

be there

MEDIA TOOLKIT

The toolkit files and graphics are available for download and editing here:
www.bit.ly/RCORPtool



*The best way to support those with substance use disorder is to **be there**.*



Welcome to the “Be There” media toolkit!

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We recognize many of you have demanding jobs unrelated to advertising and communications and this toolkit has been prepared as a resource to assist you. Step-by-step instructions are provided. Because each community is unique, the materials can be tailored to meet your specific needs.

The key messaging in the toolkit materials is that simply being there with support and compassion for those facing substance and opioid use disorder can be the most important ingredient in recovery and can make the difference between success and failure, particularly in rural areas.

Thoughtful care and input by grantees around the nation has been utilized to ensure the right audience, tone and message are used to provide hope and encourage family, friends, colleagues and communities to be part of the solution and improve recovery outcomes.

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The best way to support those with substance use disorder is to **be there**.

RESOURCES AVAILABLE FOR REVIEW AND USE

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*The best way to support those with substance use disorder is to **be there**.*



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“This project is/was supported by the Health Resources and Services Administration (HRSA) of the U.S. Department of Health and Human Services (HHS) under grant number and title for grant amount (specify grant number, title, total award amount and percentage financed with nongovernmental sources). This information or content and conclusions are those of the author and should not be construed as the official position or policy of, nor should any endorsements be inferred by HRSA, HHS or the U.S. Government.”

Grantees are required to use this language when issuing public statements, press releases, requests for proposals, bid solicitations, and other HRSA supported publications and forums describing projects or programs funded in whole or in part with HRSA funding. Examples of HRSA supported publications include, but are not limited to, manuals, toolkits, resource guides, case studies and issues briefs.

Please visit [HRSA Funding](#) for more information.

1.

KEY MESSAGES & TALKING POINTS

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The best way to support those with substance use disorder is to **be there**.



The key messages and talking points provided below communicate facts about substance use disorder (SUD) and opioid use disorder (OUD). The media materials aim to reduce stigma and encourage support to improve recovery outcomes.

Sample Headlines:

Be there for small victories.

Be there for second chances.

Be there to fill the silence.

Be there just to check in.

Be there for the long haul.

Show up for small victories.

Send a good morning text.

Reach out for no reason.

Offer to tag along.

Listen. Then listen some more.

Stick around for long talks.

Subhead/Tagline CTA:

The best way to support those with substance use disorder is to be there.

Being there for people with substance use disorder is everything.

It doesn't matter how you show up for someone with a substance use disorder.

All that matters is that you do. Be there.

Show your support to those with substance use disorder. Be there.

Statistics & Facts about behavioral health, including SUD/OUD:

- + Estimates indicate that as many as **1 in 4** Americans will experience a mental healthcare need or will misuse alcohol or drugs in their lifetimes.
- + In 2022 the United States saw an unprecedented number of drug overdose deaths: **109,680**. This escalation in drug-related deaths has contributed to recent decreases in life expectancy.
- + Illicit drug use disorder is the most stigmatized health condition in the world, with alcohol use disorder not far behind at fourth in the world, among a list of **18** of the most stigmatized conditions internationally.
- + Rural counties had a **1.4 times** higher rate of overdose deaths involving psychostimulants than their urban counterparts (*Hedegaard & Rose Spencer, 2021*). Hedegaard, H., & Rose Spencer, M. (2021, March) Urban–Rural differences in drug overdose death Rates, 1999–2019. NCHS Data Brief No. 403. <https://www.cdc.gov/nchs/products/databriefs/db403.htm>
- + From 2010 to 2018, the incidence of suicide among youth aged 10 to 19 years increased **1.5 times** faster in rural areas compared with urban areas (*Graves et al., 2020*). Graves, J. M., Abshire, D. A., Mackelprang, J. L., Amiri, S., & Beck, A. (2020). Association of rurality with availability of youth mental health facilities with suicide prevention services in the US. JAMA Network Open, 3(10), e2021471–e2021471. doi:10.1001/jamanetworkopen.2020.21471
- + Isolation is a driver for many mental health and SUD challenges, and geographic isolation is tightly connected to opioid misuse (*Singh et al., 2019*). Singh, G. K., Kim, I. E., Girmay, M., Perry, C., Daus, G. P., Vedamuthu, I. P., ... & Allender, M. (2019). Opioid epidemic in the United States: Empirical trends, and a literature review of social determinants and epidemiological, pain management, and treatment patterns. International Journal of Maternal and Child Health and AIDS, 8(2), 89–100. <https://doi.org/10.21106/ijma.284>
- + Recommend for grantees using this toolkit to add in and tailor data/facts/statistics relevant to their specific service areas and activities.

2.

