Buddy Check Week:
department.va.gov/veterans-experience/va-veteran-buddy-checks/



Add your personal photos to make these graphics your own!

(Short Version for X)

Buddy Check Week is here.

As a member of Face the Fight, we're taking time to check in with the veterans and military families in our lives.

Send a text. Make a call.
Start a conversation.

department.va.gov/veterans-experience/va-veteran-buddy-checks/

STARBUCKS X BUDDY CHECK WEEK



1. @Starbucks and @Face the Fight are bringing people together this Buddy Check Week by encouraging meaningful moments of connection across the military and veteran community.

As a member of Face the Fight, [insert organization name] is joining Starbucks and partners across the coalition to [insert how your organization is participating].

Take the pledge to #TalkToTen and find your own way to connect, whether that's over coffee, a call, or a conversation.

Learn more: department.va.gov/veterans-experience/va-veteran-buddy-checks/

2. Sharing a cup of coffee gives us a reason to slow down, catch up, and connect.

This Buddy Check Week, @Starbucks and @Face the Fight are encouraging the military and Veteran community to #TalkToTen. Take the pledge, start a conversation, and the first 20,000 participants will receive a Starbucks gift card to help fuel the connection.

Learn more: department.va.gov/veterans-experience/va-veteran-buddy-checks/



(Short Version for X)

Buddy Check Week is almost here. From September 21–25, @Starbucks and @Face the Fight are helping fuel moments of connection across the military and veteran community.

Take the pledge to #TalkToTen and make time for a check-in with a Veteran in your life.

Learn more: department.va.gov/veterans-experience/va-veteran-buddy-checks/