Media Guidelines for the Responsible Reporting & Depicting of Nonsuicidal Self-Injury (NSSI)

- Avoid use of NSSI-related images and details within text, especially of NSSI wounds and methods/tools.

- Highlight efforts to seek treatment, stories of recovery, adaptive coping strategies as alternatives to NSSI, and updated treatment and crisis resources.

- Avoid misinformation about NSSI by communicating peer-reviewed and empirically supported material, including distinguishing NSSI from suicide.

- Present information neutrally; avoid exaggerated descriptions of NSSI prevalence and sensational headlines that include NSSI, especially the method of NSSI.

- Use non-stigmatising language and avoid terms that conflate person and behaviour (e.g., cutter, self-injurer).

- Assure that online article comments are responsibly moderated.