NEWS RELEASE TEMPLATE

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Example Draft

ANNOUNCING LOCAL INITIATIVE THROUGH MEDIA

City, State

Today's Date or Scheduled Date

To whom it may concern,

We would like to announce this initiative that our organization is implementing in this service area. We want to bring awareness to the benefits of being there for those battling behavioral health issues including substance use disorder (SUD) and opioid use disorder (OUD), with the goal of reducing stigma and encouraging support.

In 2022, the United States saw an unprecedented number of drug overdose deaths: 109,680. This escalation in drug-related deaths has contributed to recent decreases in life expectancy. Research has repeatedly found that those with stronger support networks report more readiness for change, aim for total abstinence, remain in treatment longer and have better recovery outcomes. As a result, we want to make resources available to educate members of our community about the services that we have available and to show that the best way to support those with SUD is to be there. Awareness materials have been developed for TV, radio, outdoor and digital media to support this outreach effort. To learn more visit [\(insert URL\)](#).

This initiative is supported through the Rural Communities Opioid Response Program [\(www.rcorp-ta.org\)](#). RCORP is a national program that supports prevention, treatment, and recovery among people in rural communities who are struggling with substance use disorder (SUD) and opioid use disorder (OUD). RCORP supports a network of grantees in rural communities (including non-profits, hospitals, schools, etc.) by offering training and technical assistance, so they can enact change in their own communities. [\(AND/OR Insert information re: stakeholder\)](#)

Media Contact:

Organization Name

Name

Phone

Email Address

Website

3.

NEWSLETTER BLURBS

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The following newsletter blurbs can be tailored with your local initiative information and then offered to community partners, schools, and other organizations willing to help promote the availability of your services. Of course, you are always encouraged to craft your own blurbs and share them with your local organizations.

Example Blurb: Generic

For those struggling with substance use disorder, being there is what counts the most.

Reducing stigma around substance use disorder starts by being there. Learn how to foster support and spread awareness of the importance of providing support to those who need it by accessing our resources at (insert URL here).

Example Blurb: Parents

As parents, our job is to be there.

Together, we can foster a stigma-free community and ensure our children receive the support they need, and that those struggling with a substance use disorder or a behavioral health diagnosis aren't alone in their fight. Learn more about the message and its resources at (insert URL here).

Example Blurb: Hospitals/Healthcare Professionals

Be there with compassionate care.

By leading with compassion for patients struggling with substance use disorder, you play a key role in shifting stigma into support. For resources on the message and to learn more about how you can make an impact, visit (insert URL here).

HOW TO APPROACH A LOCAL PARTNER OR ORGANIZATION

The efforts of your program can be bolstered through partnerships with supportive community partners, schools, and other organizations. In addition to asking them to include the newsletter blurbs in communications to their members, you can also adjust the following email example to ask for their support in general.

Example Email Draft

Email subject line:

Seeking Your Help to Raise Awareness of RCORP's "Be There" Initiative

Hello *(Insert Name)*,

My name is *(Insert Name)*, and I am project director of *(local grant / RCORP initiative)*. Our program is working to raise awareness of the need to address stigma and provide support related to populations with SUD. We have information and materials available tailored to rural populations. Research shows that between 1999 and 2017, more than 700,000 Americans died from drug overdoses, and escalating rates of drug addiction have contributed to recent decreases in life expectancy.

The health and well-being of our communities is a team effort, and I'm asking for your help to get the word out about *(our RCORP initiative/services/activities)*. Please consider providing the "informational blurb" below in an upcoming newsletter or social media post.

(Insert Blurb)

Lastly, if you are interested in a collaborative effort to inform your audiences about *(our activities/services)*, please let me know when you are available for a meeting or call. I would appreciate the opportunity to discuss how we can work together to combat this important issue.

Name

Title & Affiliation

Non-profit ID# (if applicable)

4.

PUBLIC SERVICE ANNOUNCEMENTS

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Step by Step:

HOW TO APPROACH A MEDIA OUTLET WITH A PSA

Public Service Announcements (PSA's) are non-paid advertisements to raise awareness about specific issues. Individual media outlets choose which PSAs they will run. We encourage you to distribute assets to local TV, Radio, and Billboard companies for consideration. Air time and placements are at the full discretion of the media.

- 1. Determine which outlet(s) to submit the PSA to.** The media outlets that will be most interested in your local RCORP activities/services will be those that have a format to air PSAs, typically TV, Radio and outdoor. Resources on how to find local contact information can be found under each media under the *Media Resources and Guidelines* section.
- 2. Identify the right contact at each media outlet.** You will need to identify the PSA contact at each outlet. This is typically a different contact than for paid advertising.
- 3. Prepare to send.** Equipped with your list of contacts and a link to the PSAs that you have selected for each outlet, write a brief email to each contact (embed a hyperlink to the PSAs).
- 4. Send the PSAs.** Send a separate email to each contact on your list. Make sure you have included your phone number and email address for follow-up questions.
- 5. Call to follow up.** Follow-up is important. A PSA is unlikely to be used without a compelling pitch. An effective follow-up call will stress why this is an important resource for the outlet's audience.
- 6. Be cognizant of timing.** Most media utilize PSA's for unsold inventory during non-peak advertising seasons; by contrast, holidays and political time periods are the most challenging. Consider approaching during non-peak time periods.

