Trending Now on Social Media:
Sustainable, Realistic Social Media Strategies for Substance Misuse Prevention

March 28, 2024

Jennifer Bierer
Director of Communications, PreventionFIRST
1. On what are you most excited about communicating regarding your prevention work?

2. What prevention story is most important to communicate in your community?
Learning Objectives

By the end of the webinar, participants will be able to:

1. Choose practical tools, resources, and strategies to create social media content
2. Identify strategies to increase social media engagement and reach
3. Integrate social media plans as part of information dissemination, event promotion, and storytelling
Consider Capacity
Agency and Professional
Capacity

Agency Capacity

- Designated Marketing/Communication/PR staff
- Existing agency marketing plan
- Budget (consultant/advertising/staff)
- Interns and volunteers

Professional Capacity

- Experience
- Learning curve
- Team power
- Time commitment
- Job description stretch
## Building Agency Capacity: **Staffing**

<table>
<thead>
<tr>
<th>Problem-Solving Idea</th>
<th>Examples and Tips</th>
</tr>
</thead>
<tbody>
<tr>
<td>Designate a marketing/communication email</td>
<td><a href="mailto:comm@prevention-first.org">comm@prevention-first.org</a></td>
</tr>
<tr>
<td>Prioritize social media platforms</td>
<td>Less is more</td>
</tr>
<tr>
<td>Divide tasks</td>
<td>Assign platform roles</td>
</tr>
<tr>
<td></td>
<td>Include in grants deliverables</td>
</tr>
<tr>
<td></td>
<td>Content creation is a team effort</td>
</tr>
<tr>
<td>Plan for gaps</td>
<td>Leave, member changes, new roles</td>
</tr>
<tr>
<td>Use Dropbox, Google Drive, Thumb Drive</td>
<td>Cell phones</td>
</tr>
<tr>
<td></td>
<td>Phone stipend, boundaries, expectations, consistency</td>
</tr>
</tbody>
</table>
# Building Agency Capacity: Content

<table>
<thead>
<tr>
<th>Problem Solving Idea</th>
<th>Example/Tips</th>
</tr>
</thead>
<tbody>
<tr>
<td>Schedule</td>
<td>Events, trainings, meetings, observances – as far out as possible</td>
</tr>
<tr>
<td>Use curated content</td>
<td>Tips on this later</td>
</tr>
<tr>
<td>Be realistic</td>
<td>Remember what you know: audience, expected outcomes, prior successes</td>
</tr>
<tr>
<td>Define your own success</td>
<td>Grant/post/platform specific Focused sectors Goals around programs, followers, likes, engagement</td>
</tr>
<tr>
<td>Problem Solving Idea</td>
<td>Example/Tips</td>
</tr>
<tr>
<td>------------------------------------------</td>
<td>-----------------------------------------------------------------------------</td>
</tr>
<tr>
<td>Include in grants and budgets</td>
<td>Information dissemination</td>
</tr>
<tr>
<td>Find a training</td>
<td>YouTube, Udemy, tutorials, social media</td>
</tr>
<tr>
<td>Set aside time</td>
<td>One Hour (Power Hour): Use your calendar, add to grants, add to professional development plans</td>
</tr>
<tr>
<td>Find a mentor</td>
<td>Another agency, family, higher education</td>
</tr>
<tr>
<td>Add to job description</td>
<td>Define tasks, Establish responsibility, Communicate with supervisors/leadership</td>
</tr>
<tr>
<td>Track time and prioritize</td>
<td>Collect the data and plan accordingly</td>
</tr>
</tbody>
</table>
Thought Question #1: Capacity Building

How will you and your agency build capacity?

Agency Capacity
• In the next 6 months….
• In the next year…
• Your Dream Come True ….

Professional Capacity
• In the next 6 months….
• In the next year…
• Your Dream Come True ….
Social Media and Prevention

Information Dissemination
CSAP Strategy
Information Dissemination = Social Media

• Awareness and knowledge of the nature and extent of substance use/misuse

• Available prevention programs and services
Social Media

- Entertain
- Persuade/Influence
- Provide facts
- Market/Promote
- Give perspective
- Cultural preservation
- Humanize
- Introduce
- Raise awareness
- Inspire
- Provide historical perspective
- Celebrate success

Information Dissemination
Thought Question #2: Information Dissemination

Which prevention strategies could you support?

In the next 3 months….

1.

2.

