

SOCIAL MEDIA KIT

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

CDC's *Rx Awareness* campaign tells the stories of people whose lives were impacted by prescription opioids. The goals of the campaign are to increase awareness that prescription opioids can be addictive and dangerous, to reinforce that help is available for those suffering from an opioid use disorder, and to encourage those misusing prescription opioids to visit the campaign website to locate help and resources. *Rx Awareness* launched in 2017 and focuses on adults ages 25–54 who have taken opioids for medical use or have misused opioids at least once. In 2019, CDC captured more real stories to add to the suite of campaign materials. These ads focus on audiences heavily impacted by the opioid overdose epidemic, including pregnant women, veterans, younger adults (25-to-34-year-olds), older adults (45-to-54-year-olds), and American Indians/Alaska Natives.

Engaging Through Social Media

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

Rx Awareness Campaign Materials

Digital

- 15- and 30-second testimonial videos
- Long-form 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
- Postcards
- Posters

Other

- Fact sheets
- Matte articles and blogs
- Infographics
- Spanish language materials



cdc.gov/RxAwareness





Centers for Disease Control and Prevention
National Center for Injury Prevention and Control

Facebook/Instagram Posts

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

Instructions:

1. Use the images in the chart below.
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 <small>"Link in our bio" language can be removed if not applicable.</small>
Prescription Opioids		
	<ul style="list-style-type: none"> ▪ Prescription opioids are commonly used to treat chronic and acute pain. However, they can be extremely addictive and dangerous. Learn more at cdc.gov/RxAwareness. ▪ #RxAwareness starts with you. Tell others how prescription #opioids have affected you. Learn more at cdc.gov/RxAwareness. ▪ Talk to your doctor about your options when it comes to managing pain. There are many options that are just as effective as opioids and are much safer. Learn more at cdc.gov/RxAwareness. 	<ul style="list-style-type: none"> ▪ Prescription opioids can be dangerous if misused and could lead to an overdose. If you are prescribed opioids, visit CDC’s website to learn more about the dangers and risks that come with them: cdc.gov/RxAwareness. ▪ Prescription #opioids have serious risks. Learn more at the link in our bio. #RxAwareness [LINK TO cdc.gov/RxAwareness in IG STORY]
Recovery Badges		
	<p>Recovery is possible. If you or a loved one is experiencing an opioid use disorder, there is hope. There are many treatment and recovery resources that are available to you. Learn more at cdc.gov/RxAwareness.</p>	



Centers for Disease Control and Prevention
National Center for Injury Prevention and Control




Image	Facebook Text	Instagram Text
Ann Marie		
	<p>Ann Marie never expected to lose her son, Christopher, at 22 years old. He was a beloved student and athlete who became addicted to prescription opioids after a car crash. Prescription opioids can be dangerous, it only takes a little to lose a lot. Learn more about Ann Marie and Christopher's story cdc.gov/RxAwareness #RxAwareness</p>	<p>Christopher was a loving son, student, and athlete. Within two years of starting prescription opioids, he became addicted. His mother, Ann Marie, never expected to lose her son, at 22 years old. Prescription opioids can be dangerous, and it's important to learn about the risks. Learn more: [LINK TO cdc.gov/RxAwareness in IG STORY]</p>
Brenda		
	<p>Brenda was unaware of the risks of addiction after being prescribed opioids for pain following a car crash. Her life changed drastically when she started misusing her opioid medication. Brenda shares how her pregnancy and family support helped her get treatment and has been in recovery for more than two years. Learn more at cdc.gov/RxAwareness. #RxAwareness</p>	<p>At the age of 25, Brenda became addicted to prescription opioids and recalled feeling lonely and isolated during that time in her life. Brenda thanks her family for helping her get treatment and has been in recovery for more than two years. Learn more about Brenda's story at the link in our bio [LINK TO cdc.gov/RxAwareness in IG STORY]</p>
Britton		
	<p>Britton began taking opioids prescribed by a doctor after sustaining an injury during his time in the U.S. Army. He became addicted and during the 11 years he experienced an opioid use disorder, he separated from his wife, who ultimately passed away due to complications from her drug use, and lost custody of his children. With the help of a treatment, Britton is now living his life in recovery. It's never too late to get help. Hear Britton's story: https://www.cdc.gov/rxawareness/stories/britton.html #RxAwareness</p>	<p>After being injured while serving in the US Army, Britton became addicted to prescription opioids. Now he's telling his story of opioid use disorder after years experiencing addiction. Hear about his recovery journey and how this resilient veteran got his life back with treatment: "You get to a point where you're proud of yourself again." Learn more about Britton by visiting the link in our bio: https://www.cdc.gov/rxawareness/stories/britton.html #RxAwareness</p>




