

SOCIAL MEDIA TOOLKIT

CREATED TO PREVENT
SUBSTANCE MISUSE
AMONGST RURAL YOUTH
BY



CORNERSTONE

WHOLE HEALTH CARE ORGANIZATION

TOOLKIT CONTENTS



STYLE GUIDE

Logos

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DIGITAL ASSETS

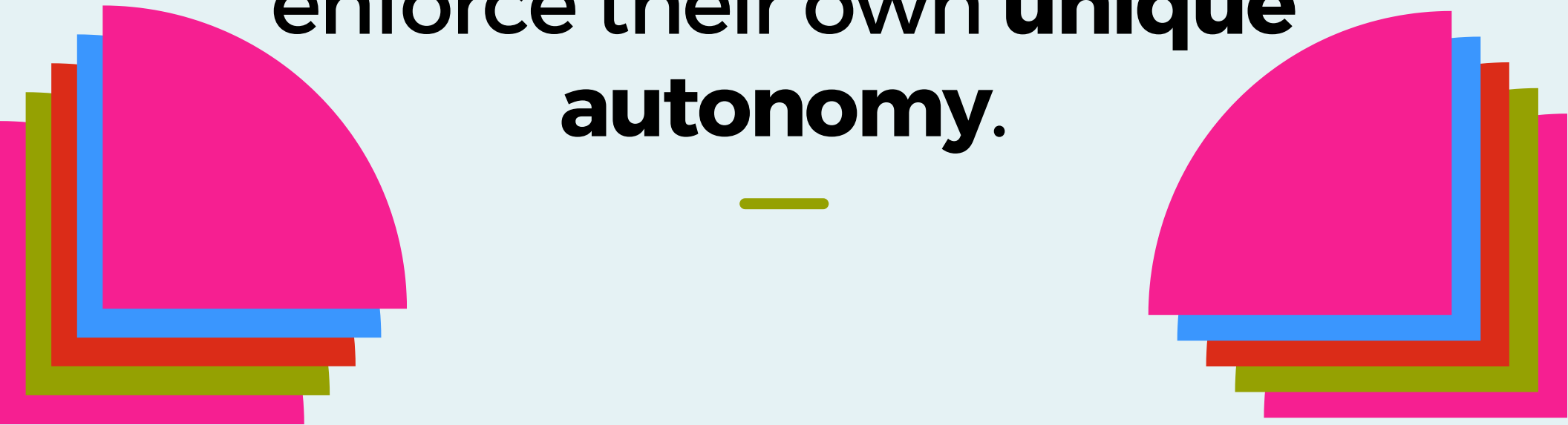


User guide

Landing Page

Posts

This content is designed to **inspire** young people to make their own **choices**, feel **empowered**, and better their **mental health** through affirming messages that enforce their own **unique autonomy**.



STYLE GUIDE

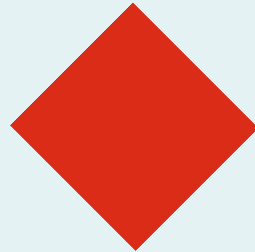
LOGOS



 [click to download](#)



COLOR CODES



#DB2C18



#95A102



#F61F91



#3A96FE

FONTS

NORWESTER

Montserrat Classic

DIGITAL ASSETS

USER GUIDE

how to create content that feels authentic

how to structure posts

calls to action

the in's and out's of #hashtags

how to respond to comments

content + copyright

LANDING PAGE

GRAPHICS + POSTS



HOW TO CREATE CONTENT THAT FEELS AUTHENTIC

BALANCE

Social platforms are all about casual writing and "being real" (think emojis and exclamation marks) but don't overdo it. Conversely, if your writing is too formal, it reads as a press briefing - inaccessible and no one wants to read that while they're scrolling. We've given you some examples further on.

ALWAYS BE READY TO HELP

Your social media channels are an extension of your customer service so make sure to devote time and resources so that your community can rely on your content to stay up to date and informed. This can be as small as devoting 15 minutes a day for upkeep like responding to messages, comments, and liking and commenting on your contemporaries' posts.