3.
Social Media Planning

Choosing Platforms
Social Media Platforms Explained

**Facebook**: I like tacos.

**Twitter**: I’m eating a taco and I like it.

**Pinterest**: My favorite taco recipes.

**Instagram**: I’m eating tacos with my friends at our favorite place.

**Linked In**: I made the news eating tacos.
Selecting a Social Media Platform

How to Prioritize

• Target audience
• Goal of messaging/content
• Existing accounts
• Established audience
• Available content
• Experience/understanding
• Time
Thought Question #3: Your Social Media Platform

Realistic & Prioritized!

Which platforms would you choose?
1.
2.
3.
Social Media Planning

Building Your Team
Social Media Team Roles

- Administrator (s)
- Content planners
- Content managers
- Content creators
Content Planners

Ideally Everyone

• Requires no special social media knowledge or skill
• Are they contributing to the work in any way?
• Are they familiar with the work?
• Is the work impacting them, their sector, or the community?
Ways Content Planners Contribute

- Identify topics, photo ops, context ideas
- Identify partners, events, locations
- Help set timelines, deadlines
- Prioritize posts
- Connect to content creators
- Assign content creators
Tool for Content Planners

Handout: Social media content planning template

### Social Media Marketing Plan

**Staff Person:** J8/ACS/A5/SC  
**Date:** 9/29/20

**Event/Campaign/Initiative:** Coalition Academy 2020

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Administrators and Managers
People with Facebook access

Content Manager
- Ryley Jones
  Content, messages and calls, community activity, ads, insights

Content Manager
- Amanda Conn Starner
  Content, messages and calls, community activity, ads, insights

Administrator
- Nicole Freytag Schiesler
  Page deletion, permissions, content, messages and calls, community activity, ads, insights
# What Administrators and Managers Can Do

<table>
<thead>
<tr>
<th></th>
<th>Administrators</th>
<th>Managers</th>
</tr>
</thead>
<tbody>
<tr>
<td>Account</td>
<td>X</td>
<td>X</td>
</tr>
<tr>
<td>Basic understanding</td>
<td>X</td>
<td>X</td>
</tr>
<tr>
<td>2 – 6 hours per week</td>
<td>X</td>
<td>X</td>
</tr>
<tr>
<td>2 hours per month</td>
<td>X</td>
<td></td>
</tr>
<tr>
<td>Mobile access</td>
<td>X</td>
<td>X</td>
</tr>
<tr>
<td>Desktop access</td>
<td>X</td>
<td>X</td>
</tr>
<tr>
<td>Evening and weekends</td>
<td>X</td>
<td>X</td>
</tr>
<tr>
<td>Authority</td>
<td>X</td>
<td></td>
</tr>
<tr>
<td>Willingness to learn scheduling, reporting</td>
<td></td>
<td>X</td>
</tr>
<tr>
<td>Some copywriting and design skills</td>
<td></td>
<td>X</td>
</tr>
</tbody>
</table>
Content Creators

Everyone can learn

• Take pictures
• Write content
• Provide details and hyperlinks
• Design skills
• Select curated content
Content Creators Responsibilities

1. Planned posts
2. Promotional posts
3. Real-time posts
4. Shares and partnerships
5. Advertising
Tips for Content Creators

1. Follow a plan whenever possible
2. Provide content ahead of time
3. Use Canva or a mobile app
4. Research curated content
5. Use reminders
6. Create mini-teams
Thought Question #4: Your Social Media Team

Who could do these roles?

Content Planners: Everyone
Administrator/s:
Content Managers:
Content Creators: Everyone. But to what extent?
Make Content with Photos Easier

1. Have clear goals
2. Make a plan
3. Provide clear guidance
Set Agency Photo Goals

1. Spotlight our agency in action
2. Highlight connections and partnerships
3. Show outcomes and products
Example: Agency Photo Goals

The story we are telling with photos:

1. PreventionFIRST! in ACTION
   • We are in the picture

2. Connections and Partnerships
   • Our partner/s are in the picture with us
   • Photo highlights the location, focus, sector/message

3. Outcomes/Products
   • Image showcases tangible things (curriculum, agenda, t-shirt, activity, etc.)
Have a (Photo) Plan

• Do we need or can we hire a photographer?
• Ask for help (partner, volunteer photographer, comm staff)
• Assign someone
• Prepare a photo list (who, when, why, where)
• Add to the agenda/program
• Capitalize on before and after moments
• Email before (give people a heads up)
• Brainstorm suggestions
# Provide Photo Guidance: Tips and Ideas

