



Social Media Guide

This guide aims to provide social media strategies and messaging for your FY27 Parent Communication Campaign.

When you post on social media, consider a few strategies that improve engagement. It is helpful to include images and other media posts. You can find curated graphics in the Groupsites folder and text to add to your posts in this document. Consider including relevant hashtags and account handles or like, share, and retweet other posts.

To create a post, follow these three steps:

1. Add a picture, video, website, or article link
2. Add relevant text
3. Add relevant accounts and hashtags

Social Media Messaging:

Below you can find campaign images with suggested messaging to accompany the post. While selecting the graphics and messaging, the text should make sense with the image you are posting and follow the campaign objectives. Consider tailoring the messaging by changing/adding text, hashtags, tags, or research sources relevant to your target audience. The content below can be used on any social media platform, including Facebook, Instagram, and Twitter.

SPRINGFIELD

2800 Montvale Drive
Springfield, Illinois 62704

prevention.org
p: 217.793.7353 / 800.252.8951
f: 217.793.7354

CHICAGO

640 N. LaSalle Drive, Suite 638
Chicago, Illinois 60654

prevention.org
p: 312.988.4646 / 800.252.8951
f: 312.988.7096

IMAGE	POST COPY
WE CAN MAKE IT CLEAR.  Setting clear expectations about no underage substance use matters. 	Teens who know their parents disapprove of alcohol and cannabis are less likely to use. Have the conversation, clarify the expectation. Source: https://bit.ly/4dUZsIk
 Your disapproval of underage alcohol and cannabis use matters.	Research shows that parental disapproval is one of the strongest protective factors against underage substance use. Your words carry real weight, use them. Source: https://bit.ly/4dUZsIk
WE CAN ASK QUESTIONS.  Curiosity goes further than caution when talking to teens about avoiding substances. 	Skip the lecture. Asking your teen a single, genuine question can open the door to a meaningful conversation about avoiding alcohol and cannabis use. Source: https://bit.ly/4sQ0aes
 Start conversations about no underage substance use with a question.	When it comes to talking with your teen about avoiding alcohol and cannabis, curiosity goes further than caution alone. Instead of a prepared speech, try a meaningful question. Source: https://bit.ly/4sQ0aes

WE CAN SAY IT OUT LOUD.  Sharing no use expectations clearly and often makes a difference with your teen. 	Setting a clear rule against alcohol and cannabis use, and sharing it openly, sends a message to your teen that goes beyond a single conversation. Source: https://bit.ly/4sQ0aes
 Don't just set the expectation for your teen to avoid substances, say it out loud.	Talk with your teen about why alcohol and cannabis are off-limits, and make it a conversation you come back to, not just a one-time announcement. Source: https://bit.ly/4sQ0aes
WE CAN USE EVERYDAY EVENTS.  Use what's around you to talk with your teen about avoiding substances. 	Everyday events like news stories, social media posts, or TV scenes are ready-made chances to talk with your teen about not using alcohol or cannabis. Source: https://bit.ly/4sQ0aes
 Use everyday moments to talk with your teen about saying no to substances.	You don't need a formal sit-down to talk with your teen about avoiding alcohol and cannabis. The best conversations happen organically— in the car, on the couch, or at the dinner table. Source: https://bit.ly/4sQ0aes

WE CAN SHARE WHAT WE KNOW.  Sharing the risks of substance use gives teens a reason to say no. 	Teens are more likely to make healthy choices when they understand the risks. The facts are on your side and sharing them gives your teen a real reason to avoid alcohol and cannabis. Source: https://bit.ly/3ON4tbN
 Give your teen the knowledge to choose not to use substances.	Did you know that both alcohol and cannabis can interfere with teen brain development? Knowing the facts and sharing them with your teen makes a difference. Source: https://bit.ly/3ON4tbN
WE CAN MAKE IT MATTER.  Tie their interests to the reasons to avoid substances. 	Help your teen connect the choice not to use alcohol or cannabis to the things they really care about—their sports, studies, and relationships. Source: https://bit.ly/41bfO8g
 The best reason for your teen to say no to substances is one that's already theirs.	The most effective conversations about avoiding alcohol and cannabis are focused on what your teen already values. Find their "why" and start there. Source: https://bit.ly/41bfO8g

WE CAN BE A TRUSTED SOURCE.  Be the one they turn to for conversations on no underage substance use. 	When parents talk openly about not using alcohol or cannabis, teens are more likely to see them as a credible source, not just a rule-setter. Source: https://bit.ly/4dUZsIk
 Be the person your teen turns to about avoiding alcohol and cannabis.	When it comes to making sure your teen chooses to say no to substances the most important thing you can do is make yourself a person they trust on the topic. Source: https://bit.ly/4dUZsIk
WE CAN KEEP CALM.  How you talk about avoiding substances shapes the way your teen listens. 	When talking with your teen about not using substances like alcohol or cannabis, the tone you bring sets the stage for everything that follows. Keep it cool, calm, and conversational. Source: https://bit.ly/4dUZsIk
 How you talk about avoiding underage substance use matters just as much as what you say.	Talking with your teen about avoiding alcohol or cannabis doesn't have to feel confrontational. When your teen feels at ease, they're more likely to listen and engage. Source: https://bit.ly/4dUZsIk