USER GUIDE

HOW TO STRUCTURE POSTS

STATEMENT/
GREETING /
EMOJI /
QUESTION

+

CONTENT

+

CALL TO
ACTION

+

HASHTAGS



USER GUIDE

HOW TO STRUCTURE POSTS

Anyone who says being a teenager is easy, clearly doesn't remember. Need support? We've got your back with mental health tips, community building, and ways to normalize sobriety. ✨ Check out the link in our bio for more information.

.
. .

#selflove #mentalhealth
#mentalhealthawareness
#mentalhealthmatters #sober
#alcoholfree #drugfree
#normalizesobriety

EXAMPLES

Let's be honest, drugs and alcohol rarely make a bad situation better. Need some advice on your mental health? Get started with this list of resources.

<https://hub.c-who.org/own-your-future>

.
. .

#selflove #mentalhealth
#mentalhealthawareness
#mentalhealthmatters #selfesteem
#anxiety #depression #sober
#alcoholfree #drugfree
#normalizesobriety

The bad news? No one actually has it all figured out. The good news? You're in charge of your future and we're all in this together. Low-key excited? Yeah, us too.

Check out the link in our bio for resources!

.
. .

#selflove #mentalhealth #mentalhealthawareness
#mentalhealthmatters #selfesteem #alcoholfree #drugfree
#thingstodo #soberinspiration #soberfun #sobercommunity

USER GUIDE

CALLS TO ACTION

a call to action is a marketing term for promoting action or behavior with design. We want young people to prioritize their mental health, build community, and normalize sobriety but instead of just saying so, we're saying it and giving them resources to do it.

- Website
- Own Your Future Resources
- How to get help locally
- 988 Crisis Line
- Calendar
- News

LINK IN BIO

DON'T LEAVE ANYONE HANGING.

Facebook allows you to insert links into the text of your post for easy clickable access but Instagram and TikTok don't. An easy way around it? Your link in bio.

A GREAT, FREE RESOURCE FOR LINK IN BIO SERVICES:

www.campsite.bio

LANDING PAGE

OWN YOUR FUTURE RESOURCES

We've gathered resources as part of this toolkit and listed them all in one helpful place! Feel free to link to.

<https://hub.c-who.org/own-your-future>

during your outreach.



USER GUIDE

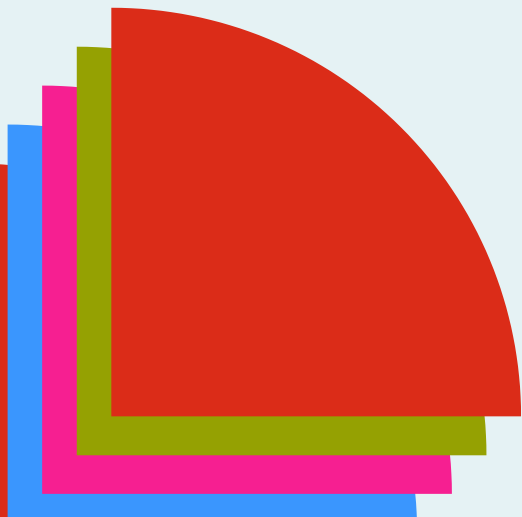
THE IN'S AND OUT'S OF #HASHTAGS

HASHTAGS DIRECT USERS TOWARDS YOU

it's important to do a regular audit of
hashtags.

strive to have a balance between
hashtags that reach a wide audience
and those that will reach **your**
audience.

FIND THE RIGHT HASHTAGS BY
LOOKING THEM UP IN THE SEARCH
BAR OF THE SOCIAL PLATFORM.



# SELFLOVE	103M
# MENTALHEALTH	48M
# DEPRESSION	24M
# ANXIETY	21M
# MENTALHEALTHAWARENESS	21M
# MENTALHEALTHMATTERS	11M
# ADDICTION	7.3M
# SUD	4.1M
# SOBER	4M
# SELFESTEEM	3M
# THINGSTODO	2M
# ALCOHOLFREE	1.4M
# DRUGFREE	790K
# ALCOHOLISM	494K
# DRUGADDICTION	342K
# SOBERCOMMUNITY	241K
# SOBERINSPIRATION	32K
# SOBERFUN	19K
# NORMALIZESOBRIETY	7K

number of posts

HOW TO RESPOND TO COMMENTS

Comments on social posts are generally seen as a great thing - it's hard to engage online audiences and comments mean that something you posted gained traction with someone.

