



**THRIVE**

This report documents the first year of operations for Thrive, a groundbreaking cross-technology industry program designed to prevent suicide and self-harm across digital platforms. Inside, you'll find information about our partners, leadership, operational achievements, and future direction as we work collaboratively to use technology to **help** save lives.

September, 2025



# THRIVE

A TECHNOLOGY COLLABORATION  
TO PREVENT SELF-HARM ONLINE

Thrive represents an unprecedented collaboration between leading technology companies that have come together with a shared commitment to address one of the most serious challenges facing online communities today. By leveraging cutting-edge technology and expert guidance, Thrive enables the secure sharing of critical signals related to suicide and self-harm content and behavior, allowing for rapid identification and response across multiple platforms.



# How Thrive Began

Meta developed technology that allows companies to upload and download “signals” that represent potential harms. These tools have been used to identify and help combat other forms of illegal and harmful content (e.g., child sexual abuse, terrorism), but not for suicide and self-harm content.

In 2022, Dr. Reidenberg was engaged by Meta around the goal of using existing technology to create a cross-industry program for suicide and self-harm content. Over several months he built a plan for launching the new initiative and in the spring of 2023, Dr. Reidenberg brought the program to The Mental Health Coalition. From that time through the summer of 2024, Meta, Snap and Tik Tok agreed to be founding partners and Thrive was formally launched on September 12, 2024.



Our work is guided by the recognition that **harmful content doesn't stay confined to a single platform**—it crosses boundaries and can spread rapidly throughout the digital ecosystem. Through the Thrive initiative, we're breaking down silos and creating a united front against content that may put vulnerable individuals at risk.

In today's world of government regulations, public interest and media attention around online safety for mental health and suicide-related content, **Thrive is cross-industry technology approach.**



# Companies Participating in Thrive



## Founding Members

Meta, Snap, and TikTok joined as the initial partners in summer 2023, laying the groundwork for the program's launch in September 2024.

## Expanded Membership

Discord, Patreon and Pinterest joined shortly after the public launch, doubling Thrive's membership and significantly expanding the reach of the signal-sharing network.

## Membership Opportunities

Membership is open to technology companies willing to dedicate time, resources, and participate in signal sharing.



Thrive's strength comes from the **commitment and collaboration of leading technology companies** that have joined forces to help address suicide and self-harm content across platforms. Our partnership continues to grow as more companies recognize the value of this collaborative approach.

Each partner brings unique technological capabilities, user demographics, and platform-specific expertise to the collaboration. **By working together**, these companies can create a more comprehensive safety net for vulnerable users across the digital landscape. The **diverse membership** allows Thrive to help address harmful content that might appear in different forms across various platforms—from social media networks to content-creation platforms to gaming platforms.



All partners are supportive of the **shared values** and operational principles that guide Thrive's work, while maintaining their individual approaches to user safety and platform governance. The collaboration represents a significant step forward in cross-industry cooperation on a critical, global public health issue.



## Vision

To be the global leader in suicide and self-harm prevention and innovation through scalable solutions.

## Mission

To use collaboration, information-sharing and technology solutions to prevent suicide and self-harm, and provide supportive resources, globally.

# Operational Excellence - Values

## Compassion

We approach our work with deep empathy for those affected by suicide and self-harm. Every decision and action is guided by genuine concern for human wellbeing and dignity. We recognize the vulnerability of those in crisis and ensure our solutions prioritize their needs and safety.



## Collaboration

We believe that addressing complex challenges requires diverse perspectives and expertise. We value open communication, mutual respect, and shared responsibility among our partners.

## Innovation

We embrace creative thinking and technological advancement to develop new approaches to persistent challenges. Our innovation is always purpose-driven, focused on creating meaningful impact.



## Prevention

We are dedicated to proactive approaches that help identify and address potential harm before it spreads. We focus on interventions that can be implemented at scale. Our preventive mindset drives us to continuously improve our understanding and approaches.



# Work to Date: Team Building & Operations

## Team Building

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The first year of Thrive was busy for the partners. In the beginning and as the collaboration has grown, we conducted team-building activities for the members to learn about each other and members shared their roles and functions at their respective companies.. However, for Thrive, each member believes that suicide and self-harm is an industry-wide problem that can benefit from shared efforts.

## Developing a Taxonomy

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A major focus of the work conducted in the first year was building a taxonomy for Thrive. A taxonomy is a shared and agreed upon set of terms, definitions, and tags for companies to use when uploading and sharing suicide and self-harm signals. A taxonomy is needed because each company has its own terms, definitions, and tags to help determine violating content and appropriate actions. By having a universal taxonomy, each company can be confident that signals shared and ingested fall within a definition that crosses all platforms for them to action on it.

## Meetings and Operations

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We held two in-person meetings at two of the partner's HQs and three virtual meetings. During the initial meetings, members worked together to create and agree on a vision, mission, and set of values upon which Thrive would operate. In addition, the members discussed and agreed to operational principles and procedures that will guide how member companies would leverage the technology and signal-sharing platform. Partners also agreed to a Code of Conduct that underlies our interactions and the responsibilities of members and Thrive's Director.

## Website

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In our first year, we built and launched a website: [www.thrivesignals.org](http://www.thrivesignals.org), which houses information about Thrive, the partners, and membership. The website includes resources from each of the partners with links to their safety centers, transparency centers, teen resources, and parent/family resources. Once completed, the new and updated Good Practices for Technology Companies will be added to the website.



GLOBAL DIGITAL SAFETY INITIATIVE

# Thrive: Uniting Tech to Prevent **Suicide & Self-Harm**

Thrive is a cross-technology industry program developed to prevent suicide & self-harm across platforms, build collaboration & partnerships, & share information & signals to help save lives.

