



# SOCIAL MEDIA STARTER KIT



**SHATTERPROOF™**  
**RISE UP**  
AGAINST ADDICTION

# Get Started

**Thank you for partnering with Shatterproof  
to help end our national addiction crisis.**

Social media is one of the easiest ways to connect with your community and kickstart your fundraising. This toolkit is packed with ideas and sample content to help your journey to rise up against addiction!



## Join our Facebook Group

The Rise Up Against Addiction FB Group is a customized hub where you can connect with our event staff, learn from other participants, and gain access to exclusive resources and updates!

Sign up today: [facebook.com/groups/riseupagainstadiction](https://facebook.com/groups/riseupagainstadiction)



## RSVP & Share Events

By spreading awareness about Rise Up Against Addiction Walks, you will help dispel myths, educate your community, and show support for the countless lives impacted by addiction.

- Facebook: [facebook.com/ShatterproofHQ/events](https://facebook.com/ShatterproofHQ/events)
- LinkedIn: [linkedin.com/company/shatterproof/events](https://linkedin.com/company/shatterproof/events)



## Follow Shatterproof Channels

Follow our official channels to stay up-to-date on the latest innovations, news, research, education, stories, and community activities!

 [@ShatterproofHQ](https://facebook.com/ShatterproofHQ)

 [@weareshatterproof](https://instagram.com/weareshatterproof)

 [@shatterproof](https://linkedin.com/company/shatterproof)

 [@ShatterproofHQ](https://twitter.com/ShatterproofHQ)

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# Post & Share

Mix and match, pick your favorites, and create your own posts!  
Share why you choose to support Shatterproof and how others can get involved.



## Grab 'n Go Text

Raise momentum and funds fast with these ready-to-go posts and fill-in-the-blank templates. Just copy, paste, and personalize!

View & Download: <https://bit.ly/RUAAPosts>



## Images & GIFs

Use these grab 'n go visuals to take your fundraising efforts to the next level!  
Choose your favorites, save, and post.

View & Download: <https://bit.ly/RUAAGraphics>



## Tag Shatterproof

Remember to tag Shatterproof in your posts, so our community can celebrate your milestones and learn from your journey!

Find our official handles under "Get Started" (page 2)



## Use Event Hashtags

Use #RiseUpAgainstAddiction and #WeAreShatterproof in posts to spread awareness and share updates.

# Next Steps

Changing the way our country treats and talks about addiction is a marathon, not a sprint. Be strong, get creative, and keep an eye out for new resources from our team. Together, we are stronger than addiction!



## Share Your Story

The most effective message is a personal one. Share how addiction has impacted your life to inspire others and raise funds to achieve your goal. Use your own voice, experiences, images, and videos to tell your story, but only when you feel comfortable.

See the prompts from our Grab 'n Go Text (page 3) to get started.



## Include Other Networks

Most of us spend every day jumping between different groups, whether it's school, work, recreation, or church. Reach out to your groups on social and invite others to join your team or contribute to your fundraising goal.



## Monthly Social Activation

Leading up to the RUAA Walk, you will receive new social content every month to help you drive awareness, fundraise, and rise up against addiction!

Social Activations will be sent to the email where you registered.

For questions about this toolkit,  
contact [walk@shatterproof.org](mailto:walk@shatterproof.org).

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