**Tips To Promote a #FacingFentanylTogether Event on Social Media**

1. **Identify Your Audience**
	* Determine who you want to reach (e.g., community members, healthcare professionals, local organizations).
2. **Choose Your Platforms**
	* Decide where to post (e.g., Facebook, Twitter (X), Instagram, LinkedIn).
3. **Create Compelling Content**
	* Use the sample messages below to craft engaging posts.
4. **Include Key Details**
	* Always mention the event date, time, location, and a link to RSVP or get more information.
5. **Use the Hashtag**
	* Incorporate #FacingFentanylTogether in every post to increase visibility and engagement.
	* Using hashtags like **#FacingFentanylTogether** on social media can significantly increase engagement for several reasons. It builds a sense of community and solidarity, increases visibility, amplifies awareness and education, facilitates collaboration and support, encourages user-generated content, creates a call to action, and fosters emotional engagement.
6. **Engage with Your Audience**
	* Respond to comments, share posts, and encourage others to spread the word.

Promoting a #FacingFentanylTogether event in your community through social media can effectively raise awareness and encourage participation.

Here's a brief guide with sample social media post messages to maximize engagement and awareness:

**Pre-Event Promotion**

Objective: Build awareness and excitement for the upcoming event.

Sample Posts:

**General Awareness Post**

Join Us in Facing the Fentanyl Crisis!

The fentanyl crisis affects us all, and it's time to come together as a community to find solutions and support one another. Join us at our upcoming #FacingFentanylTogether event to learn, share, and take action against this devastating epidemic.

Let's make a difference together. Your voice matters!

📅 Date: [Insert Date]

📍 Location: [Insert Location]

⏰ Time: [Insert Time]

#FentanylCrisis #CommunitySupport #TakeAction #[city] #[venuename]🔗 [Event Information Link]

**Educational Focus Post**

🎓 Knowledge is Power! 🎓

Join us for an informative #FacingFentanylTogether session on the fentanyl crisis and its impact on our community. Learn from experts, hear personal stories, and discover how you can be part of the solution. Together, we can fight this epidemic and build a healthier future.

#FentanylAwareness #CommunityEducation #FightTheCrisis #[city] #[venuename]

🔗 [Event Information Link]

**Youth and Family Focus Post**

👨‍👩‍👧‍👦 Protecting Our Youth: A Community Effort 👨‍👩‍👧‍👦

The fentanyl crisis affects everyone, especially our young ones. Join us for a family-friendly #FacingFentanylTogether event where we'll discuss how to protect and educate our youth about the dangers of fentanyl.

📅 Date: [Insert Date]📍 Location: [Insert Location]⏰ Time: [Insert Time]

Together, we can safeguard our future and build a resilient community.

#FamilyFirst #FentanylPrevention #CommunityCare #[city] #[venuename] 🔗 [Event Registration Link]

**Countdown Post:**

🚨 3 Days to Go! Join us this [Day/Date] for our #FacingFentanylTogether community event! Learn, share, and take action against the fentanyl crisis.

📍 Location: [Event Location]

⏰ Time: [Event Time]

📅 Learn more: [Event Information Link]

* Visuals: Use a graphic with a countdown timer, event details, and a compelling image related to the cause. Our toolkit also contains a sample graphic for you to use.

**Personal Stories Post:**

🗣️ Hear Our Stories: United Against Fentanyl 🗣️

Join us for a powerful #FacingFentanylTogether evening of personal stories, testimonies, and open discussions about the fentanyl crisis. Let's break the stigma and support each other on the path to recovery and healing. Your story matters. Let's make a change together. 💙

#BreakTheStigma #FentanylRecovery #CommunityVoices #[city] #[venuename]

🔗 [Event Information Link]

**Speaker Highlights Post:**

🎤 Meet Our Speakers! We’re thrilled to have [Speaker Name], [Speaker Title/Organization], join us to discuss [Topic]. Don’t miss out on this opportunity to learn and engage.

#FacingFentanylTogether

* + Visuals: Include a photo of the speaker and a quote or key point they'll cover.

**Event Teaser Video:**

📽️ Watch our teaser video for a sneak peek at the #FacingFentanylTogether event! Join us to make a difference and combat the fentanyl crisis.

🌟 [Event Information Link]

* + Visuals: Short, engaging video highlighting event details and past event success stories.

**Event Day Promotion**

Objective: Encourage last-minute sign-ups and participation and engage attendees during the event.

Sample Posts:

**Event Reminder:**

🚀 Today’s the day! Our #FacingFentanylTogether event starts at [Time]. Join us at [Location] to take a stand against the fentanyl crisis. Walk-ins welcome!

* + Visuals: Eye-catching banner with event details, logos of sponsors or partners, and a welcoming message.

**Live Updates:**

🎥 We’re live at the #FacingFentanylTogether event! Follow along for updates and join the conversation.