JOIN THRIVE





# Steps in the signal-sharing process



## Detection

A partner company identifies content that violates its policies related to suicide or self-harm and creates a hash of this content.



## Sharing

The signal is securely uploaded to the Thrive platform, where it becomes available to other participating companies.



## Matching

Other companies can check the shared signals against content on their platforms to identify matching or similar material.



## Action

If matches are found, companies can review the content according to their own policies and take appropriate action to help protect users.

# The First Type of Signals to be Shared

Thrive enables partner companies to share de-identified signals about content that violates their respective policies on suicide and self-harm. These signals take the form of hashes—unique digital fingerprints or numerical codes that correspond to specific pieces of content, without sharing the actual content itself. This approach maintains privacy while allowing platforms to quickly identify potentially harmful material that may be spreading across multiple services.

In this first phase of implementation, Thrive is prioritizing the sharing of signals related to specific categories of content that present particularly urgent risks:

Graphic Suicide Content

Graphic Self-Harm Content

Viral Challenges



# Future Signals to be shared

Emojis

Geography  
signals

Hashes

Search  
terms

Tags

Terms in  
violating  
content

Trends

URLs

Viral  
challenges



Suicide and self-harm are **complex mental health issues** that can have devastating consequences. For several years, many technology companies have worked with experts to develop an informed and thoughtful approach to suicide and self-harm content. However, sharing information across the technology industry has not happened or only in very limited situations. **Thrive is a part of changing this for the better!**



# Good Practices

The original **Best Practices for Technology Companies** for Suicide and Self-harm that was released in 2013 by Dr. Reidenberg, Meta, Tumblr, and Twitter. Through Thrive, a new sub-group led by Discord has outlined a plan to update the practices ~~and~~ in its inaugural year:

1. Identify and summarize the **common pain points** across the industry.
2. Develop **guidelines** for handling online suicide and self-harm content.
3. Compile a **resource list** of appropriate organizations for partnerships and support referrals.
4. Identify **industry-wide responses** for suicide and self-harm content, including protocols for law enforcement engagement and risk assessments.
5. Create a **framework** that platforms can use to develop and iterate their own policies for addressing suicide and self-harm content.





# World Congress on Suicide Prevention

The World Congress on Suicide Prevention in Vienna (June 10-13, 2025) was attended by more than **800** people from around the world with sessions that focused on the role of social media in suicide prevention highlighting the challenges and opportunities to support mental health and well-being through social platforms.

Sessions featured researchers, clinicians, and lived experience advocates. A plenary panel featured Thrive that was moderated by Thrive's Director, **Dr. Dan Reidenberg**, and included **Dr. Jessica De Vento**, **David Miles**, and **Jacqueline Bouchere**, representatives from three Thrive partner companies: [TikTok](#), [Meta](#), and [Snap Inc.](#), respectively.

## Platform Safety Approaches

Platform representatives shared recent approaches to safety and support for users aimed at enhancing user wellbeing including time on platform, privacy settings, and parental tools.

## User-Centered Design

Lived experience experts and youth mental health experts, emphasized the importance of meaningful involvement of people with lived and living experience and youth co-design in helping to shape online experiences. This co-design approach is helping platforms better reflect the needs, language, and priorities of their users, especially younger people.

## Social Media as Support

Researcher Paul Yip suggested that social media, when thoughtfully designed and moderated, offers vital connections for those experiencing distress. Platforms have the potential to reduce stigma, amplify hopeful narratives, and provide practical, accessible support, particularly for isolated or marginalized communities.



# International Academy of Suicide Research Conference



We are proud to announce that Thrive has been accepted for an oral presentation at the International Academy of Suicide Research conference November 8-11, 2025. This bi-annual conference brings together hundreds of research, academia, policy, and other experts from around the world to share the most current research in suicide prevention.

800+

Conference Attendees

40+

Countries Represented

150+

Research Presentations



# Leadership



Dr. Dan Reidenberg  
Director of Thrive

Dr. Dan Reidenberg serves as the Director of Thrive, bringing extensive expertise in suicide prevention, mental health advocacy, and technology policy to the role. He is also the Founder and Director of Safe Online Standards at the Mental Health Coalition and the Managing Director of the National Council for Suicide Prevention.

As a globally recognized expert, Dr. Reidenberg serves on the Consultant Roster as a Suicide Prevention Expert to the World Health Organization, providing guidance on international suicide prevention strategies and best practices.

## Extensive Reach

Dr. Reidenberg has presented to more than 350,000 people in 14 countries, sharing his expertise in suicide prevention, mental health, and the role of technology in these critical issues.

## Contributions

His contributions include 60 articles, 6 book chapters, development of an evidence-based program, scalable technology solutions and work in the entertainment industry.

## Innovative Programs

He created groundbreaking initiatives including an online peer-support program, a certification program, programs for the construction industry, and a workplace suicide-prevention program.

# About The Mental Health Coalition

The Mental Health Coalition (MHC), founded by designer and activist Kenneth Cole, is a nonprofit coalition of the nation's leading organizations, brands, and individuals who have joined forces to end the stigma surrounding mental health. MHC is socializing, normalizing, and destigmatizing mental health while empowering access to vital resources for all. Learn more at: [www.thementalhealthcoalition.org](http://www.thementalhealthcoalition.org).



## Partners

Brings together 200+ partners nonprofits, global brands and leaders to drive collective impact on mental health

## People Reached

Champions stigma reduction through campaigns reaching over 1B+ people.

## Impact

Delivers more than 500+ free resources, tools and programs annually.





**THRIVE**



For more information about Thrive please visit [www.thrivesignals.org](http://www.thrivesignals.org)

For more information about The Mental Health Coalition please visit [www.thementalhealthcoalition.org](http://www.thementalhealthcoalition.org)