But comments can also be tricky to navigate and respond to. Below are some scenarios and advice to get you started.

POSITIVE OR NEUTRAL COMMENTS

SOMEONE ASKING FOR HELP

NEGATIVE COMMENTS

HARMFUL OR INAPPROPRIATE COMMENTS

POSITIVE OR NEUTRAL COMMENTS

DO:

- **Try to respond promptly** - it shows that you're engaged and believe in your content.
- **Thank them** for commenting and engaging with your content.
- **Make it as personal as possible** - respond to their comment in detail and try to use their name if you can.
- **Point them towards more resources** - like your website or another social profile.

DO NOT:

- **Use automatic replies** - folks won't engage if they don't think there's a real person engaging back.
- **Get too lengthy** in your replies - try to keep your responses to no more than three sentences.



SOMEONE ASKING FOR HELP

DO:

- **Approach them with empathy and care** - assume that they really are reaching out for help and they're telling the truth.
- **Share resources and next steps** with them. Resources should be part of your public response in the comments, next steps might be better received by messaging them directly.

DO NOT:

- **Get too personal.** If someone reaches out for help and it's getting deep very quickly in the comments, it might be better to message them privately so their privacy is respected.
- **Diagnose, give medical or crisis advice** even if you are a trained professional. Point them towards resources and **make it clear their next steps need to be taken off of social media.**

USER GUIDE

HOW TO RESPOND TO COMMENTS

NEGATIVE COMMENTS

DO:

- **Try to respond promptly** - this shows you care about your content, even if someone doesn't agree with you.
- **Be honest and stick to the facts.** This content is backed up by extensive research and vetted by behavioral health professionals.
- **Keep your replies simple and short** - don't get too lost in the nitty, gritty details.
- **Recognize that you're not going to win everyone over** - feel free to end the conversation with something like, "thank you for engaging with us and this content. We know not everyone thinks the same way about XXX."

DO NOT:

- **Ignore the comment** - don't let things fester.
- **Delete the comment** - unless it's inappropriate (see next page).
- **Be aggressive** - it's not going to get you anywhere and it will hurt you in the long run.

HARMFUL OR INAPPROPRIATE COMMENTS

Your first step should be to identify whether the comment is negative or if it's inappropriate.

NEGATIVE:

- Someone disagrees with what you've posted or has a different opinion.
- You get a comment like, "this is dumb" or "idiots" or "irrelevant," etc.

INAPPROPRIATE:

- Someone threatens you or someone else.
- Vulgar, hateful language is used.
- You deem the comment to have real potential to harm another.

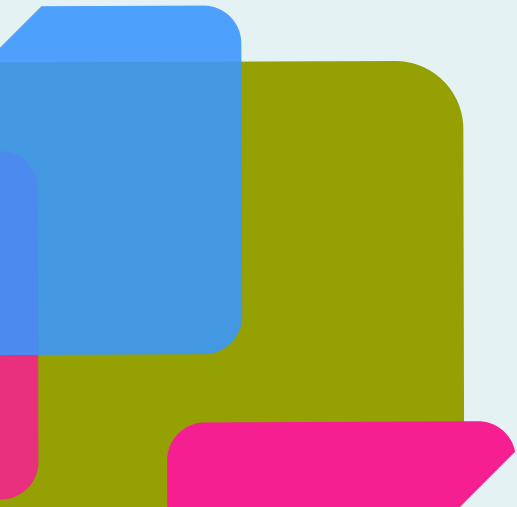
DELETE (AND REPORT) INAPPROPRIATE COMMENTS.

USER GUIDE

CONTENT + COPYRIGHT

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from info@c-who.org.



