

CDC Rx AWARENESS CAMPAIGN SOCIAL MEDIA KIT

Introduction

Overdoses from opioids are on the rise and killing Americans of all races and ages. Families and communities across the country are coping with the health, emotional, and economic effects of this epidemic. The CDC Rx Awareness Campaign Social Media Kit was created to help CDC's partners share the Rx Awareness campaign messages with their networks and communities. Together, we can reach a broad audience to raise awareness about the campaign and the risks of opioid overdose.

About the Rx Awareness Campaign

In 2017, the Centers for Disease Control and Prevention (CDC) launched Rx Awareness, its first prescription opioid overdose prevention campaign to raise awareness of prescription opioid abuse and overdose. The Rx Awareness campaign is evidence-driven and tells the real stories of people whose lives were torn apart by opioid use and abuse.

The Rx Awareness campaign focuses on adults ages 25–54 who have taken opioids at least once for medical or nonmedical (recreational) use, and it highlights the importance of reducing prescription opioid misuse and abuse to prevent overdoses. The goals of the campaign are to:

- Increase awareness that opioids can be addictive and dangerous; and
- Increase the number of individuals who avoid using opioids nonmedically (recreationally) or who choose options other than opioids for safe and effective pain management.

CDC incorporated first-person stories into the campaign based on past effective use of testimonials to communicate about complex and sensitive health behaviors. The cornerstone of the campaign is a series of videos that feature individuals who are living in recovery from opioid use disorder, or who are family members who lost someone to a prescription opioid overdose. In addition to videos, the campaign includes radio advertisements; digital materials, such as web banners; and materials for out-of-home spaces, such as billboards and newspaper advertisements.

ENGAGING THROUGH SOCIAL MEDIA

The Rx Awareness Campaign Social Media Kit provides graphics from the campaign and tailored posts that you can use to share and promote the Rx Awareness campaign on your social media channels, including Facebook, Instagram, and Twitter.

Rx Awareness Campaign Materials

• Digital

- 30-second testimonial videos
- Web banner ads
- Online search ads
- 5-second bumper digital video ads
- Social media ads

• Campaign Website

- cdc.gov/RxAwareness

• Radio

- 30-second ads

• Out-of-Home

- Billboards
- Newspaper ads



FACEBOOK AND INSTAGRAM POSTS

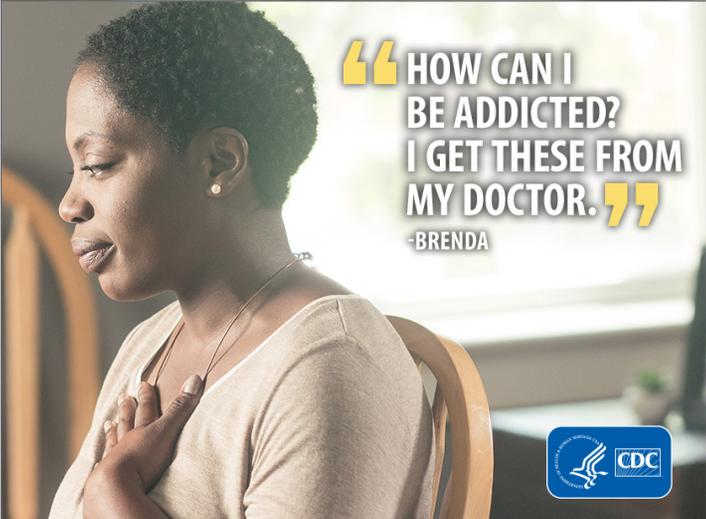
The following chart provides ready-to-use Facebook and Instagram content and images that your organization can post online to spread the word about the Rx Awareness campaign.

Instructions:

1. Use the images in the chart below (also attached as image files).
2. Use the post suggestions provided, or simply use them as inspiration to create your own posts.
3. Always include the **#RxAwareness** hashtag – this ensures we'll all be part of the same social conversation!