Example PSA Draft

Email subject line example:

Help raise awareness of *(local RCORP initiative/services/activities to address SUD)*

or

Help *(insert business name)* Raise Awareness of Substance and Opioid Use Disorder through the "Be There" PSA Materials

Dear *(Insert Name)*

Substance Use Disorder (SUD) and Opioid Use Disorder (OUD) are on the rise and have hit rural communities particularly hard. Deaths in rural counties exceed those in urban areas sometimes by as much as 31%. Research has repeatedly found that those with stronger social support networks have better recovery outcomes. As a result, *(our organization)*, with support from a Rural Communities Opioid Response Program federal grant, is working to reduce stigma and encourage recovery in *(insert community)* through a variety of *(activities/services)*.

Please consider using this public service announcements (embedded the PSAs you suggest they use or hyperlink to the entire PSA section on the website) to raise awareness of our program's valuable information to benefit *(insert community here)*. We are seeking to increase awareness of the message as much as possible and would appreciate maximum exposure of the PSAs. The attached spots are approved to run indefinitely.

Please let me know if you have any questions or if you would like to speak about the services that we offer.

Name

Title & Affiliation

Non-profit ID# (if applicable)

5.

MEDIA RESOURCES & GUIDELINES

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RADIO

Available Assets: One (1) :15 Second Spot and Two (2) :30 Second Spots
(:30 Show Up, :30 What It Sounds Like, :15 Show Up)

Radio is an affordable medium to utilize in local communities. If you are unfamiliar with local radio stations, [Radio Locator](#) is a good resource to help you find them. Click the link, enter the appropriate zip code, and a list of stations available will appear. Click the “i” icon next to the station to find relevant information and a contact phone number.

Radio is purchased by number of spots. Cost per spot varies depending on time of day and number of estimated listeners. The three top-performing time slots are the morning drive (6am – 10am), the afternoon drive (10am – 3pm), and evening drive (3pm–7pm). There is also the option to buy “run of station” (ROS) meaning that the station can run your advertisement any time across a much broader period (e.g. 6am–7pm). We recommend utilizing a minimum of 2–3 stations with an average of 10–20 spots per week, per station. Seek out formats that are popular in your community. Rock, Country and Pop are the most universally popular. Local stations will be able to provide recommendations with audience numbers to support best placements.

Once a schedule has been established and approved, send an email to the stations with the desired spots and percent rotation, this is referred to as “traffic instructions”. Sample traffic instructions have been provided in the Appendix (pg 28).

Radio is typically most affordable during first quarter of the year. Avoid advertising during peak holidays and election times if possible when it is most expensive due to increased demand. Nonprofits and government agencies typically receive a reduced rate and/or a percentage of matching inventory when placing a paid media buy. Be sure to ask if you qualify!

STREAMING AUDIO

Available Assets: One (1) :15 Second Spot and Two (2) :30 Second Spots
(:30 Show Up, :30 What It Sounds Like, :15 Show Up)

:15 and :30–second radio spots may also be placed on streaming audio networks. Ads may be placed with a specific streaming provider such as Spotify or you may work with a network provider such as AudioGo, and run ads programmatically—meaning that they use an algorithm to find the best audience for the ad across multiple streaming networks. I.e. Pandora, Soundcloud, IheartRadio, etc.

Streaming radio is sold in units of 1,000 ads served, referred to as cost per thousand or CPM. You can purchase streaming radio placements yourself on self-serve platforms. The links below will guide you through the process of setting up an account to purchase streaming radio.

- [Spotify](#)
- [AudioGo](#)

Be prepared to select your target audience (demographics and geographic area), budget, and desired length of “desired time of run.” If you do not have target audience information, please reference the appendix section for RCORP’s audience profile. An average cost per thousand (CPM) should be less than \$20.

LINEAR TV

Also called Broadcast TV or Traditional TV

Available Assets: Two (2) :30 Second Spots (*Be There, Mural*)

Television advertising is known for building awareness across multiple audiences, but it performs best with adults 35 years old and up. If you are unfamiliar with local TV stations, **Station Index** will help you identify them. Click the link to find large and small markets, as well as available stations and contacts.

There are two ways to buy ad space on TV—based on a block of time, known as “run of station” (ROS), or based on the TV show you want the ad to run with. ROS is the simplest way to run a TV ad; ads will run during an approved window of time for a set rate. For example, you could buy a time block Monday - Friday, 6pm-11pm, at a sample rate of \$500 for 10 ads per week = \$5,000 investment. To purchase ads around a specific TV show, you can work with a representative from the TV station to determine what is available and what it will cost. Once a schedule has been established and approved, send an email to the stations with the desired spots and percent rotation, referred to as “traffic instructions”. Sample traffic instructions have been provided in the appendix.