**Handout: Making Content Creation Easier Photo Tips**

<table>
<thead>
<tr>
<th>Things to Remember</th>
<th>Tips and Ideas</th>
</tr>
</thead>
</table>
| Pay attention to backgrounds        | ✓ Poles, trees, lamps, plants, or other objects sticking out of a person’s head?  
                                           ✓ Take a step to the side or get down lower to hide the offending object                   |
| Fill the frame with your subject    | ✓ Move in as close as possible to fill the frame with your subject and force unwanted details out of the picture                              |
| Move around the room and change camera angle | ✓ Pick 2 - 4 points in the room/area  
                                           ✓ Take at least 2 photos from each point  
                                           ✓ Get down to at least eye level with the people, object, or focus                        |
# Photo Guidance: Things to Consider

<table>
<thead>
<tr>
<th>Photo Ideas</th>
<th>Things to consider</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Selfies</strong></td>
<td>✓ Be brave</td>
</tr>
<tr>
<td></td>
<td>✓ Take several</td>
</tr>
<tr>
<td></td>
<td>✓ Ask for advice</td>
</tr>
<tr>
<td><strong>Gather people</strong></td>
<td>✓ Group of 3-4 (ideal)</td>
</tr>
<tr>
<td></td>
<td>✓ Two people with a prop</td>
</tr>
<tr>
<td></td>
<td>✓ Small groups mingling</td>
</tr>
<tr>
<td></td>
<td>✓ Group work (stand on a chair)</td>
</tr>
<tr>
<td></td>
<td>✓ Reduces anxiety</td>
</tr>
<tr>
<td><strong>Objects as storytellers</strong></td>
<td>✓ Things being distributed (food, swag, handouts)</td>
</tr>
<tr>
<td></td>
<td>✓ Logos, signage, nametags, programs</td>
</tr>
</tbody>
</table>
## Photo Guidance: Better Options

<table>
<thead>
<tr>
<th>Avoid</th>
<th>Try Instead</th>
</tr>
</thead>
<tbody>
<tr>
<td>Photos of slide shows, videos, presentations</td>
<td>✓ Photo of the presenter with an attendee&lt;br&gt;✓ Save a single slide as .png file&lt;br&gt;✓ Photo of the program content&lt;br&gt;✓ Speaker with signage</td>
</tr>
<tr>
<td>Person at the podium</td>
<td>✓ Key person with an attendee&lt;br&gt;✓ Best after; Remind before</td>
</tr>
<tr>
<td>Buildings, location signage, empty rooms</td>
<td>✓ Event signage, registration tables, people arriving</td>
</tr>
</tbody>
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Social Media Planning

Content
Types of Content

✓ Planned posts
✓ Promotional posts
✓ Real-time posts
✓ Shares and partnerships
✓ Advertising
Type of Content: Planned Posts

• Part of the social media plan (timeline and prioritized)
• Vary in topic
• Vary in type (photo, infographic, video, link)
Definition of Curated Content

Curated content is content from other brands, people, organizations, campaigns that can be used on your social media platforms
Curated Content and Prevention

- Organizations that align with your mission, vision, goals, values
- Economic
- Time-saving
- Creative and technically up-to-date
- Relevant
- Vetted
- Accurate
- Researched – evidence-based
Campaigns with Curated Content
What’s Included in a Campaign?

✓ Brand assets
✓ Media kit
✓ Social media kit
✓ Print and digital advertising assets
Social Media Tool Kits

✓ Images (sized for specific outlets)
✓ Sample posts (ideas, suggestions, or curated)
✓ Graphics
✓ Posting calendar
✓ Video
Planned Posts Using Curated Content

**PreventionFirst**
Published by Ryley Jones - December 15, 2023

However you celebrate, the holiday season can be a LOT! Between travel, family, shopping, cooking and more. When you’re feeling overwhelmed... STOP. Take a moment. Check in on yourself. Don’t try to do everything at once - Focus on one small thing at a time.

