

Tips for Social Media

When publicizing your **National Prevention Week** event, it's vital to maximize the event's visibility by promoting it to your intended audience effectively. Facebook, Twitter, YouTube, Instagram, and other social networking sites can reach a large audience quickly, at minimal or no cost. If your group or organization has accounts with these or other sites, then it's likely that you are already using them to promote your work. You can also ask staff members or volunteers who have personal accounts to help promote the event through their personal profiles. The following are social media strategies and tools you can use to promote your event.

Rule of Thumb



Keep things short and include visuals!

#Hashtag

To begin your social media outreach, create a hashtag to use in your social media outreach. Use your event name or a key phrase or event theme and consistently attach it to the end of your posts about your **National Prevention Week** event. You can also include the **National Prevention Week** hashtag, #NPW2015, to share information about your event. Using this hashtag will also bring your event into the national conversation about National Prevention Week.

Outreach to Bloggers

Bloggers in your community can be very influential, especially if they have a large or devoted local following. Identify and contact a community blogger who writes about community news or events, and see if he/she would be willing to blog about your **National Prevention Week** efforts. Make sure that the e-mail to each blogger is personalized so it doesn't appear to be mass e-mail or spam; taking the time to tailor the e-mail to the blogger helps establish and maintain the relationship. Also be sure to supply any blogger you contact with clear, compelling information so that he/she can write an accurate summary of your group's or organization's efforts in the community and upcoming event.

Facebook

This popular social network, <http://www.facebook.com>, has many options to publicize your event. If your organization has a Facebook page, you can keep friends, local businesses, and members of the community in the loop about your **National Prevention Week** event by regularly updating your Facebook profile status with new information and event reminders. Include visuals as much as possible in posts to attract attention to your content. Include links to your group's or organization's website, as well as the websites of your sponsors or partners. You can also link to partners' and sponsors' Facebook pages by typing their Facebook name in your posts and selecting their pages from the drop down menu.

You can also create an event page and send out invitations to your network, as well as to your current and potential partners. Once an event page is created, you can update details on a regular basis and people can "Share" the event with others to spread the word throughout their own networks. Invitees can also respond to the page by letting you know if they plan to attend your event.

When promoting your event on Facebook, you may want to identify other Facebook users that have shared interests by using the search function and typing in keywords such as "prevention," "substance abuse," or "mental health." You can send "friend" requests to or "like" local members or pages that you think would be interested in promoting your event.

Create a Facebook **Call to Action!** Post the SAMHSA Prevention Pledge on your Facebook page (see SAMHSA's Facebook page for the pledge: <http://www.facebook.com/samhsa>) to share information about this national commitment to healthy living and engage participation!

Or, create a Facebook **contest or challenge** by soliciting user-generated messages, videos, PSAs, or answers to trivia questions and offering prizes. Post updates throughout the challenge to keep your audience involved! See an [example](#) of a Facebook challenge created for National Prevention Week 2014.

 **The Moyer Foundation**
May 21 · 🌐

Like Page

A recent survey of Camp Mariposa campers showed 100% of children showed an increase in knowledge of addiction after their 3rd session of camp. Knowing that 95% of adult addicts start to use drugs before the age of 20, Camp Mariposa strives to intervene before a problem develops.

Has National Prevention Week inspired you to learn more about Camp Mariposa? Learn more here: <http://bit.ly/1sN7OAK>

#NPW2014



Like · Comment · Share · 👍 31 💬 1 ↻ 2

Twitter

This social networking and microblogging site, <http://www.twitter.com>, allows for easy updates and information-sharing in 140 characters or less (called “tweets”). Since you can only include a limited number of characters in each post, focus on a call to action and a positive message, local and related statistics, or the most important information about your event. Post information and updates about your event, and link to your organization’s or group’s website to provide followers with more information. Remember to include your event hashtag to the end of your tweets about your **National Prevention Week** event or include the **National Prevention Week** hashtag, #NPW2015.

YouTube

This video site, <http://www.youtube.com>, can be used in creative ways to share information about your group or organization, your work in the community, or your upcoming **National Prevention Week** event. You can create a single video or an entire YouTube channel and include promotional videos, testimonials about your group or organization, or highlights of your event footage (in the preparation stages or post-event). Whether your video is promotional, informative, or educational, it should include information about your upcoming event and encourage others to take action to prevent substance abuse and promote mental health.

Spur your imagination by viewing videos on the SAMHSA YouTube [channel](#). To promote your video, include a link to the YouTube video or YouTube channel in your Facebook posts and tweets, and embed your videos in your group’s or organization’s website to share your creativity with a larger audience. If your video is 15 seconds or less, you can also upload and share it through your Instagram account. See the **Communities in Action** feature on the SAMHSA National Prevention Week website for examples from communities.



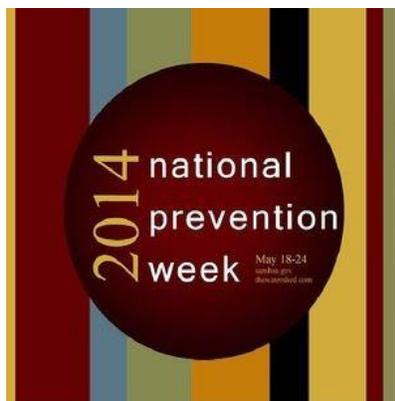
Instagram

Instagram is a photo-sharing application where you can upload, caption, and tag images using hashtags to help promote your event. A benefit of using Instagram to post photos is the ability to share the images easily on other social media platforms like Facebook and Twitter.

Before your event, you should develop a posting schedule and identify photos or images to post once a week or more often. For example, you might post an image of the flier advertising your event or a photo of the volunteers or staff who are helping to plan the event. Through your posts, you can tell a story to build excitement and make your followers feel involved in the “behind the scenes” activities of your event. Posting regularly also helps your community get excited about the event and makes them look forward to your next post. You can even have some fun and play around with the photo filters Instagram provides to appeal to different audiences and create a special look that people will associate with your event.

You can also use Instagram after the event to post photos for participants and others to see. On Instagram, you can even post videos up to 15 seconds long. Be creative, have fun, and take advantage of the full potential of this photo app to reach your target audience.

As with other social media, use the designated hashtag for your event and/or #NPW2015 in your captions. This will allow Instagram to connect all photos related to your event together when users click on the hashtag.



thewatershed 4 months ago Normal
national prevention week 2014: our lives. our health. our future. read how you can get involved at www.thewatershed.com/blog. #prevention #npw2014...



guidetgi 4 months ago Normal
mary kate chooses prevention to promote health and well-being among youth and adults. #npw2014



cadcacoalitions 4 months ago Normal
participate in samhsa's national prevention week by taking the prevention pledge #npw2014

Timing Your Posts

Begin posting about your **National Prevention Week** event on social media platforms as soon as you confirm a date and location. As planning progresses, post more details to generate buzz about your event. In the two months leading up to your event, post more frequently and perhaps on a weekly basis, and in the final week, post daily reminders. Consider encouraging partner organizations and sponsors to post reminders on their social media profiles as well within the final week.