

# PREVENTION FIRST

## Social Media Guide

This guide aims to provide social media strategies and messaging for your FY27 Middle School Marijuana 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

2800 Montvale Drive  
Springfield, Illinois 62704


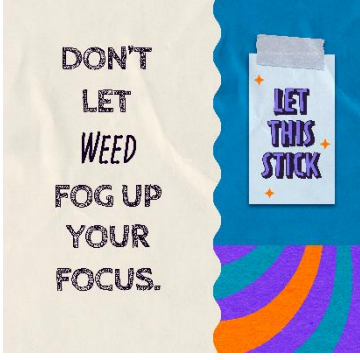


prevention.org  
p: 217.793.7353 / 800.252.8951  
f: 217.793.7354


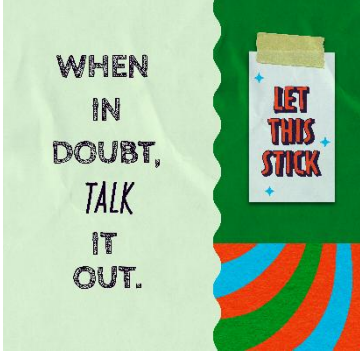


#### CHICAGO


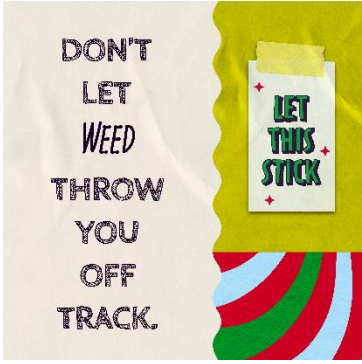


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IMAGE	POST COPY
	<p>Tough days are part of life—but using weed can make feelings like stress, sadness, or anger even harder to handle. Instead, talk to an adult you trust. Real support makes a real difference.</p>
	<p>When emotions feel heavy, weed can add to that weight. Talking to a parent, teacher, or other trusted adult can help you work through your feelings in a healthy way. Choose connection, not weed.</p>
	<p>Did you know that weed affects how your brain processes sights, sounds, and sensations? That can be really overwhelming. Choose clarity over confusion—choose to be weed-free.</p>
	<p>Weed messes with your senses—sometimes making what you see, hear, and feel seem different from reality. And that can be scary and confusing. Keep things clear by being weed-free.</p>

 <p>WEED CLOUDS YOUR THINKING—</p> <p>STAY CLEAR WITHOUT IT.</p> <p>LET THIS STICK</p>	<p>Your brain is still building itself up—working to help you learn, remember, decide, and problem-solve. Weed can mess with all of those things. Keep your brain clear, weed-free.</p>
 <p>DON'T LET WEED FOG UP YOUR FOCUS.</p> <p>LET THIS STICK</p>	<p>Weed can slow you down, cloud your thinking, and mess with your concentration—important skills that impact your schoolwork, sports, and friendships. Stay focused on what matters, weed-free.</p>
 <p>SHINE IN SCHOOL.</p> <p>SUCCEED WITHOUT WEED.</p> <p>LET THIS STICK</p>	<p>Research shows that students who use weed are more likely to miss class and get lower grades. Keep moving towards the success you deserve, weed-free.</p>
 <p>KEEP YOUR BRAIN SHARP AND WEED OUT.</p> <p>LET THIS STICK</p>	<p>Weed can make it harder for your brain to pay attention, learn new information, and solve problems—skills that help you feel confident in school.</p>

 <p><b>WEED CAN MAKE PROBLEMS FEEL BIGGER.</b></p> <p><i>REACHING OUT DOES THE OPPOSITE.</i></p> <p><b>LET THIS STICK</b></p>	<p>Asking for help isn't a weakness—it's a smart strategy. The right conversation with a trusted adult can turn a tough situation into a plan you can handle. Weed can't do that.</p>
 <p><b>WHEN IN DOUBT, TALK IT OUT.</b></p> <p><b>LET THIS STICK</b></p>	<p>Big feelings are normal, and weed doesn't fix them—it can make them even harder to manage. Talking with a trusted adult can help you find real solutions, not temporary ones.</p>
 <p><b>STAY TRUE TO YOURSELF.</b></p> <p><i>BE WEED-FREE.</i></p> <p><b>LET THIS STICK</b></p>	<p>Weed can mess with how you think, feel, and act. Don't let it decide who you show up as. Stay true to the real you by staying weed-free.</p>
 <p><b>WEED CAN CHANGE HOW YOU THINK, FEEL, AND ACT.</b></p> <p><b>LET THIS STICK</b></p>	<p>You're still discovering who you are. Your interests, your goals, your personality—all the things that make you, you. Don't let weed mess with who you're becoming.</p>

 <p>SHOW UP FOR YOURSELF,</p> <p>WEED-FREE.</p> <p>LET THIS STICK</p>	<p>Your choices affect how you show up every day. Keep your memory sharp, your mood balanced, and your motivation strong. Weed gets in the way of that—a trusted adult can help.</p>
 <p>DON'T LET WEED THROW YOU OFF TRACK.</p> <p>LET THIS STICK</p>	<p>Tests to take, games to play, friends to see—weed can mess with the memory, mood, and motivation you need for all of it. Talking to a trusted adult can help you stay on track, weed-free.</p>
 <p>YOUR PEACE IS POWERFUL.</p> <p>PROTECT IT, WEED-FREE.</p> <p>LET THIS STICK</p>	<p>Weed affects how your brain handles emotions. It can make worries feel bigger, sadness last longer, and everyday challenges feel harder to manage. Protect your peace, weed-free.</p>
 <p>RELAX FOR REAL. BE WEED-FREE.</p> <p>LET THIS STICK</p>	<p>Some people think weed helps with relaxation, but research shows it can raise the risk of depression and anxiety. Real relaxation comes from healthy habits that help you recharge, not from weed.</p>