For more tips for dealing with stress, visit mha.ohio.gov/checkin. Ohio Department of Mental Health & Addiction Services

**PreventionFirst**
Published by Ryley Jones - October 11, 2023

Shout out to the people everywhere who are saving lives through prevention! Together, we’re partners in prevention. Visit: www.samhsa.gov/newsroom/prevention-month #YouthSubstanceUsePreventionMonth #SubstanceMisusePreventionMonth #PreventionMonth
Type of Content: Promotional Posts

- Part of the marketing plan
- Events, campaigns, trainings, grants
- Schedule when possible

### Social Media Marketing Plan

**Staff Person:** JB/ACS/AB/SC  
**Event/Campaign/Initiative:** Coalition Academy 2020  
**Date:** 9/29/20

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Promotional Posts – Agency Process

Guidelines

✓ Submit to the Content Manager at least 5 business days before when you’d like the FIRST post
✓ Submit content in an email or completed social media plan (doc)
✓ Save images in a designated folder (server/Google Drive)
# Promotional Posts – Submission Requirements

## Key Information
When applicable; as complete as possible

<table>
<thead>
<tr>
<th>Who</th>
<th>Hyperlink/Logo/Photo</th>
</tr>
</thead>
<tbody>
<tr>
<td>PF! and any partners</td>
<td>Website, Google search, forward</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>What</th>
<th>Flyer/Marketing Materials</th>
</tr>
</thead>
<tbody>
<tr>
<td>Name of event, meeting, program</td>
<td>Save as.png file</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>When</th>
<th>Where</th>
</tr>
</thead>
<tbody>
<tr>
<td>Date and Time</td>
<td>Location name, address</td>
</tr>
</tbody>
</table>

## Content Posting Details

<table>
<thead>
<tr>
<th>Dates</th>
<th>Frequency (# of posts)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Times</td>
<td>Platforms</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Platforms</th>
<th>Applicable tags</th>
</tr>
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</table>
Example: Promotional Post

OCAM Network's very own Jennifer Benson will be presenting a workshop on the impact of DORAs (Designated Outdoor Refreshment Areas) at Coalition Academy! Don't miss out on this session. Sign up today at https://events.constantcontact.com/register/eventReg?oeidk=a07eujwilkdb0448000oeq&rc=82c=82ch=

HOW TO DEVELOP YOUR COALITION'S ROLE WHEN REGULATING MARIJUANA

PreventionFIRST!
WEBINAR
CAPACITY BUILDING 2024

OCTOBER 31ST
8 AM - 3:30 PM
Great Wolf Lodge
Mason, Ohio

The Impact of DORAs on Prevention
Jennifer Benson, BA, OCPC, ICPS
OCAM Network

The workshop will explain what DORAs are, why they are being implemented, and how they impact the community. Prevention professionals will also learn what they can do to ensure the most evidence-based strategies are being employed.

REGISTER TODAY!
Type of Content: Real-Time Posts

✓ Tells the story
✓ Share the responsibility – Manage your users
✓ Include photo
✓ Tag people and organizations
✓ Check-in

Photos
• Embrace the selfie
• Gather group (people = TAGS)
• Showcase the where (check-in/tags = ENGAGEMENT)
• Think beyond faces (objects tell stories too)
Example: Real-time Post

PreventionFirst
Published by Nicole Freytag Schiesler • January 11

PreventionFIRST! is grateful for this funding opportunity. Thank you to the Board of Commissioners and the Office of Addiction Response. President/CEO, Nicole Freytag Schiesler, located in the front row.

Hamilton County, Ohio - Government • January 11

County Commissioners allocated over $1 million in the first round of OneOhio opioid lawsuit funding to support frontline efforts in the fight against addiction... See more
Type of Content: Shares and Partnerships

✓ Highlight staff, program, grant objective
✓ Tag everyone involved
✓ Resource for Content Managers
Example: Shares and Partnerships

Registration is open for the SourcesOH Summit on March 5-7, 2024. Booster trainings on March 5 & 7. All-day conference March 6. Travel reimbursement is available. Attend at no cost to you. Social work, counseling, prevention, and psychologist CEUs pending approval. SourcesofStrengthOhio.org.

Check out this awesome event being put on by Umadaop of Cincinnati!
Type of Content: Advertising

Mobile Feed

PreventionFirst
Sponsored · 

PF COALITION ACADEMY
Continuing Education
OCTOBER 31ST
8AM - 3:30PM
Great Wall Lodge
Martin Ohio 45040

- PREVENTION
- NURSING
- SOCIAL WORK
- PUBLIC HEALTH

prevention-first.org
Centers | Center for
Community Engagement

Learn more

Like Comment Share
Example: Ad Costs and Reach

$60 = 6,692

$110 = 13,090
## What You Have Control Over

| **Ad creative:** | Text, images, videos or slideshows  
Depending on ad (call-to-action button) |
<table>
<thead>
<tr>
<th></th>
<th></th>
</tr>
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<tbody>
<tr>
<td><strong>Audience:</strong></td>
<td>Who sees your ad (age, gender, interests, geography)</td>
</tr>
</tbody>
</table>
| **Budget:**      | Customizable  
Some require a minimum budget to generate results  
Facebook makes recommendations |
| **Duration:**    | Amount of time ad runs  
(# of days) or specify a (start and end date) |
| **Placements:**  | Where ads appear  
Based on the type of ad (desktop, news feed, Instagram feed or messenger)  
Can be automated based on Facebook suggestions |
Thought Question #5: Your Social Media Content

What topic could you focus on to create for the following?