Image	Facebook Text	Instagram Text
David		
	<p>David was a successful businessman, husband and father. At age 39, he was prescribed opioids to manage his pain from previous knee surgeries. However, in a matter of weeks he became addicted and when he could no longer fill his prescription, he turned to heroin. After losing his brokerage firm, a divorce and a 5-year prison sentence, David eventually found hope in recovery and has been successful since. Read more about David's story at cdc.gov/RxAwareness. #RxAwareness</p>	<p>David was happily married and founded a multi-million dollar brokerage firm but at age 39, he was prescribed opioids to help manage pain from knee surgeries. He didn't realize the addictive properties of opioids and he eventually became addicted. David lost his firm, his wife and was sentenced to 5 years in prison due to his addiction. He sought treatment and is now thriving in recovery. David wants to help others recognize that recovery is a process and not a quick fix. Here more about David's story by clicking the link in our bio [LINK TO cdc.gov/RxAwareness in IG STORY]</p>
Tele		
	<p>Tele began misusing prescription opioids in high school and quickly became addicted. He has been in recovery for over four years and hopes that his story can reduce stigma and bring awareness to opioid use disorder. Find out more about Tele's story at cdc.gov/RxAwareness. #RxAwareness</p>	<p>In high school, Tele began misusing prescription opioids with friends which quickly led to addiction. Tele has been in recovery for more than four years and credits his support system. Hear more from Tele and his hope to reduce stigma around opioid use disorder at the link in our bio [LINK TO cdc.gov/RxAwareness in IG STORY]</p>
Judy		
	<p>Judy's son, Steve, was a successful financial advisor. After he suffered a back injury that left him with severe pain, he was given a prescription for opioids. His efforts to seek pain relief soon resulted in an opioid addiction. After completing a 28-day treatment program, Steve relapsed and died of an overdose. Judy honors her son's memory by raising awareness. Read more about Judy's story cdc.gov/RxAwareness. #RxAwareness</p>	<p>Judy's son, Steve, had a successful career as a financial advisor. A prescription for opioids following a back injury eventually resulted in an opioid addiction. Steve relapsed after completing an addiction treatment program and died of an overdose. Hear more about Judy and Steve by clicking the link in our bio [LINK TO cdc.gov/RxAwareness in IG STORY]</p>







Image	Facebook Text	Instagram Text
Jeni		
 <p>“ My culture is recharging my spirit that was broken. ” -Jeni</p> <p></p>	<p>Jeni began misusing prescription opioids and alcohol as a teenager. Following a car crash, she was prescribed opioids to help manage pain but eventually became addicted. Jeni successfully completed a 40-day residential treatment program and now works in peer recovery programs to help others. Learn more about Jeni’s story: cdc.gov/RxAwareness. #RxAwareness</p>	<p>Jeni misused opioids and alcohol as a teen. She was prescribed opioids to manage pain after a car crash and quickly became addicted which led to illegal drug use and multiple arrests. Jeni sought treatment and is now living a successful life in recovery. To hear more about Jeni’s story, click the link in our bio [LINK TO cdc.gov/RxAwareness in IG STORY]</p>
Mike		
 <p>“ I WAS GIVEN A PRESCRIPTION OPIOID PAIN MEDICATION THAT LASTED A LOT LONGER THAN THE PAIN ITSELF. ” -MIKE</p> <p></p>	<p>Mike was a varsity athlete in high school who became addicted to prescription opioids following a sports-related injury. He recalls continuing to misuse opioids to avoid feeling withdrawal symptoms, Mike is now in recovery and a passionate advocate for people experiencing addiction. Learn more about Mike’s story: cdc.gov/RxAwareness. #RxAwareness</p>	<p>Mike was a talented athlete in high school who became addicted to prescription opioids after an injury. He started to watch his life slip away from addiction which led to depression. Now in recovery and an advocate for people experiencing addiction, Mike is sharing his story. To hear more, click the link in our bio [LINK TO cdc.gov/RxAwareness in IG STORY]</p>
Noah		
 <p>“ IT'S LIKELY THAT EVERYBODY KNOWS SOMEBODY WHO IS STRUGGLING WITH THIS VERY PROBLEM. ” -NOAH</p> <p></p>	<p>Noah lost his dad to a prescription opioid overdose. Noah was unaware his father had a history of drug use and wishes he would have been more informed about the risks of prescription opioids sooner. Learn more about Noah and Rick at cdc.gov/RxAwareness. #RxAwareness</p>	<p>Noah’s dad, Rick, lived life to the fullest and was loved and respected by many. Noah didn’t notice any major signs of addiction with his father and regrets not saying something sooner when he had suspicions. He wishes he and his family had known about the risks of prescription opioids so they could have helped his dad before it was too late. Find out more about the risks of prescription opioids at the link in our bio [LINK TO cdc.gov/RxAwareness in IG STORY]</p>





