

# PREVENTION FIRST

## Social Media Guide

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



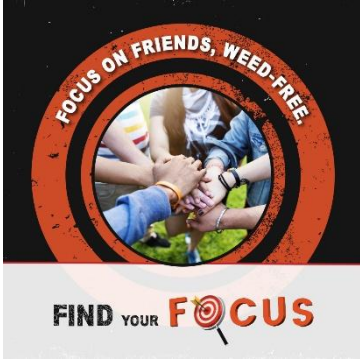
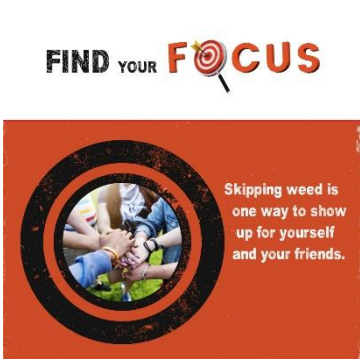
2800 Montvale Drive  
Springfield, Illinois 62704




prevention.org  
p: 217.793.7353 / 800.252.8951  
f: 217.793.7354


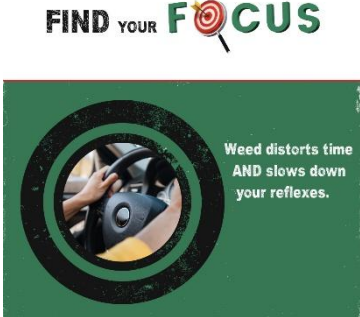


#### CHICAGO

640 N LaSalle Dr, Suite 638  
Chicago Illinois 60654

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IMAGE	POST COPY
	<p>Your choices today shape your health, your goals, and your opportunities. Even occasional weed use can carry real risks for teens—especially while your brain is still developing.</p>
	<p>The teen brain is more at risk for getting hooked. About 1 in 6 teens who start using weed before 18 end up struggling to control their use.</p>
	<p>Regular weed use can lead to feelings of loneliness. Skip the weed, show up for yourself, and lean on a trusted adult when staying connected feels hard.</p>
	<p>Regular weed use is linked to something called “amotivational syndrome,” where people feel less motivated to engage in activities, making it easier to pull away from others and feel lonely. A trusted adult can help you stay motivated and connected.</p>

	<p>Research shows that teens who use weed recreationally are two to four times more likely to experience depression, anxiety, and other mental health challenges. Protect your peace and reach out to a trusted adult if you're struggling.</p>
	<p>Inner peace is a state of mental and emotional calm, clarity, and stability. Even small amounts of weed can disrupt that inner peace, triggering or worsening depression and anxiety. Skip the weed and lean on a trusted adult to help you stay grounded.</p>
	<p>Weed makes it harder to think quickly in the moment, weigh your options clearly, and consider the consequences of actions.</p>
	<p>The active ingredient in weed, THC, interacts with regions of your brain responsible for decision-making and planning. When under the influence of weed, it's easier to make risky or regrettable choices.</p>

	<p>Quick reactions matter—behind the wheel, on the court, in everyday moments. The fact is, weed slows you down and can make you less prepared for responding quickly.</p>
	<p>It's like your brain thinks everything is moving in slow motion, but your actual reactions are delayed—not a good combo when you need quick reflexes. Stay sharp without weed.</p>
	<p>Whether you love school or the struggle's real, keep your eye on the prize. Using weed can make classes harder, bring down your grades, or jeopardize your diploma. And if school feels too tough, a trusted adult can help you stay on track to graduate.</p>
	<p>These are the exact things you need to finish school strong. Be weed-free and reach out to a trusted adult who can help you keep graduation in sight.</p>

	<p>Think of your brain like a construction site – it's building the pathways you'll use for the rest of your life. Using weed while underage disrupts that construction.</p>
	<p>Your brain's developing until your mid-twenties. Using weed before then impacts those parts of your brain responsible for focus, memory and learning, decision-making, and mood regulation.</p>
	<p>Regular weed use, particularly high-potency products, can cause serious psychological effects like hallucinations and a disconnect from reality. Take care of your mind –if something feels off, reach out to a trusted adult for support.</p>
	<p>That means seeing, hearing, or believing things that aren't real – or feeling detached from yourself and your surroundings. For some people, these effects are temporary. For others, weed can trigger longer-lasting problems like anxiety, paranoia, or even psychosis. If you're struggling, a trusted adult can help you stay grounded.</p>