TV programming is typically the strongest in February, May, July and November. Local content such as news, sports, and reality TV are best for viewing in real time. Ads are typically the least expensive in the first quarter of the year, and the most expensive during the 4th quarter of the year and leading up to elections.



Video (:30 Seconds)

ADVANCED TV

Also called Streaming TV, CTV or OTT

Available Assets: Two (2) :30 Second Spots (*Be There, Mural*)

Three quarters of Americans now subscribe to one or more streaming services like Hulu, Netflix, Amazon Prime, etc. Advanced TV is sold in units of 1,000 ads served, known as cost per thousand or CPM. Most local TV stations can handle advanced TV placements for you. Below are three providers who will facilitate media buys at the local level if they are not available through your local TV stations.

- **Premion**
- **StackAdapt**
- **MNTN**

When placing an advanced TV buy, be prepared to select your target audience (demographics and geographic area), budget, and desired length of "desired time of run." An average cost per thousand (CPM) should be less than \$50.



Video (:30 Seconds)

BILLBOARDS

Available Assets: Three (3) Design Sets (Man Field Fence, Man Sunset Bridge, Woman Car Text)

The three largest owners of billboard inventory in the United States are Lamar, Clear Channel, and Outfront Media. Check their websites to see which companies have boards in your area.

- [Lamar Outdoor](#)
- [Clear Channel Outdoor](#)
- [Outfront Media](#)

In addition to the national billboard companies, there are several regional and locally-owned companies. If you are looking to secure a specific billboard, most companies will identify their name at the bottom of the physical structure. For billboard companies doing business in your market, reference the attached link to view all billboard companies in the United States.

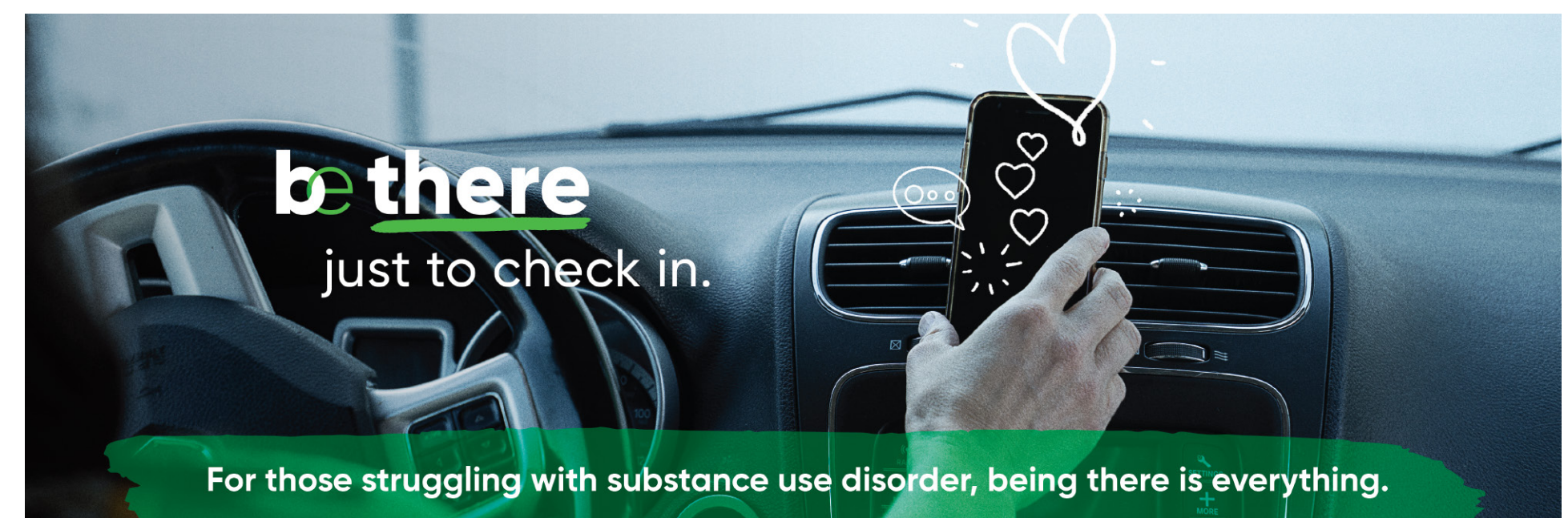
- [Billboard Insider](#)

There are also several local billboard rep firms that can handle placements for a fee, such as:

- [OOH Media USA Link](#)

Space and availability differs considerably by market, so we encourage you to contact your local vendors for PSA consideration and/or paid placement options. When securing billboards, there are costs associated with both leasing the physical space and printing the ad. A billboard company may be willing to donate lease space for the PSA message but not the printing. If the company offers digital billboards, inquire about availability to eliminate printing costs. The two most common billboard sizes are **Bulletins** and **Posters**.