Image	Facebook Text	Instagram Text
Stevi Rae		
	<p>Stevi Rae was prescribed opioids, became addicted, and eventually began illegally buying drugs including heroin and methamphetamine. Stevi Rae sought treatment and has been successful in recovery. She credits going through treatment with other Alaska Natives as key to her recovery journey. Hear more about Stevi Rae's story at cdc.gov/RxAwareness. #RxAwareness</p>	<p>Stevi Rae was first introduced to opioids after her doctor prescribed them to help manage pain. She became addicted, which led to the use of illegal drugs. After Stevi Rae felt she lost control she decided to seek help and has now been successful in her recovery journey for over two years. Stevi Rae believes that if she can stay in recovery, anyone can. Hear more about her story by visiting the link in our bio. [LINK TO cdc.gov/RxAwareness in IG STORY]</p>
Tamera		
	<p>Tamera was prescribed opioids to manage severe headaches. Within a year, she lost her home and career. Tamera says her opioid addiction "took everything" she had. Eventually, she sought out treatment. She started working as a Certified Addiction Recovery Empowerment Specialist. Listen to her story about prescription opioids at cdc.gov/RxAwareness. #RxAwareness</p>	<p>Tamera says her opioid addiction "took everything" she had, within a year of being prescribed opioids for severe headaches. After losing her home, career, and relationships she was able to find success in recovery and works as a certified Addiction Recovery Empowerment Specialist. Hear more from Tamera on her experience with addiction by visiting the link in our bio [LINK TO cdc.gov/RxAwareness in IG STORY]</p>
Teresa		
	<p>Teresa describes her brother, RJ, as creative and talented. She found herself keeping RJ's secret when he began misusing prescription opioids. Despite several attempts at recovery, RJ relapsed and unfortunately passed away at age 32. Teresa hopes her story can help others who have loved ones experiencing an opioid addiction. To hear more of Teresa's story, visit cdc.gov/RxAwareness. #RxAwareness</p>	<p>Teresa recalls keeping her brother's opioid misuse a secret. She describes her brother, RJ, as creative, talented and incredibly bright. His addiction to prescription opioids took hold and he passed away at age 32. Teresa hopes to raise awareness about the dangers of prescription opioids to prevent others from going through this pain. To hear more about her story, visit the link in our bio [LINK TO cdc.gov/RxAwareness in IG STORY]</p>

Image	Facebook Text	Instagram Text
Tessa		
	<p>Tessa's addiction began after being prescribed opioids for an injury in high school. Eventually, she began buying prescription opioids off the street and using other drugs like heroin. After multiple pregnancies, she decided she needed to make a change. Tessa shares her story about addiction and her recovery journey. Learn more about Tessa: https://www.cdc.gov/rxawareness/stories/tessa.html #RxAwareness</p>	<p>Tessa was introduced to prescription opioids in high school after a sports injury. She became addicted and began using other drugs. During her pregnancies, she continued to experience opioid use disorder. Listen to Tessa's recovery story and how it has led her to feeling "more fulfilled today" than she ever has been. Visit the link in our bio: https://www.cdc.gov/rxawareness/stories/tessa.html #RxAwareness</p>

Twitter Posts




Image	Text (280 characters or less)
Campaign General	
	<ul style="list-style-type: none"> ▪ Prescription #opioids can help treat pain, but they also pose a serious risk if misused. Learn more about the risks at cdc.gov/RxAwareness ▪ Prescription opioids can be addictive and dangerous. It only takes a little to lose a lot. Learn more at cdc.gov/RxAwareness
Recovery	
	<p>Learn more about addiction treatment and recovery resources, especially if a loved one is experiencing an opioid use disorder. You can help. There is hope. Recovery is possible. cdc.gov/RxAwareness</p>
Ann Marie	
	<p>Ann Marie never expected to lose her son at 22 years old. After being involved in a car crash, he was prescribed opioids to manage his pain and became addicted. Ann Marie hopes her story can help other parents. Learn more: cdc.gov/RxAwareness. #RxAwareness</p>