VIDEO POSTS

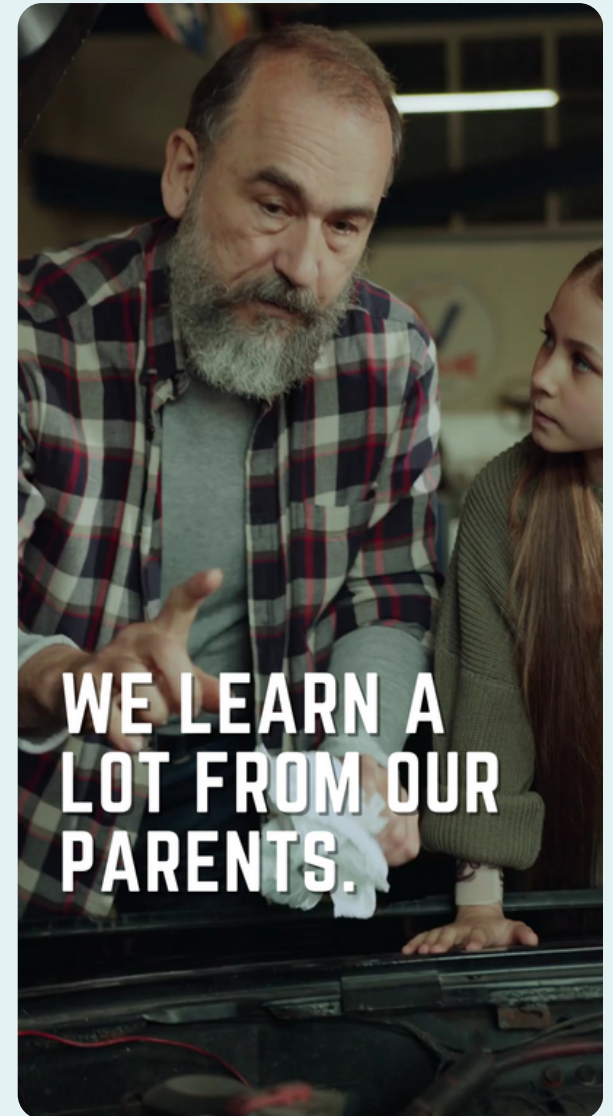
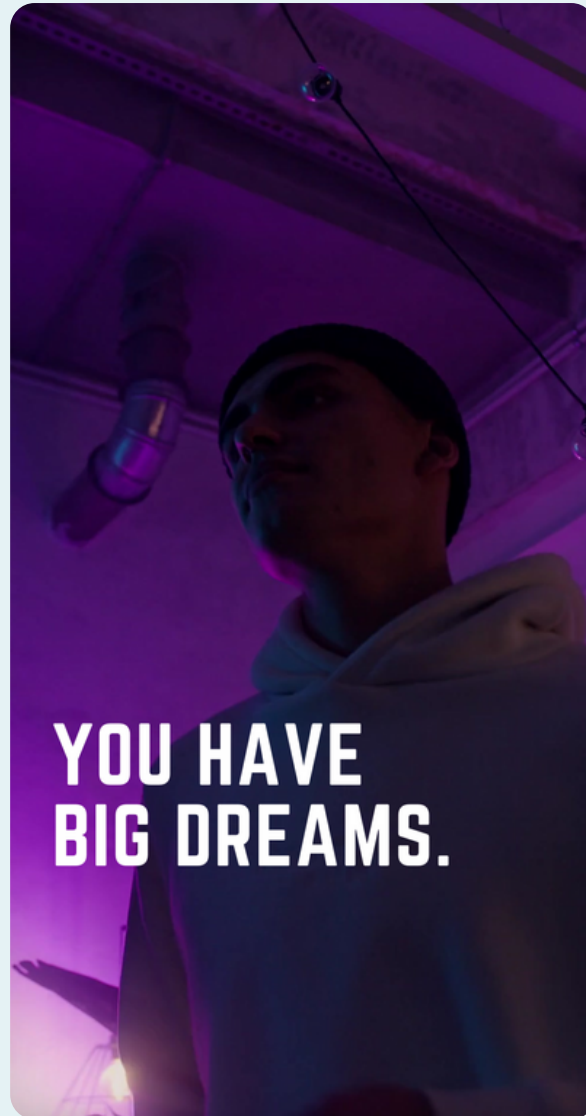
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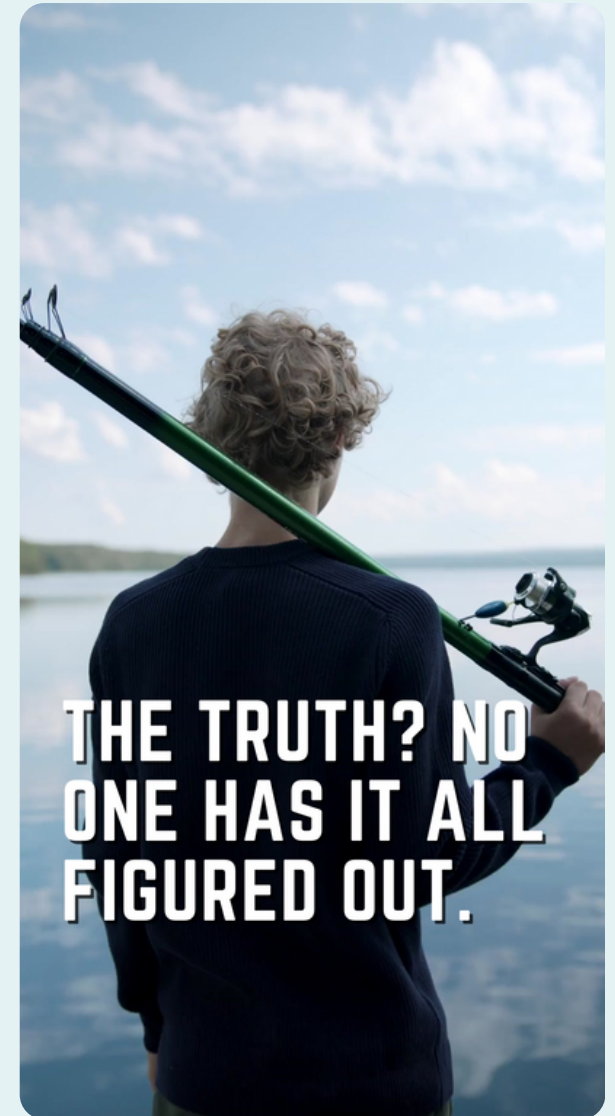
We recommend adding music or popular sounds over the top of any of these videos to improve watchability and reach. You can add audio while editing your post in any of the social apps.



