



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/riseupagainstadddiction



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
- LinkedIn: 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)

**SHATTERPROOF™
RISE UP
AGAINST ADDICTION**

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/RUAA_SocialPosts



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.