

PREVENTION FIRST

Social Media Guide

This guide aims to provide social media strategies and messaging for your FY27 High School Alcohol Prevention 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 Groupsite 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

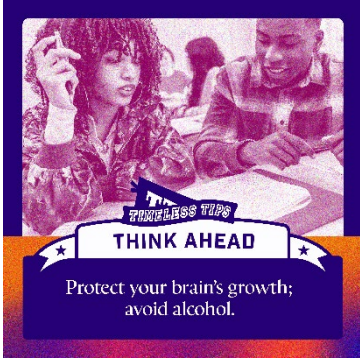



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CHICAGO



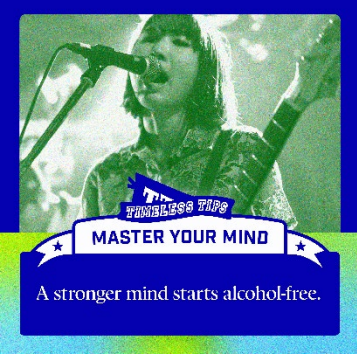

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IMAGE	POST COPY
	<p>Your brain's upgrading right now. Drinking underage disrupts the process, harming both structure and performance. Protect your growth, avoid alcohol.</p>
	<p>Your brain's building something amazing right now: sharper thinking, stronger focus. Drinking underage harms this development. Avoiding alcohol protects your brain while it's under construction.</p>
	<p>Right now, your brain's creating new decision-making connections. Alcohol can make risky choices feel harmless. A trusted adult can help keep you on course, alcohol-free.</p>
	<p>Drinking disrupts the brain function responsible for impulse control, making it easier to act in ways you may regret. Stay on track—avoid alcohol and lean on a trusted adult when things feel hard to navigate.</p>

<p>BE YOUR BEST SELF</p> <p>Stay true. Stay you. Skip the alcohol.</p>	<p>Alcohol impairs the part of your brain that controls decision-making and impulses. That can mean acting in ways that don't reflect who you really are. Stay true to the real you — avoid alcohol and reach out to a trusted adult when things feel heavy.</p>
<p>BE YOUR BEST SELF</p> <p>Be real, be true, alcohol-free.</p>	<p>Alcohol harms your prefrontal cortex, which controls your decisions and impulses. This can make it easier to act like someone you're not. Your best self shows up when you're clear-headed. Stay alcohol-free and reach out to a trusted adult when you need support.</p>
<p>UNLOCK YOUR POTENTIAL</p> <p>Discover your potential, alcohol-free.</p>	<p>Research shows that underage drinking shrinks your frontal lobe and hippocampus, the exact regions that build your intelligence and emotional skills. The earlier you start drinking, the more it impacts your cognitive abilities for life. Protect your brain's full potential without alcohol.</p>
<p>UNLOCK YOUR POTENTIAL</p> <p>Perform at your best without alcohol.</p>	<p>The science is clear: alcohol disrupts memory formation in your hippocampus, meaning new information doesn't stick. It weakens connections between brain regions that help you process complex ideas. Stay sharp, stay focused, succeed, and be alcohol-free.</p>

<p>FOCUS ON SUCCESS Your success story starts alcohol-free.</p>	<p>Alcohol slows down your ability to learn, remember, and perform. Being alcohol-free helps you absorb new info in class, master plays on the field, and build the skills that you need.</p>
<p>FOCUS ON SUCCESS Own your success, skip the alcohol.</p>	<p>Alcohol can hinder your judgement, slow your thinking, and weaken your performance. Your goals are well within reach; don't let alcohol keep you from achieving them.</p>
<p>KNOW THE REAL RISK Keep your mind sharp; skip the alcohol.</p>	<p>Your brain develops well into your mid-20s. Alcohol can interfere with that process by disrupting normal growth and weakening the connections your brain needs to function at its best.</p>
<p>KNOW THE REAL RISK Don't let alcohol harm the brain you're still building.</p>	<p>Your developing brain is especially vulnerable to alcohol's harmful effects. Drinking can disrupt normal brain growth, weaken key connections, and interfere with the skills you rely on to learn, focus, and make decisions.</p>

 <p>BUILD REAL SUPPORT</p> <p>Your strongest connections are built without alcohol.</p>	<p>Alcohol can cloud your judgment and make it harder to communicate openly with the people who matter most. Build real support, stay alcohol-free, and lean on a trusted adult when life gets complicated.</p>
 <p>BUILD REAL SUPPORT</p> <p>Stay clear. Stay connected. Be alcohol-free.</p>	<p>Real support comes from people who show up for you — family, mentors, and trusted adults who have your back. Alcohol gets in the way of those connections. Stay clear-headed and reach out when you need guidance.</p>
 <p>MASTER YOUR MIND</p> <p>A stronger mind starts alcohol-free.</p>	<p>Take control of your emotions. Alcohol can slow your brain’s development and make handling stress tougher. Choose what helps you grow—like talking with a trusted adult.</p>
 <p>MASTER YOUR MIND</p> <p>Mind your mood; be alcohol-free.</p>	<p>Your developing brain is still learning how to manage emotions, and alcohol makes that harder. Stay alcohol-free to keep your mind growing, and lean on a trusted adult when emotions feel tough to navigate.</p>