

# AGC MA Stand Down to Fight Opioid Use Social Media Campaign Tip Sheet

The Goal of the Campaign is to create and build awareness of the June 5<sup>th</sup> Stand Down and the on-going efforts of your organization through relevant posts, images and call to actions. (CTO's)

- **Decide how to promote the campaign on each channel.**

Decide what kinds of content (video, pics, banners, etc) you will need for each social media channel. Understanding the purpose for each channel is key to making this step work. Create quality content!

- **Create a content calendar.**

For many organizations it can be most effective to pre- plan a calendar of content. What days of the week and times will you be posting content to your social channels? What messaging and creative copy will you use to generate engagement? You can set up a basic outline of what each day looks like for the week or month of the promotion on a calendar template.

On the day of the stand down you can post live FB video and/or Twitter images as they occur. LinkedIn is a great platform for extended messages that link to your company's website.

- **Be sure to monitor and respond.**

You can set up alerts on your phone. That way, if someone comments on your LI, Facebook post or replies on Twitter, you can respond quickly.

- **Tags, tags and more tags!**

It is critical to follow AGC MA (Twitter, LinkedIn, FaceBook) and tag each post for increased visibility. Hashtags #StandDown4OpioidAwareness and #24/7SafetyChallenge can also increase outreach. *Ask your viewers to like and share.* Tag of all your working partners as well to get them recognized! We are all in this together!

If you have any questions please contact:

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together we  
can  
stop  
this deadly  
epidemic