IMAGE	FACEBOOK TEXT	INSTAGRAM TEXT
	<ul style="list-style-type: none"> • Prescription #opioids have serious risks of abuse and overdose. Learn what [YOUR ORGANIZATION'S NAME] is doing to help reduce these risks in our communities. [LINK TO YOUR ORGANIZATION'S SITE] #RxAwareness • In 2016, prescription #opioids killed [NUMBER AND NAME OF STATE RESIDENTS; for example, 225 Marylanders]. Together, we can stop this growing trend of prescription opioid abuse and overdose. Learn how. [LINK TO YOUR ORGANIZATION'S SITE] #RxAwareness • #RxAwareness starts with you. Tell others how prescription #opioids have affected you. Learn more at cdc.gov/RxAwareness. 	<p>Prescription #opioids have serious risks of abuse and overdose. Learn more at the link in our bio. #RxAwareness [LINK TO cdc.gov/RxAwareness IN INSTAGRAM BIO]</p>

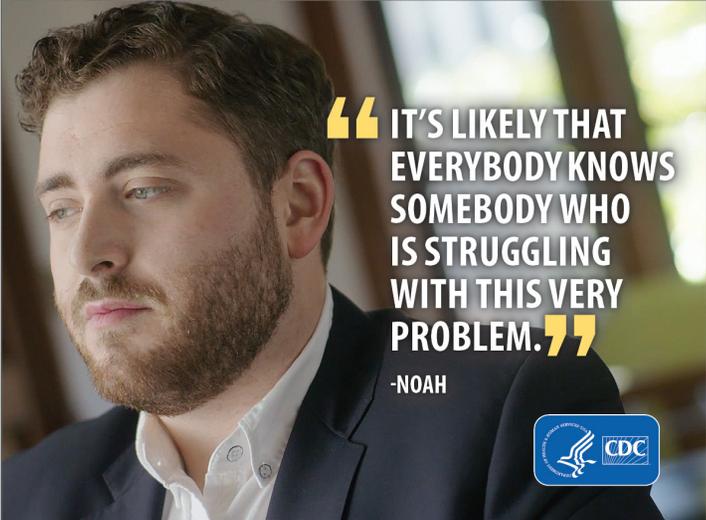
FACEBOOK AND INSTAGRAM POSTS

IMAGE	FACEBOOK TEXT	INSTAGRAM TEXT
 <p>“ I'M NOT SUPPOSED TO BE THE ONE TO PICK WHICH SNEAKERS I'M GOING TO BURY HIM IN.” -ANN MARIE</p> 	<p>She never expected she'd lose her son to prescription #opioid overdose. Hear Ann Marie's story at cdc.gov/RxAwareness. #RxAwareness</p>	<p>She never expected she'd lose her son to prescription #opioid overdose. Hear Ann Marie's story at the link in our bio. #RxAwareness [LINK TO cdc.gov/RxAwareness IN INSTAGRAM BIO]</p>
 <p>“ HOW CAN I BE ADDICTED? I GET THESE FROM MY DOCTOR.” -BRENDA</p> 	<p>Brenda never knew about the risks of addiction to prescription #opioids. Learn more at cdc.gov/RxAwareness. #RxAwareness</p>	<p>Brenda never knew about the risks of addiction to prescription #opioids. Learn more at the link in our bio. #RxAwareness [LINK TO cdc.gov/RxAwareness IN INSTAGRAM BIO]</p>

FACEBOOK AND INSTAGRAM POSTS

IMAGE	FACEBOOK TEXT	INSTAGRAM TEXT
 <p>“OUR SECRETS KEEP US SICK.” -DEVIN</p> 	<p>Devin’s addiction to prescription #opioids began with a minor surgery at age 16. Learn more about the dangers of prescription opioids at cdc.gov/RxAwareness. #RxAwareness</p>	<p>Devin’s addiction to prescription #opioids began with a minor surgery at age 16. Learn more at the link in our bio. #RxAwareness [LINK TO cdc.gov/RxAwareness IN INSTAGRAM BIO]</p>
 <p>“YOU NEVER EXPECT THAT YOU’RE GOING TO LOSE A CHILD. IT’S ALL OUT OF ORDER.” -JUDY</p> 	<p>Judy shares her son’s prescription #opioid overdose story at cdc.gov/RxAwareness. #RxAwareness</p>	<p>Judy shares the story of her son’s death from prescription #opioid overdose. Learn more at the link in our bio. #RxAwareness [LINK TO cdc.gov/RxAwareness IN INSTAGRAM BIO]</p>