* + Visuals: Photos or videos from the event, such as speakers on stage, attendee interactions, or workshop sessions.

**Engagement Question:**

🤔 What’s one thing you learned at today’s #FacingFentanylTogether event that you’ll take back to your community? Share your thoughts and tag us!

* + Visuals: Simple graphic with a thought-provoking question or a call-to-action.

**Post-Event Follow-Up**

Objective: Extend engagement and impact beyond the event and gather feedback.

Sample Posts:

**Thank You Post:**

🙏 A huge thank you to everyone who joined us for the #FacingFentanylTogether event! Your support and passion make a difference. Stay tuned for more initiatives. Together, we’re stronger.

* + Visuals: Group photo of participants, a collage of event highlights, or a heartfelt thank-you graphic.

**Event Recap:**

🎉 Here’s what went down at the #FacingFentanylTogether event! Check out our recap and see the amazing work being done to combat the fentanyl crisis.

🔗 Watch now: [Recap Video Link]

* + Visuals: Recap video or slideshow with highlights, key moments, and testimonials.

**Feedback Request:**

💬 We want to hear from you! What did you think of the #FacingFentanylTogether event? Your feedback helps us improve and make a greater impact.

📧 Share your thoughts: [Feedback Form Link]

* + Visuals: Simple feedback graphic with a call-to-action and event logo.

**Additional Tips for Social Media Promotion**

* Collaborate with Influencers and Partners: Tag local influencers, community leaders, or organizations involved in the event. Their endorsement can help reach a broader audience.
* Utilize a Content Calendar: Plan and schedule your posts ahead of time to maintain consistency and ensure coverage of all critical event stages.
* Incorporate User-Generated Content: Encourage attendees to share their own experiences using the #FacingFentanylTogether hashtag. Feature this content on your page to boost community involvement.

Hashtag Strategy

* Primary Hashtag: Always include #FacingFentanylTogether to maintain consistency and connect all related content.
* Secondary Hashtags: Use additional hashtags like #FentanylCrisis, #CommunitySupport, #HealthAwareness, #OpioidEpidemic to reach specific audiences interested in these topics.
* Be sure to include #DSHS, or other agencies, locations that are a part of your event.
* Tag other agencies, locations that are a part of your event by using their @nameofsocialmediaprofile.

**Conclusion**

Using structured social media messaging with consistent branding and community engagement can amplify the impact of your #FacingFentanylTogether event. Leveraging the power of hashtags, visuals and storytelling can create a meaningful connection with your audience and inspire positive change in your community.

**Social Media Channel Specific Sample posts:**

**Sample Post 1: Event Announcement**

**Facebook/Instagram**

🌟 **Join Us for the #FacingFentanylTogether Community Event!**

📅 **Date**: [Insert Date]

🕒 **Time**: [Insert Time]

📍 **Location**: [Insert Location]

We're coming together to combat the fentanyl crisis and support those affected. This event will feature expert speakers, resources, and community action plans. Let’s make a difference together! 💙

👉 **RSVP here**: [Event Link]

#CommunitySupport #FentanylAwareness

**Sample Post 2: Personal Story or Testimonial**

**Twitter/Threads**

"I never thought my family would be affected by the fentanyl crisis. But together, we can find hope and solutions. 💔"

Join us at the #FacingFentanylTogether event to learn more and support each other.

🗓️ [Event Date & Time]

🔗 [Event Link]

#HopeInAction #CommunityUnity

**Sample Post 3: Educational Content**

**LinkedIn/Facebook**

🔍 **Understanding the Fentanyl Crisis**

Did you know fentanyl is responsible for thousands of deaths each year? Learn more about its impact and how you can help at our #FacingFentanylTogether event.

🗓️ **Event Date**: [Insert Date]

📍 **Location**: [Insert Location]

Together, we can build a safer, informed community. 💪

🔗 [Event Link]

#PublicHealth #CommunityAwareness

**Example Social Media Campaign Plan**

|  |  |  |  |
| --- | --- | --- | --- |
| **Date** | **Platform** | **Message Type** | **Action** |
| 2 Weeks Before | Facebook | Event Announcement | Share event details and RSVP link |
| 10 Days Before | Instagram | Visual Graphic | Post graphic with event info |
| 1 Week Before | Twitter (X) | Speaker Spotlight | Highlight key speakers |
| 5 Days Before | LinkedIn | Resource Highlight | Share available resources |
| 3 Days Before | Threads | Video Testimonial | Post video from past event |
| 1 Day Before | All | Reminder and CTA | Encourage last-minute RSVPs |
| Event Day | All | Live Updates | Share live updates and photos |
| Post-Event | Facebook | Thank You and Recap | Thank attendees and share recap |

By following these steps and using the sample social media post messages, you can effectively promote your #FacingFentanylTogether event, engage with your community, and maximize attendance. Remember to keep your messaging consistent, empathetic, and action-oriented to make the biggest impact.