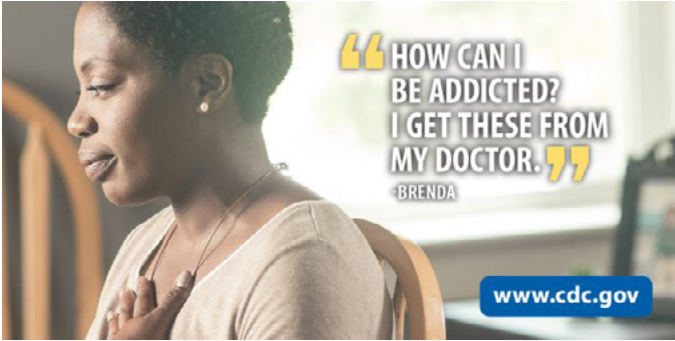


Image	Text
<p style="text-align: center;">Brenda</p> 	<p>At 25, Brenda was involved in a car crash and prescribed opioids to treat her pain. She became addicted and began to use heroin. After becoming pregnant, she sought treatment and found success in #recovery. Learn more about her story: cdc.gov/RxAwareness. #RxAwareness</p>
<p style="text-align: center;">Britton</p> 	<p>After being prescribed opioids by a doctor at the age of 19, Britton, a combat veteran, became addicted. With the help of a treatment center, he is now living life in recovery. It's never too late to get help. Be inspired by his story: https://www.cdc.gov/rxawareness/stories/britton.html #RxAwareness</p>
<p style="text-align: center;">David</p> 	<p>David was a successful businessman, husband, and father. He was prescribed #opioids to help manage surgical pain but became addicted. David eventually sought treatment and has been in recovery for over nine years. Learn more about David's story: cdc.gov/RxAwareness. #RxAwareness</p>




Image	Text
Tele	
	<p>Tele began misusing prescription #opioids in high school and became addicted. He sought treatment and has been successful in recovery for over four years. Learn more about Tele's journey: cdc.gov/RxAwareness. #RxAwareness</p>
Judy	
	<p>Judy's beloved son Steve was prescribed opioids to help manage back pain, but became addicted and later died of an #overdose. Today, Judy hopes her story can help other parents and families. cdc.gov/RxAwareness. #RxAwareness</p>
Jeni	
	<p>Jeni began misusing prescription #opioids as a teenager. As a result of treatment, she is now thriving in recovery. Learn more about her story: cdc.gov/RxAwareness. #RxAwareness</p>







Image	Text
<p style="text-align: center;">Mike</p> 	<p>Mike was prescribed opioids after suffering a hockey injury. Opioid addiction changed the course of his life but eventually recovery helped him get back on track. Learn more at: cdc.gov/RxAwareness. #RxAwareness</p>
<p style="text-align: center;">Noah</p> 	<p>Noah lost his dad to opioid addiction. He wishes he and his family had known about the risks of prescription opioids and had spoken up sooner to help his dad. Hear more at: cdc.gov/RxAwareness. #RxAwareness</p>
<p style="text-align: center;">Stevi Rae</p> 	<p>Stevi Rae was introduced to prescription #opioids to help manage pain. She became addicted and began buying opioids illegally. Now she is sharing her recovery story with others. cdc.gov/RxAwareness. #RxAwareness</p>

Image	Text
<p style="text-align: center;">Tamera</p> 	<p>Tamera was prescribed #opioids to help manage severe headache pain. Within a year, she became addicted, lost her home, career and retirement savings. Now in recovery, she is helping others do the same by sharing her experience. Hear more about her story at: cdc.gov/RxAwareness. #RxAwareness</p>
<p style="text-align: center;">Teresa</p> 	<p>Teresa describes her brother, RJ, as a creative and talented writer. RJ misused prescription opioids and eventually suffered from a deadly overdose. Teresa hopes her story can help others who have family experiencing addiction. Here her story at: cdc.gov/RxAwareness. #RxAwareness</p>
<p style="text-align: center;">Tessa</p> 	<p>While battling an opioid addiction, Tessa became pregnant. After deciding to make a change, she is over 5 years into recovery and runs a treatment center for pregnant women. Hear her story: https://www.cdc.gov/rxawareness/stories/tessa.html #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. For more information and materials, refer to the cdc.gov/RxAwareness website.

- Utilize our campaign resources including videos, ads, fact sheets, badges, Spanish language materials and more.
- Promote treatment and recovery resources to help reinforce the idea that “help is available.”
- Remember to keep Twitter posts brief and keep in mind the 280-character count. Utilize language that reinforces the dangers of prescription opioids.
- Tag partners when possible and encourage them to share *Rx Awareness* content. Additionally, share partner content that promotes *Rx Awareness* materials.
- Use the campaign hashtag **#RxAwareness** on Facebook, Twitter, and Instagram to label your message. This allows people to group and sort posts with that hashtag.
- Share participants’ real life stories as they are personable and relatable to those who may be experiencing addiction.
- Engage with our social media handles through likes, mentions, and shares:
 - **Twitter:** [@CDCInjury](https://twitter.com/CDCInjury)
 - **Facebook:** <https://www.facebook.com/CDC>
 - **Instagram:** [@cdcgov](https://www.instagram.com/cdcgov)

