

# STARTS WITH **one**

## **National Drug Take Back Day, October 23**

### **Tools and Tips for Promoting Your Community Event**

---

National Drug Take Back Day is Saturday, October 23, 2021. 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
- 

#### **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 and Next Door**

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.

##### **Use Flyers**

Customize the simple Take Back flyer template with your event information. Place them around your community to increase awareness of your event in the community.

##### **Run an Ad**

Customize the 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.

### Event Promotion Timeline

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

- October 1:** Create Facebook Event; Share the event and encourage followers to mark their calendars.
- October 4:** Take Back social media post #1
- October 5:** Take Back social media post #2
- October 6:** 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)
- October 8:** Start posting event flyers and posters around your community – e.g. on bulletin boards at community centers, places of worship. Use the Facebook event graphic to post on community forums such as Next Door to get the word out.
- October 11:** Take Back social media post #3
- October 14:** Distribute news release to media
- October 15-22:** Run the print ad in your local publication(s)
- October 20:** Follow up with media contacts on the news release
- October 21:** Take Back social media post #4
- October 22:** Share Facebook event as a reminder that the event is tomorrow October 23
- October 23:** (Day of Event): Post Take Back social media post #5