

2017-2018 Social Media Plan

Positive Influence Committee (PIC) (Anti-Drug Network)

- March 2017

- **Date:** Wednesday, March 1, 2017
Post To: Facebook
Focus: Events + Reminders
How-To: [Visit How-To Page Here](#)
- **Date:** Few days before event/announcement
Post To: Facebook
Focus: Event Promotion
Content: Join us for ____ event this week. #beapositiveinfluence #WCWIOKorg
- **Date:** Tuesday, March 28, 2017
Post To: Facebook
Focus: Audience Approach
Content: Behind marijuana, the most common drugs teens abuse are prescription medications. #beapositiveinfluence

- April 2017

- **Date:** Monday, April 3, 2017
Post To: Facebook
Focus: Events + Reminders
How-To: [Visit How-To Page Here](#)
- **Date:** Few days before event/announcement
Post To: Facebook
Focus: Prevent Impaired Driving
Content: Alcohol-impaired driving crashes still account for one-third of all traffic-related deaths in the United States. Join us for alcohol awareness month.
#beapositiveinfluence #WCWIOKorg
- **Date:** Thursday, April 20, 2017
Post To: Facebook
Focus: Prevention Awareness
Content: Talk to your teen. In 2013, 10,076 people were killed in alcohol-impaired

driving crashes; an average of one alcohol-impaired-driving fatality occurred every 52 minutes. (NHTSA 2014) #speakup #beapositiveinfluence

- May 2017

- **Date:** Monday, May 1, 2017
Post To: Facebook
Focus: Events + Reminders
How-To: [Visit How-To Page Here](#)
- **Date:** Few days before event/announcement
Post To: Facebook
Focus: Event Promotion
Content: Join us for ____ event this week. #beapositiveinfluence #WCWIOKorg
- **Date:** Thursday, May 25, 2017
Post To: Facebook
Focus: Mission/Purpose
Content: Our mission is to create a better future for families, children and youth through drug prevention efforts. Currently an effort is underway to reduce underage drinking and shifting social norms. #beapositiveinfluence #WCWIOKorg

- June 2017

- **Date:** Thursday, June 1, 2017
Post To: Facebook
Focus: Events + Reminders
How-To: [Visit How-To Page Here](#)
- **Date:** Tuesday, June 6, 2017
Post To: Facebook
Focus: Impaired Driving Awareness
Content: It takes a community to prevent impaired driving. Talking to our family and friends about the dangers of drinking alcohol and driving. #beapositiveinfluence #WCWIOKorg
- **Date:** Thursday, June 22, 2017
Post To: Facebook
Focus: Community Support
Content: Did you know? The rate of driving under the influence of illicit drugs in 2012 was highest among young adults aged 18 to 25. #beapositiveinfluence #washingtoncountyOK

- July 2017

- **Date:** Monday, July 3, 2017
Post To: Facebook
Focus: Events + Reminders
How-To: [Visit How-To Page Here](#)
- **Date:** Few days before event/announcement
Post To: Facebook
Focus: Event Promotion
Content: Join us for ____ event this week. #beapositiveinfluence #WCWIOKorg
- **Date:** Thursday, July 20, 2017
Post To: Facebook
Focus: Website Resources
Content: Visit us online at WCWIOK.org/need-support/workgroups for more information on WCWI and how we help the community of Washington County, Oklahoma. #beapositiveinfluence #WCWIOKorg

- August 2017

- **Date:** Tuesday, August 1, 2017
Post To: Facebook
Focus: Events + Reminders
How-To: [Visit How-To Page Here](#)
- **Date:** Few days before event/announcement
Post To: Facebook
Focus: Event Promotion
Content: Join us for ____ event this week. #beapositiveinfluence #WCWIOKorg
- **Date:** Tuesday, August 15, 2017
Post To: Facebook
Focus: Awareness
Content: Young men ages 21-34 made up only 11% of the US adult population in 2010, yet were involved in 32% of all instances of drinking and driving. (National Center for Injury Prevention and Control, 2013) #beapositiveinfluence