FACEBOOK AND INSTAGRAM POSTS

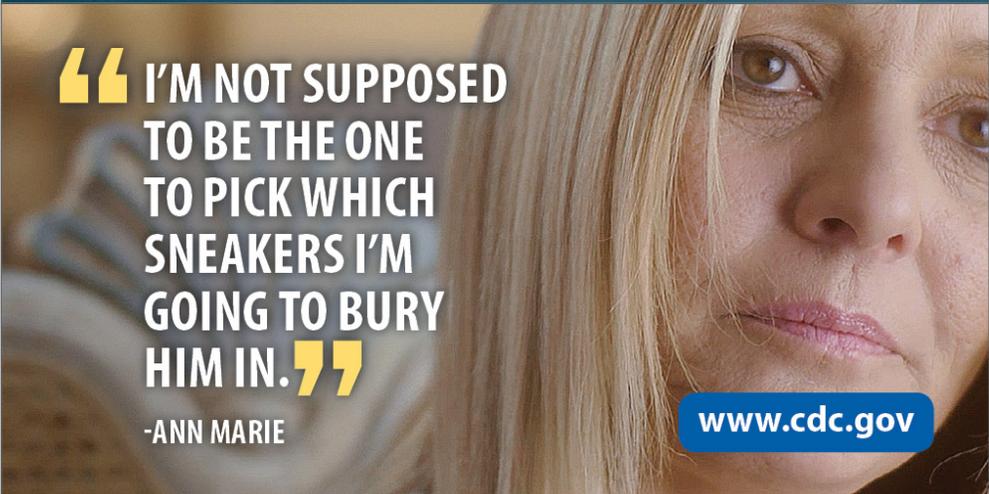
IMAGE	FACEBOOK TEXT	INSTAGRAM TEXT
 <p>“ I WAS GIVEN A PRESCRIPTION OPIOID PAIN MEDICATION THAT LASTED A LOT LONGER THAN THE PAIN ITSELF.”</p> <p>MIKE</p> 	<p>Mike started to watch his life slip away from addiction to prescription #opioids. Hear more from Mike at cdc.gov/RxAwareness. #RxAwareness</p>	<p>He started to watch his life slip away. Hear Mike’s prescription #opioid story at the link in our bio. #RxAwareness [LINK TO cdc.gov/RxAwareness IN INSTAGRAM BIO]</p>
 <p>“ IT’S LIKELY THAT EVERYBODY KNOWS SOMEBODY WHO IS STRUGGLING WITH THIS VERY PROBLEM.”</p> <p>-NOAH</p> 	<p>Real stories. Real people. Noah lost his dad from prescription #opioid overdose. Hear more at cdc.gov/RxAwareness. #RxAwareness</p>	<p>Real stories. Real people. Noah lost his dad from prescription #opioid overdose. #RxAwareness See more in the link in our bio. [LINK TO cdc.gov/RxAwareness IN INSTAGRAM BIO]</p>

