



Social Media Guide

This guide aims to provide you with social media strategies and messaging for your FY22 Middle School Marijuana Prevention Communication Campaign.

When you post on social media, there are a few strategies that improve engagement. It is helpful to include images and other media posts. You can find curated images in the Groupsite folder and text to add to your posts in this document. Consider including relevant hashtags and account handles or like, share, or 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 it is up to you to select 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, or tags 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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Springfield, Illinois 62704

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f: 217.793.7354

CHICAGO





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IMAGE	POST COPY
	<p>Weed can alter your sense of time and your coordination. That is something no one needs! I'm cool without weed!</p>
	<p>Making good decisions is more difficult when marijuana is involved.</p>
	<p>The risks of marijuana use are real. It's illegal and harmful. That is why I don't use marijuana while underage.</p>
	<p>The decision not to use weed while underage puts you in control of your life.</p>

	<p>Marijuana can throw the body and brain off balance. I am my true self without marijuana.</p>
	<p>The bottom line is that marijuana affects the healthy development of teen brains. Find out more at teens.drugabuse.gov.</p>
	<p>Wondering what the fuss is about? Using marijuana while underage is more harmful than you may realize. Be sure to get the facts at {insert campaign webpage here}.</p>
	<p>Knowing what is right and wrong for you is crucial. Choosing not to use marijuana while underage will help you put that knowledge into action!</p>

	<p>Mood changes, coordination problems and trouble thinking are just some effects of marijuana use. The risk is too real, and I'm too important to use weed.</p>
	<p>Let's be honest. Underage marijuana use can ruin things like your grades, your health and even your friendships.</p>
	<p>Marijuana harms attention, memory and learning. I care about myself and choose not to use marijuana.</p>
	<p>Marijuana use is linked with depression, anxiety and other mental health problems.</p>

	<p>Marijuana use is associated with loss of coordination and slower reactions. Don't miss out on your active life. Don't use marijuana while underage.</p>
	<p>Marijuana use interferes with motivation and attention. I'm for real about my dreams. Weed only gets in the way. I'm not making that mistake!</p>
	<p>"No thanks," "No, I'll pass" and "Nah, it's nothing but trouble" are some phrases you can use when asked to do something you have decided is not for you—like using weed while underage. How do you tell others that you choose not to use marijuana while underage?</p>
	<p>The risks of using marijuana are significant. It can change your brain, making it more challenging to store memories, make good decisions and figure out what is dangerous.</p>