

# #GIVING TUESDAY

## Social Media Toolkit

This **Giving Tuesday, November 28**, a global day of giving fueled by the power of social media, share why you choose to support the Partnership. Use your voice to support our mission and raise awareness and funds to help end the current opioid epidemic that is affecting millions of families.

Partnership for Drug-Free Kids is committed to helping families struggling with their son or daughter's substance use. We empower families with information, support and guidance to get the help their loved one needs and deserves. We advocate for greater understanding and more effective programs to treat addiction.

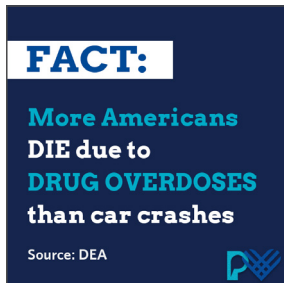
We invite all our partners to help us share this important social media campaign leading up to and on Giving Tuesday using our suggested sample social posts and #UNSELFIE template.

## HOW TO GET INVOLVED

➔ **Spread the Word** · Post our sample graphics and copy to your social media accounts.

### SAMPLE SOCIAL POSTS

(Please copy and paste the social posts for Facebook and LinkedIn. Click the social icons below to share the posts on the various social channels.)



No family should lose a child to substance use! Help support Partnership for Drug-Free Kids on #GivingTuesday.

<https://goo.gl/fPeFnE>



There's hope and help for families struggling with a child's substance use. Support the Partnership #GivingTuesday.

<https://goo.gl/fPeFnE>



Help families struggling with their child's substance use. Support Partnership for Drug-Free Kids #GivingTuesday.

<https://goo.gl/fPeFnE>



➔ **Post Your #UNSELFIE** · Follow these four easy steps:

- 1 [Download](#) and print our #UNSELFIE sign template.
- 2 Fill in your answer to "What do you want to tell a family struggling with addiction?"
- 3 Take a photo of yourself holding the sign.
- 4 Post your selfless selfie on social media and tag the Partnership (Facebook: @partnershipdrugfree; Twitter: @thepartnership; Instagram: @thepartnership) and encourage your family and friends to give!

➔ **Follow Us Online**