FACEBOOK AND INSTAGRAM POSTS

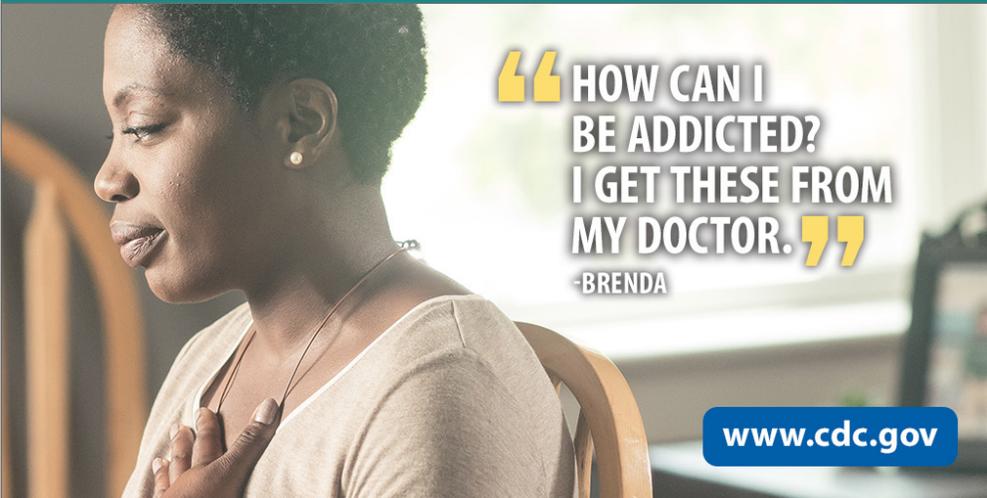
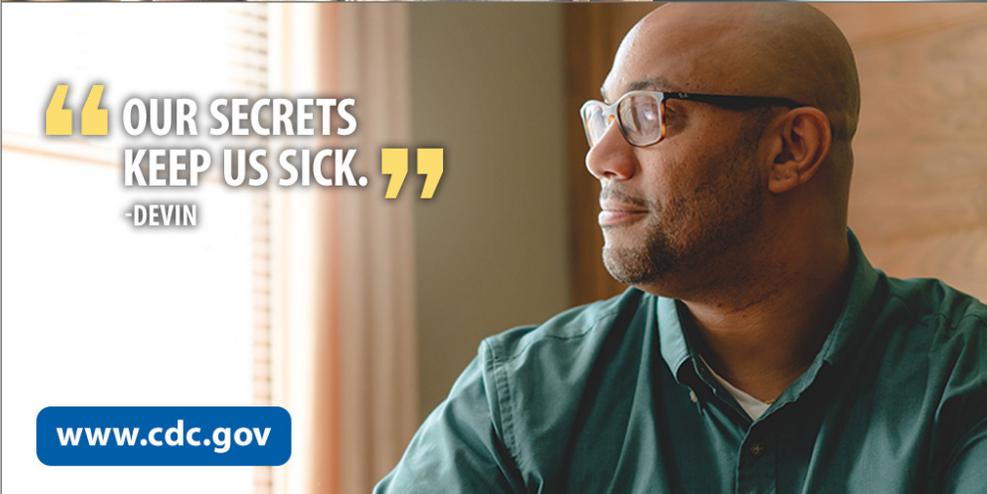
IMAGE	FACEBOOK TEXT	INSTAGRAM TEXT
 <p>“ IT TOOK EVERYTHING THAT I HAD.” -TAMERA</p> 	<p>Listen to Tamera’s story about prescription #opioids at cdc.gov/RxAwareness. #RxAwareness</p>	<p>Listen to Tamera’s story about prescription #opioids at the link in our bio. #RxAwareness [LINK TO cdc.gov/RxAwareness IN INSTAGRAM BIO]</p>
 <p>“ PRESCRIPTION OPIOIDS CAN BE ADDICTIVE AND DANGEROUS.” -TERESA</p> 	<p>She lost her brother at age 32 to a prescription #opioid overdose. To hear more of Teresa’s story, visit cdc.gov/RxAwareness. #RxAwareness</p>	<p>Teresa’s brother was only 32 when he overdosed on prescription #opioids. Hear her story at the link in our bio. #RxAwareness [LINK TO cdc.gov/RxAwareness IN INSTAGRAM BIO]</p>

TWITTER POSTS

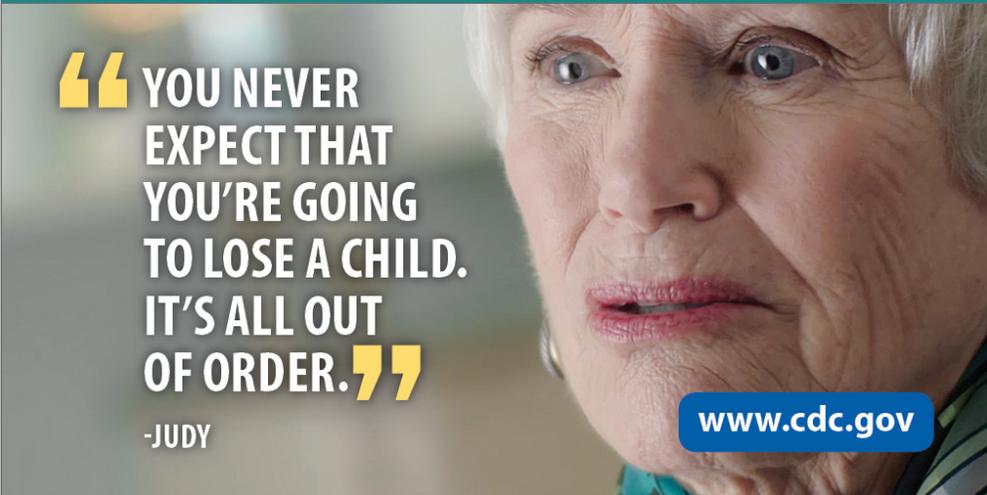
The chart below provides ready-to-use Twitter content and images that your organization can post online to spread the word about the Rx Awareness campaign.

