United We Heal Tennessee  
Sample Social Media Messages

***Use these social media messages to show how your company is fighting stigma around substance abuse disorder.***

***Sample messages and graphics may also be found at:***

* [Tennessee Together Media Campaign](https://www.tn.gov/opioids/about-tn-together/tn-together-media-campaign.html)
* [Tennessee Faces of Opioids](https://www.tn.gov/tnfacesofopioids)
* [CDC Social Media Graphics](https://www.cdc.gov/rxawareness/resources/socialmedia.html)

**Change the Conversation**

* Twitter: Addiction is a disease, not a moral failing. Learn more at the faces of opioids in Tennessee #TNFaces #opioids <https://www.youtube.com/watch?v=KyzfMqsT3f0&feature=youtu.be>
* Twitter: Lead your company in breaking the stigma around substance use disorder, like we are. Share the stories of addiction survivors #TNFaces #opioids <https://www.youtube.com/watch?v=fy_i8o4oUtg&feature=youtu.be>
* Facebook AND LinkedIn: Addiction is a community issue that affects everyone. As a company, we have a unique opportunity to help. It starts by changing the conversation. Learn more about addiction science at [https://youtu.be/cHs07wVzaEs](https://gcc01.safelinks.protection.outlook.com/?url=https%3A%2F%2Fyoutu.be%2FcHs07wVzaEs&data=02%7C01%7CAlison.Molitor%40state.mn.us%7C76471febbf6145d8bb0a08d6abc9e806%7Ceb14b04624c445198f26b89c2159828c%7C0%7C0%7C636885281000728952&sdata=kDFoS0UPrZepIEj5zu9Ua8SIDloSDxaY1JLHDoDNTlQ%3D&reserved=0) #Tennessee Together

**Safe Disposal and Storage**

* Twitter: Have unused medications? Don’t flush or dump. Safely dispose of unused meds, including opioids – free. Find a drop-off location near you at <https://countitlockitdropit.org/> #TennesseeTogether
* Twitter: Do you have unused or expired meds “just in case”? Don’t flush or put in the trash. Find a safe disposal drop box: <https://countitlockitdropit.org/> #TennesseeTogether
* Twitter: Katie Davis gets personal about the importance of safely disposing of prescription drugs. View her message here <https://www.youtube.com/watch?v=7Rc2dWcxABs&feature=youtu.be> #TennesseeTogether
* Facebook and LinkedIn: Everyone can contribute to ending the opioid crisis. It starts with us. Knowing where to dispose of unused medications, including opioids, is helpful in preventing substance abuse disorder. Find a safe prescription drug drop-off location here <https://countitlockitdropit.org/>

**General Education**

* Twitter: How well do you understand the dangers of opioids? Test your knowledge by viewing this video <https://youtu.be/3l6iqUSD84Q> #TNFaces
* Twitter: Do your kids understand the risks of misusing prescription drugs? Join us in sharing this video. #TNFaces <https://youtu.be/l240uHbMQm4>
* Facebook: Substance abuse treatment resources are available. Call the Tennessee **REDLINE** now for addiction treatment and recovery services. 1-800-889-9789 #TennesseeTogether