



Guidance Notes For Organisations

Campaign: “It Doesn’t Have to Be a Silent Night” – Christmas 2025

Purpose:

These guidance notes are designed to support organisations taking part in the *“It Doesn’t Have to Be a Silent Night”* campaign. They provide information on campaign objectives, recommended approaches, social media usage, messaging, and best practices to ensure a consistent, sensitive, and impactful campaign presence.

Link to Campaign Page - <https://silenceofsuicidesos.org.uk/it-doesnt-have-to-be-a-silent-night/>

Link to donation and fundraising page - <https://donate.giveasyoulive.com/campaign/it-doesnt-have-to-be-a-silent-night>

About the Campaign

“It Doesn’t Have to Be a Silent Night” is SOS Silence of Suicide’s Christmas 2025 campaign, designed to:

- Raise awareness of loneliness and isolation over the festive period.
- Promote Purple-lise, showing visible support for those who feel alone.
- Encourage the use and gifting of the OPEN Conversations course.
- Fundraise to break as many minutes of silence as possible, supporting training, outreach, and community initiatives.

Key Messages:

Loneliness is real and widespread — Christmas is often a particularly isolating time.

Everyone has the power to make a difference through connection, conversation, and awareness.

Purple-lise is a symbol of hope, care, and visibility that you are approachable for an open conversation.

OPEN Conversation free resource provides practical guidance to confidently support someone struggling.

Donations and fundraising help SOS Silence of Suicide break the silence for those who need it most.

Pre-Written Social Media Posts

Facebook

This Christmas, too many people in our communities will sit in silence — feeling unseen, unheard, and alone.

We’re proud to support SOS Silence of Suicide’s *“It Doesn’t Have to Be a Silent Night”* campaign.

♥ Purple-lise Christmas

Show your support by adding a touch of purple to your workplace, social media, or events.

💬 Gift an OPEN Conversation

Help your colleagues and community members feel confident supporting someone who may be struggling.

🕒 Break Minutes of Silence

Donate or fundraise and tell us: *How many minutes of silence will you help break this Christmas and into the New Year?*

Together, we can bring hope, connection and conversation to those who need it most.

Learn more and get involved 🖱️ <https://silenceofsuicidesos.org.uk/it-doesnt-have-to-be-a-silent-night/>
#BreakTheSilentNight #MinutesAgainstSilence

Instagram

No one should face a silent Christmas.

This year, we're supporting *"It Doesn't Have to Be a Silent Night"* — a campaign bringing connection to those who feel alone.

♥ Purple-lise

💬 Gift OPEN Conversations

🕒 Break minutes of silence

Join us in helping break the silence this Christmas.

Learn more 🖱️ <https://silenceofsuicidesos.org.uk/it-doesnt-have-to-be-a-silent-night/>
#BreakTheSilentNight

LinkedIn

This Christmas, we're proud to support SOS Silence of Suicide's **"It Doesn't Have to Be a Silent Night"** campaign — addressing the silent epidemic of loneliness.

➡ Purple-lise your organisation to show support

➡ Gift the OPEN Conversations course to staff and teams

➡ Donate to help break minutes of silence for people struggling alone

As employers, community leaders and colleagues, we all have a role in creating environments where people feel safe to talk — especially at this time of year.

Together, we can break the silence and bring hope to those who need it most.

Learn more 🖱️ <https://silenceofsuicidesos.org.uk/it-doesnt-have-to-be-a-silent-night/>
#BreakTheSilentNight #MinutesAgainstSilence #WellbeingAtWork

X / Twitter

We're supporting *"It Doesn't Have to Be a Silent Night"* — helping tackle loneliness this Christmas.

♥ Purple-lise

💬 Gift OPEN Conversations

🕒 Break minutes of silence with a donation

Nobody should face Christmas alone. Learn more 🖱️ <https://silenceofsuicidesos.org.uk/it-doesnt-have-to-be-a-silent-night/>
#BreakTheSilentNight

Threads

Christmas can be beautiful — but for many, it's painfully silent.

We're joining the *"It Doesn't Have to Be a Silent Night"* campaign to help break that silence.

- 💜 Purple-lise your space
- 💬 Gift the OPEN Conversations course
- 🕒 Help break minutes of silence through donations and support

Let's make sure no one feels forgotten this Christmas.

Learn more 🖱️ <https://silenceofsuicidesos.org.uk/it-doesnt-have-to-be-a-silent-night/>
#BreakTheSilentNight

How to Use:

- Select posts appropriate for your platform.
- Pair posts with campaign graphics, photos, or video assets provided.
- **Space posts across December 2025 – January 2026 for ongoing engagement.**

Customisation:

- Include your organisation's logo or branding.
- Add references to local events or fundraising initiatives.
- Share photos of staff, volunteers, or community members Purple-lising your space (where appropriate).

Social Media Tagging:

- Facebook: [@SOSSilenceOfSuicide](#)
- Instagram: [@sossilenceofsuicide](#)
- LinkedIn: [SOS Silence of Suicide](#)
- X/Twitter: [@SOS_Initiatives](#)
- TikTok: [@SOSLetsGetTalking](#)

Use hashtags and tags consistently to maximise reach and visibility.

Engagement and Interaction

- Respond to comments with empathy and support.
- Avoid giving medical advice; instead, refer to SOS resources.
- Encourage sharing of posts to amplify the campaign.
- Feature your organisation's Purple-lising activities (decorations, ribbons, online posts) to inspire others.

Quick Checklist for Organisations

- ✅ Choose posts for your channels
- ✅ Add branding or event details if relevant
- ✅ Include campaign hashtags and tags
- ✅ Pair with images or videos from the campaign kit
- ✅ Schedule posts across December – January
- ✅ Track engagement and share success stories

Thank you for helping ensure that no one faces a Silent Night alone. Every post, donation, and conversation counts. Together, we can break the silence.