IMAGE	TWITTER TEXT
 <p>Prescription opioids can be addictive and dangerous.</p> <p>It only takes a little to lose a lot.</p>  <p>cdc.gov/RxAwareness</p>	<ul style="list-style-type: none"> • It only takes a little to lose a lot. What's your prescription #opioid story? #RxAwareness cdc.gov/RxAwareness • #RxAwareness starts with you. Tell others how prescription #opioids have affected you. cdc.gov/RxAwareness • Prescription #opioids can be addictive and dangerous. Learn more at cdc.gov/RxAwareness. #RxAwareness • Know the risks associated with prescription #opioids. Talk to your doctor for #RxAwareness. cdc.gov/RxAwareness • Prescription #opioids can help manage pain but have a serious risk of abuse & overdose. cdc.gov/RxAwareness #RxAwareness [LINK TO YOUR ORGANIZATION'S SITE]
 <p>“ I'M NOT SUPPOSED TO BE THE ONE TO PICK WHICH SNEAKERS I'M GOING TO BURY HIM IN.”</p> <p>-ANN MARIE</p> <p>www.cdc.gov</p>	<p>Ann Marie shares her son's prescription #opioid story at cdc.gov/RxAwareness. #RxAwareness</p>

TWITTER POSTS

IMAGE	TWITTER TEXT
 <p>“HOW CAN I BE ADDICTED? I GET THESE FROM MY DOCTOR.” -BRENDA</p> <p>www.cdc.gov</p>	<p>Brenda never knew about the risks of addiction to prescription #opioids. Learn more at cdc.gov/RxAwareness. #RxAwareness</p>
 <p>“OUR SECRETS KEEP US SICK.” -DEVIN</p> <p>www.cdc.gov</p>	<p>Devin’s addiction to prescription #opioids began with a minor surgery. Learn more at cdc.gov/RxAwareness. #RxAwareness</p>

TWITTER POSTS

IMAGE	TWITTER TEXT
 <p>“ YOU NEVER EXPECT THAT YOU’RE GOING TO LOSE A CHILD. IT’S ALL OUT OF ORDER.”</p> <p>-JUDY</p> <p>www.cdc.gov</p>	<p>To hear Judy’s #RxAwareness story about losing her son to #opioids, visit cdc.gov/RxAwareness.</p>
 <p>“ I WAS GIVEN A PRESCRIPTION OPIOID PAIN MEDICATION THAT LASTED A LOT LONGER THAN THE PAIN ITSELF.”</p> <p>-MIKE</p> <p>www.cdc.gov</p>	<p>“Within a few months, I was completely addicted.” Listen as Mike tells his prescription #opioid story at cdc.gov/RxAwareness. #RxAwareness</p>

TWITTER POSTS

IMAGE	TWITTER TEXT
 <p>“ IT’S LIKELY THAT EVERYBODY KNOWS SOMEBODY WHO IS STRUGGLING WITH THIS VERY PROBLEM.”</p> <p>-NOAH</p> <p>www.cdc.gov</p>	<p>Real stories. Real people. Noah lost his dad to #opioids. Hear more at cdc.gov/RxAwareness. #RxAwareness</p>
 <p>“ IT TOOK EVERYTHING THAT I HAD.”</p> <p>-TAMERA</p> <p>www.cdc.gov</p>	<p>To hear Tamera’s prescription #opioid survivor story, go to cdc.gov/RxAwareness. #RxAwareness</p>

TWITTER POSTS

IMAGE	TWITTER TEXT
 <p>“ PRESCRIPTION OPIOIDS CAN BE ADDICTIVE AND DANGEROUS.”</p> <p>-TERESA</p> <p>www.cdc.gov</p>	<p>Teresa lost her brother to prescription #opioids. Hear more about #RxAwareness at cdc.gov/RxAwareness.</p>

Tips for Dissemination

Below are a few quick tips to help you make the most of your social media posts to promote the Rx Awareness campaign on Facebook, Twitter, and Instagram.

- Be sure to keep your posts brief. People are more likely to read short posts than lengthy ones.
- Connect with partners. Ask them to share the posts or promote the content.
- Use the campaign hashtag on Twitter and Instagram to label your message: **#RxAwareness**, which allows people to group and sort posts with that hashtag.
- Engage with our social media handles through likes, mentions, and shares:
 - Twitter: [@CDClInjury](https://twitter.com/CDClInjury) and [@DebHouryCDC](https://twitter.com/DebHouryCDC)
 - Facebook: <https://www.facebook.com/CDC>

For more information and materials, refer to the cdc.gov/RxAwareness website.