- September 2017

- **Date:** Tuesday, September 5, 2017
Post To: Facebook

Focus: Events + Reminders

How-To: [Visit How-To Page Here](#)

- **Date:** Friday, September 8, 2017

Post To: Facebook

Focus: United Way Day of Caring

Content: Involvement in the Day of Caring helps develop teamwork and build morale among employees while they give back to the community. Contact us to get involved. #beapositiveinfluence

- **Date:** Tuesday, September 18, 2017

Post To: Facebook

Focus: Heroin and Opioid Awareness Week

Content: Break the cycle of opioid misuse and heroin abuse in our community. Join us for awareness week September 19-23. #opioidawareness

- **Date:** Thursday, September 21, 2017

Post To: Facebook

Focus: Awareness Week Awareness

Content: Every day, 129 people die of a drug overdose and 61 percent of those deaths are related to pharmaceutical opioids or heroin. #opioidawareness

- October 2017

- **Date:** Monday, October 2, 2017

Post To: Facebook

Focus: Events + Reminders

How-To: [Visit How-To Page Here](#)

- **Date:** Few days before event/announcement

Post To: Facebook

Focus: Library Display Announcement

Content: Post a photo of the setup #beapositiveinfluence #WCWIOKorg

- **Date:** Thursday, October 26, 2017

Post To: Facebook

Focus: Library Display Announcement

Content: Our Bartlesville Public Library display titled, '_____', is in it's last view days on display. Learn how to be and find your positive influence.

#beapositiveinfluence

- November 2017

- **Date:** Wednesday, November 1, 2017
Post To: Facebook
Focus: Events + Reminders
How-To: [Visit How-To Page Here](#)
- **Date:** Few days before event/announcement
Post To: Facebook
Focus: Event Promotion
Content: Join us for ____ event this week. #beapositiveinfluence #WCWIOKorg
- **Date:** Saturday, November 18, 2017
Post To: Facebook
Focus: Impairment Awareness
Content: Did you know? Just like it's a crime to drive under the influence after drinking alcohol, driving under the influence of illicit drugs such as opioids (pain killers) and marijuana are just as dangerous. #beapositiveinfluence
- December 2017
 - **Date:** Friday, December 1, 2017
Post To: Facebook
Focus: Events + Reminders
How-To: [Visit How-To Page Here](#)
 - **Date:** Few days before event/announcement
Post To: Facebook
Focus: Event Promotion
Content: Join us for ____ event this week. #beapositiveinfluence #WCWIOKorg
 - **Date:** Thursday, December 14, 2017
Post To: Facebook
Focus: Donation/Support
Content: Consider giving support towards this cause. Visit WCWIOK.org/HowToHelp #beapositiveinfluence #WCWIOKorg
- January 2018
 - **Date:** Tuesday, January 2, 2017
Post To: Facebook
Focus: Events + Reminders
How-To: [Visit How-To Page Here](#)

- **Date:** Few days before event/announcement
Post To: Facebook
Focus: Event Promotion
Content: Join us for ____ event this week. #beapositiveinfluence #WCWIOKorg
- **Date:** Thursday, January 25, 2017
Post To: Facebook
Focus: National Drug and Alcohol Facts Week
Content: Tomorrow starts the National Drug and Alcohol Facts Week. Sign up today to receive free materials to gear your teen for shattering the myths about drugs. #beapositiveinfluence
- February 2018
 - **Date:** Thursday, February 1, 2017
Post To: Facebook
Focus: Events + Reminders
How-To: [Visit How-To Page Here](#)
 - **Date:** Few days before event/announcement
Post To: Facebook
Focus: Event Promotion
Content: Join us for ____ event this week. #beapositiveinfluence #WCWIOKorg
 - **Date:** Thursday, February 22, 2017
Post To: Facebook
Focus: Opioid Abuse
Content: Did you know? Dextromethorphan (DXM) is a safe & effective ingredient found in many over-the-counter (OTC) cough medicines, but approximately one in 30 teens reports abusing excessive amounts of DXM to get high.
#beapositiveinfluence