- + **Bulletins** are large-format, typically 14' x 48'. They reside in high traffic areas such as interstates or major arteries and are purchased by individual location.
- + **Posters** are small-format, typically around 10' x 22'. You usually cannot buy an individual poster location; instead, the vendor chooses several locations to capture various traffic patterns.



Outdoor Designs (10' x 30', 10' 6" x 36', 14' x 48')

RACK CARDS

Available Assets: Three (3) Designs (Man Field Fence, Man Sunset Bridge, Woman Car Text)

Rack Cards are small (4" x 9") handbills found in waiting areas, lobbies, and at events. Three designs are available, including layouts with and without a customizable URL. These templates can be used to provide rack cards or posters for any initiative your organization would like to highlight. Working files can be modified using Adobe Illustrator. All body copy is typeset in **Aaux Next**—available through Adobe—however, editing headlines will require additional font files and licensing for **Gilroy**—available through **MyFonts**. If you do not have a printing partner, we suggest obtaining price quotes from three vendors, and remember printing in bulk reduces cost per piece. Local as well as national printers are available so be sure to inquire about shipping if using an out of state printer.

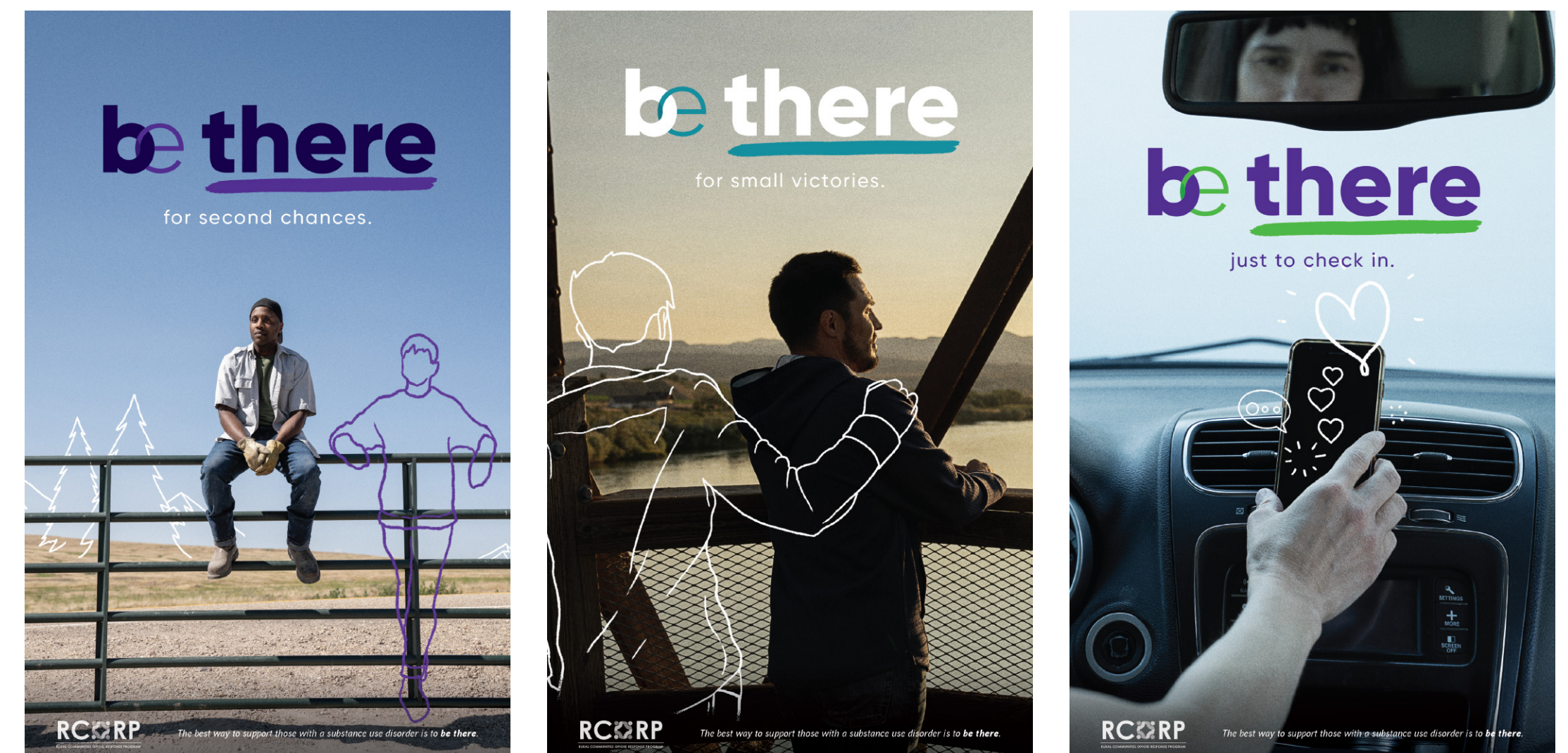


Rack Card Designs (4" x 9")