Planned Post:
Promotional Post:
Real-time Post:
Share and Partnership:
Advertising:
Quick Tutorial on Content Creation

AI (artificial intelligence) and faster content creation

Handout: Canva Content Creation Resize Magic Switch
Using Canva for Content Creation

- Get Canva account
- Pick social media post
- Pick a design template Create the post
- Choose magic switch tool
- Choose another social media post
- Create a new post
Ineffective or Effective Prevention?
Gamifying prevention @
Christ Hospital College of Nursing
Social Media Planning

Collaboration
Collaboration Capacity

• Who has shared goals?
• Who has established relationships?
  ▪ Engaged audience
  ▪ Networks
  ▪ Vendors
• Who has demonstrated success?
• Who can fill gaps?
Potential for Collaboration

- Joint media releases/pitches
- Co-branded
- Guest columns/articles/speakers
- Social media takeovers
- Partnerships to distribute information
- Unique partnerships
Make the Ask Easy

• Give description and make the ask
• Provide promotional materials
• Write sample content
• Attach needed docs
Example: Ask Email

Hello Everyone - Please help us spread the word about this training. As we approach one year of sports betting in Ohio and with the launch of sports betting this month in Kentucky, we're hoping to raise awareness and understanding of problem gambling. This one-hour, virtual training is designed for anyone with little or no knowledge of problem gambling. It's just the basics and is ideal for faith leaders, community leaders, parents etc.

To help you promote:
1. Attached pdf flyer
2. Image for Facebook post
3. Social media verbiage (copy and paste in an email or as a post)

With the launch of legal sports betting in both Ohio and Kentucky, learning more about problem gambling disorders is becoming more important for faith leaders, community leaders, parents, friends, and family. This one-hour, virtual training is perfect for anyone with little or no knowledge of problem gambling. It's just the basics and a great way to become familiar with problem gambling behaviors and available statewide resources. [https://www.prevention-first.org/traininghub/](https://www.prevention-first.org/traininghub/)
Thought Question #6: Social Media Collaboration

Identify a potential collaborator.
What can they help promote?

Potential collaborator:

What kind of content/message:
Social Media Planning

Increasing Reach and Engagement
Increase Engagement: Comment Section

Strategies That Work
✓ Ask questions
✓ Use polls and surveys

Strategies to Avoid
✓ Ask for likes, shares, follows, etc.
✓ Help connect us
✓ Call out
✓ Request to tag a friend/follower
Increase Engagement: Slow the Scroll

✓ Create events
✓ Post videos
✓ Use images and infographics
✓ News (breaking, anticipated, good news, bad news)
✓ Include links
Increase Engagement: Get Professionally Personal

✓ Celebrate your successes
✓ Celebrate the success of others
✓ Show gratitude
✓ Express concern
✓ Take followers “behind the scenes”
✓ Show your coalition/org/individual personality
Examples: Celebrate Someone and Behind the Scenes

Shout out to our partners @Problem Gambling Network of Ohio and the Problem Gambling Coalition of Southwest Ohio for great local coverage!

Gambling addiction is on the rise in Ohio. Advocates are working to meet the demand.
Examples: Video Link and Express Gratitude

PreventionFirst
387 followers

PreventionFirst wanted to give a huge shoutout to everyone who was able to attend this year’s Coalition Academy! Thank you to our vendors, speakers, participants, and amazing staff for putting it all together. We could not do this work without our amazing partners and community members. We hope to see you back next year!

https://linkd.in/g5tDZZuU

Muppets from Sesame Workshop help explain opioid addiction to young children

npr.org • 5 min read
Thought Question #7: Social Media Promotion

Where are you promoting your social media?

Where can you be promoting your social media?
Next Steps

✓ Do pre-planning
✓ Discuss and finalize team and platforms
✓ Establish a process
✓ Use curated content
✓ Get the free version of Canva
✓ Review every quarter