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DEA National Drug Take Back Day, April 25

Tools and Tips for Promoting Your Community Event

DEA National Drug Take Back Day is Saturday, April 25, 2020. Use these tools and tips to help promote and drive community participation to your local Take Back event.

What's in the Take Back Event Toolkit?

- Facebook event graphic
 - Social media post content
 - Print ad template
 - News release
 - Promotion timeline
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How to Use the Toolkit Materials

Create an Event on Facebook

Facebook is a great tool for spreading the word about your Take Back event. Follow these steps for creating a public event. Remember to share your event on your organization and Facebook newsfeeds.

1. From your organization's News Feed, click "Events" in the menu on the left
2. Click "+ Create Event" on the left side, click "Create Public Event"
3. Fill in the event name, location, date, time and description
4. Upload the Take Back event graphic as your cover photo
5. Type and select keywords about your event (example: drug take back event)
6. Click "Create" or "Publish"

Post on Social Media

Use this set of Take Back social media posts with suggested graphics that you can use to promote your local Take Back event. Simply copy/paste the text, customize details such as location and times, and upload the suggested images into your own social media channels, including Facebook and Instagram.

Run an Ad

Customize this simple Take Back ad template with your event information. Place the ad in local publications to increase awareness of your event in the community.

Contact the Media

Send this Take Back event news release, tailored with your local event information, to local media contacts. Follow up to see if there's interest in covering the story before or during the event.



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Promotion Timeline

Follow this recommended timeline to keep your Take Back event promotion on track.

March 18: Create Facebook Event; Share the event and encourage followers to mark their calendars.

March 25: Contact local publications to schedule and reserve space for the Take Back ad
(we suggest running the ad the week leading up to the event)

April 8: Take Back social media post #1

April 13: Take Back social media post #2

April 17: Take Back social media post #3

April 17: Distribute news release to media

April 20 – April 26: Run print ad in local publications

April 22: Take Back social media post #4

April 23: Follow up with media contacts

April 23: Post Take Back social media post #5

April 24: Share Facebook event as a reminder that the event is tomorrow, along with post #6

April 25 (Day of Event): Post Take Back social media posts #7 and #8