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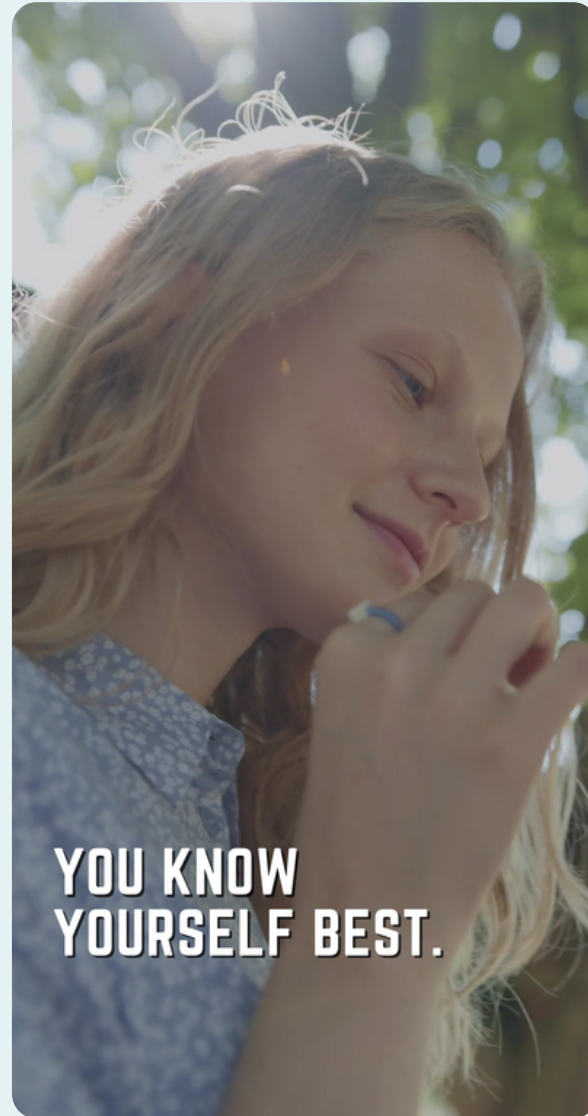
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**WHAT A GREAT DAY
TO BE PROUD OF ALL
THE PROGRESS
YOU'VE MADE.**



**YOU KNOW
YOURSELF BEST.**



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download!

STILL POSTS





CORNERSTONE

WHOLE HEALTH CARE ORGANIZATION

WEBSITE

www.c-who.org

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SOCIALS



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DRUG
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