

PREVENTION FIRST

Social Media Guide

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


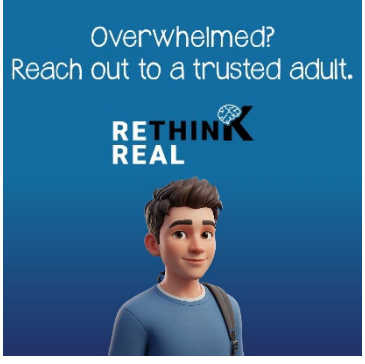
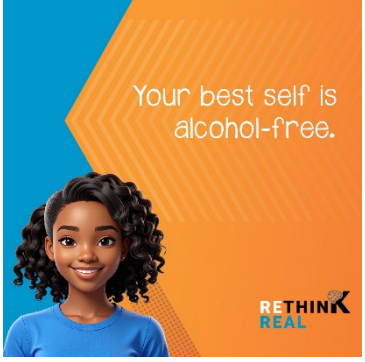
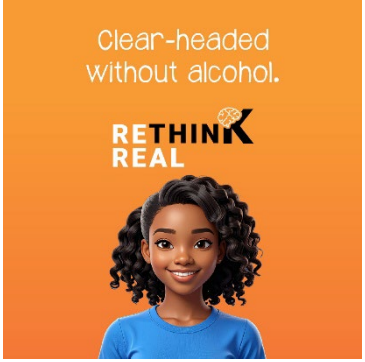
2800 Montvale Drive
Springfield, Illinois 62704

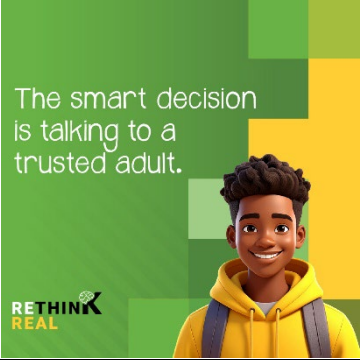
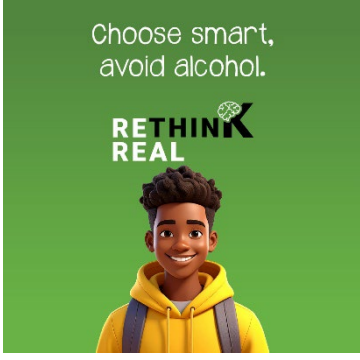


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CHICAGO

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IMAGE	POST COPY
	<p>Feeling down? Alcohol makes it worse by messing with mood chemicals in your brain. What helps? Talking to a trusted adult—parent, counselor, coach. Real support makes for real healing.</p> <p>Source: https://bit.ly/3M6tPOA (National Institute on Alcohol Abuse and Alcoholism)</p>
	<p>Alcohol is a depressant — it brings your mood down and makes you feel worse, not better. The more you use it, the worse it gets. What really helps? Talking to an adult you trust.</p> <p>Source: https://bit.ly/3M6tPOA (National Institute on Alcohol Abuse and Alcoholism)</p>
	<p>Alcohol weakens your focus and coordination, making it harder to perform your best in school and sports. Your brain is still developing—protect it!</p> <p>Source: https://pubmed.ncbi.nlm.nih.gov/16822341/ (National Library of Medicine)</p>
	<p>Research shows alcohol reduces hand-eye coordination, which you need for everything from sports to driving. Protect your abilities and stay at the top of your game.</p> <p>Source: https://pubmed.ncbi.nlm.nih.gov/16822341/ (National Library of Medicine)</p>

	<p>When there's alcohol involved, it's tougher to make safe choices. Keep a clear head for better decision-making and impulse control. Source: https://bit.ly/4ai5C2Q (Northwestern Medicine)</p>
	<p>Alcohol affects the brain area that helps you make safe choices. When this part is not working, you might act without thinking things through first. Source: https://bit.ly/4ai5C2Q (Northwestern Medicine)</p>
	<p>Your brain is still growing and building new skills. Alcohol can damage areas responsible for learning and memory during this key time. Source: https://bit.ly/4q4Bv3N (National Library of Medicine)</p>
	<p>Your brain develops until your mid-20s, and every day it gets stronger and smarter. Alcohol can harm this growth.</p>

<p>Feel good, stay healthy, avoid alcohol.</p> 	<p>Your brain controls how you feel, and alcohol can damage it, increasing your chances of depression. If you're struggling, talk to an adult who can help and stay alcohol-free. Source: https://bit.ly/4qGTTAF (<i>Child Mind Institute</i>)</p>
<p>When you're down, talk to a trusted adult.</p> 	<p>Your feelings matter. Alcohol weakens brain areas that control emotions and increases your risk for depression and anxiety. To protect your mental health, try talking to an adult you trust. Source: https://bit.ly/4qGTTAF (<i>Child Mind Institute</i>)</p>
<p>Feeling low? Talk to someone you trust.</p> 	<p>Alcohol can raise your risk for depression. Try talking to adult you trust in you need help. Source: https://bit.ly/3O8DnuQ (<i>National Institute on Alcohol Abuse and Alcoholism</i>)</p>
<p>Talking helps. Find your person; avoid alcohol.</p> 	<p>Struggling with your emotions? Underage drinking can raise the risk for depression and anxiety. Instead, try talking with a trusted adult. Source: https://bit.ly/3O8DnuQ (<i>National Institute on Alcohol Abuse and Alcoholism</i>)</p>

<p>Better self-control without alcohol.</p> <p>RETHINK REAL</p>	<p>Your choices shape who you are, so make them count. Alcohol clouds your self-control, which can lead to risky decisions.</p> <p>Source: https://bit.ly/3NROAzT (National Library of Medicine)</p>
<p>Real smart choices, alcohol-free.</p> <p>RETHINK REAL</p>	<p>Your best decisions happen when you're thinking clearly. Alcohol impairs decision-making and impulse control. You're smarter than that.</p> <p>Source: https://bit.ly/3NROAzT (National Library of Medicine)</p>
<p>Hard work. REAL SUCCESS. Alcohol-free.</p> <p>RETHINK REAL</p>	<p>Your hard work deserves to pay off. Studies found that alcohol is linked to lower grades. Stay focused on your goals and avoid alcohol.</p> <p>Source: https://bit.ly/3NUhVtz (CDC)</p>
<p>Show your best effort; avoid alcohol.</p> <p>RETHINK REAL</p>	<p>Studies show that underage drinking negatively affects grades. Show up, do the work, stay alcohol-free.</p> <p>Source: https://bit.ly/3NUhVtz (CDC)</p>