POSTERS

Available Assets: Three (3) Design Sets (Man Field Fence, Man Sunset Bridge, Woman Car Text)

The printing and distribution process recommended for the rack cards can also be applied to the production of Posters. Similarly, three design options are available at three common poster sizes, 11" x 17", 18" x 24", and 24" x 36".



Poster Designs (11" x 17", 18" x 24", 24" x 36")

WEB BANNERS

Available Assets: Three (3) Design Sets (Man Field Fence, Man Sunset Bridge, Woman Car Text)

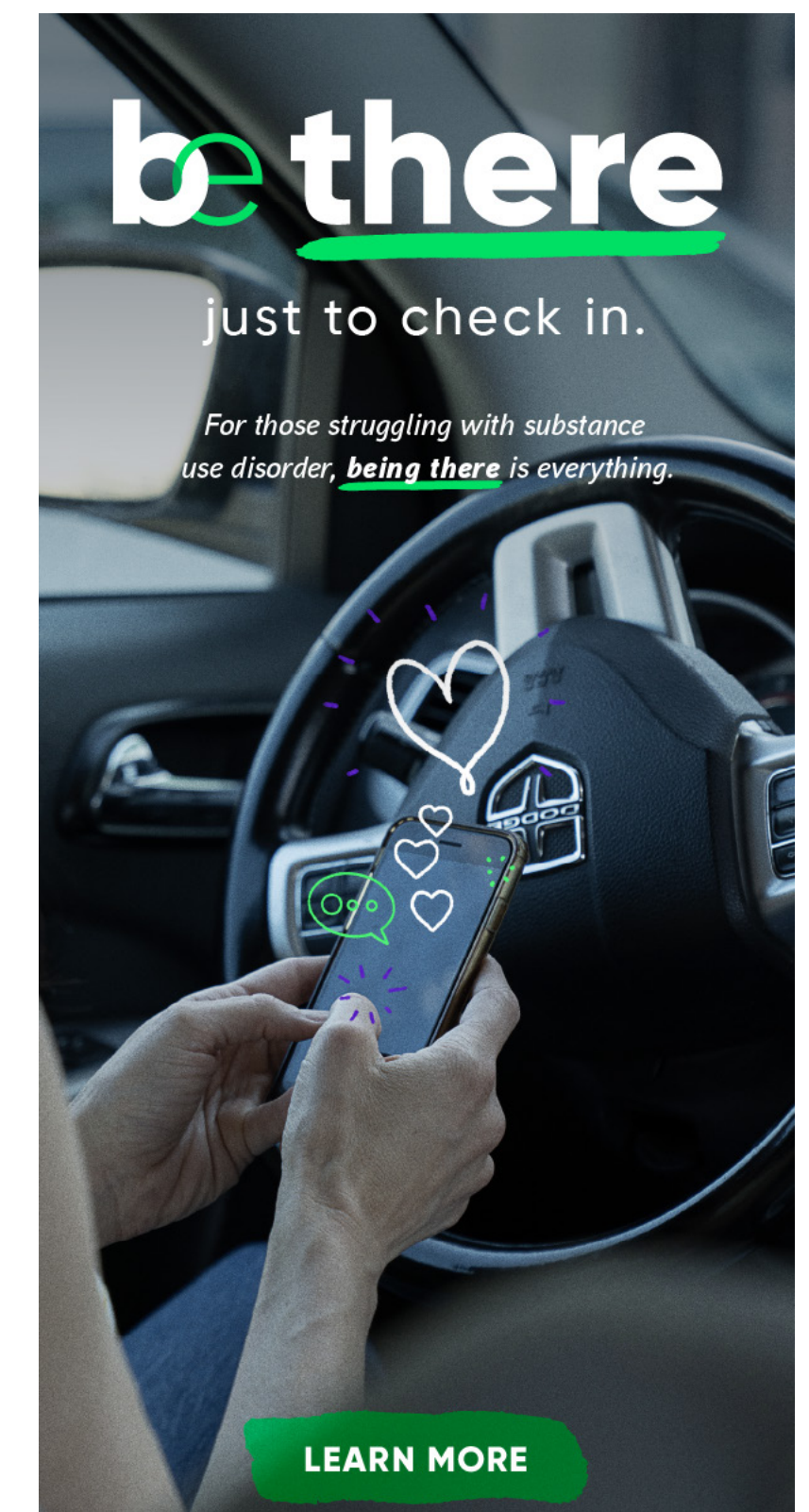
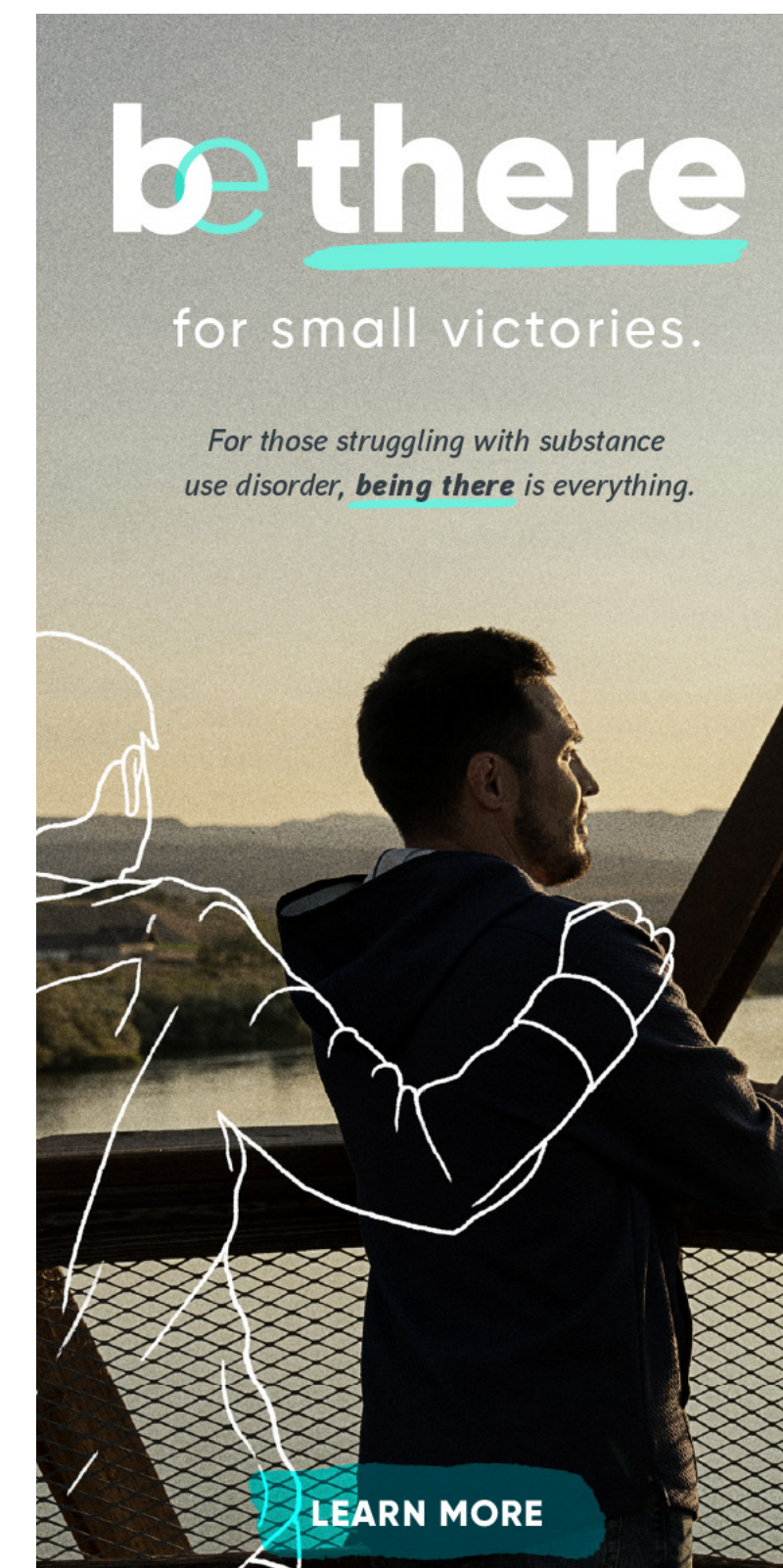
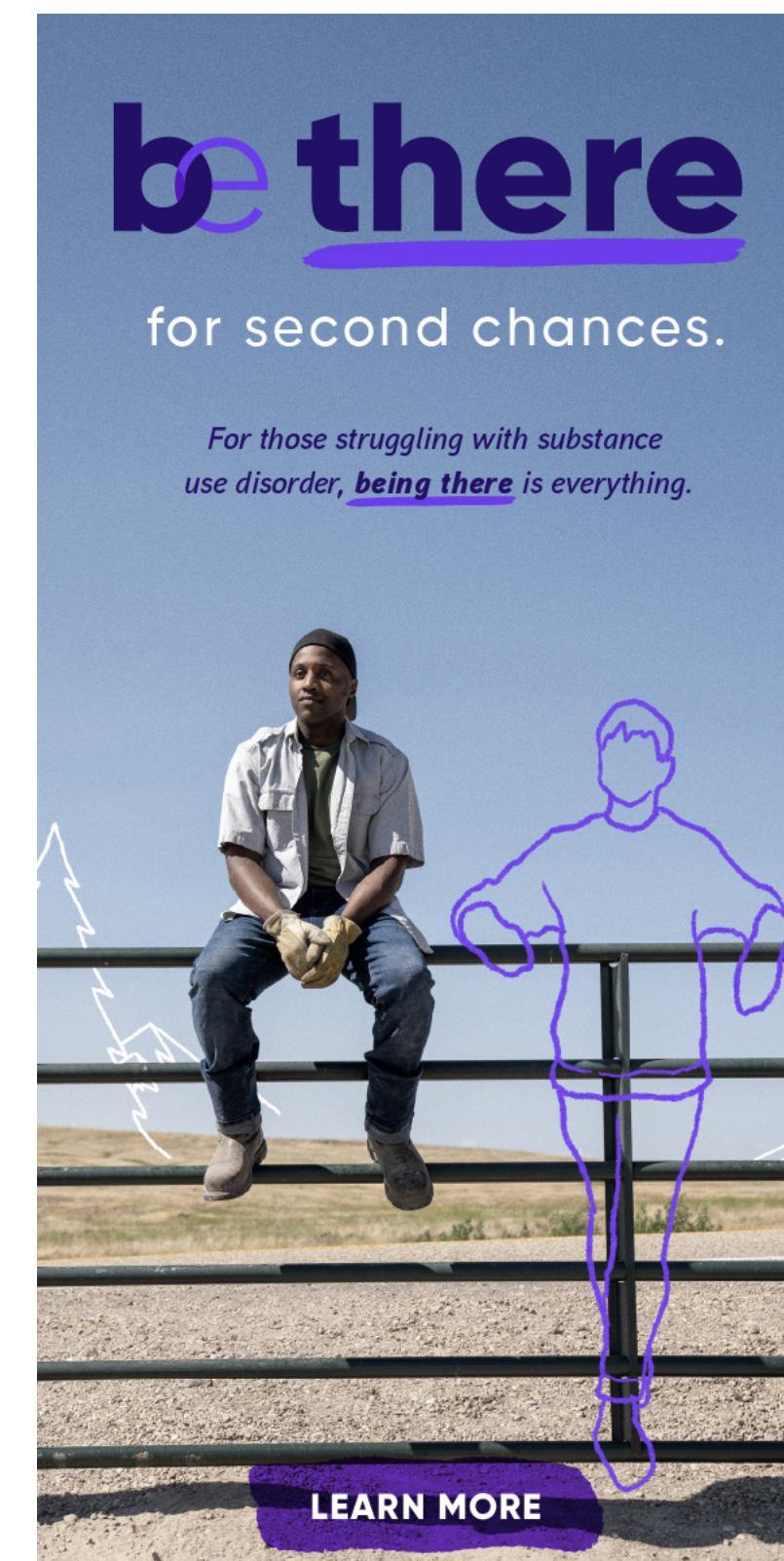
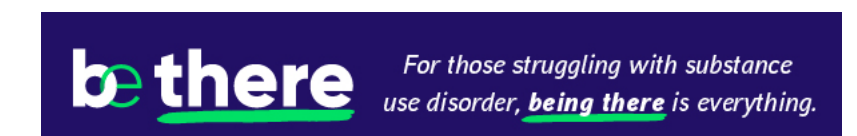
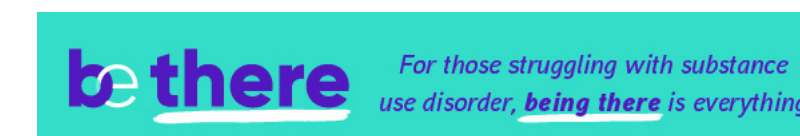
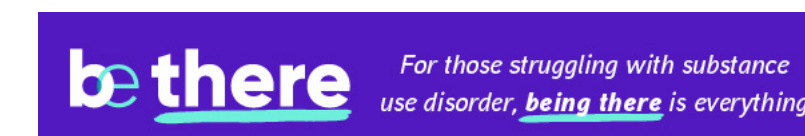
Web Banners are ads that run alongside other content—on the side of a website or newsletter, for example. There are several places you can apply banners to support your RCORP activities.

- + Add them to the channels you control including your website and/or newsletters
- + Send them to local news websites and request they run as a PSA. This could include the local newspaper or the TV or Radio stations if they have an active website.
- + Purchase ad space on a local news outlet's website, called "site direct."
- + Purchase programmatically. This means you work with a third party provider that uses an algorithm to find the placements for your ad across multiple websites, based on the audience you are trying to reach. Be prepared with your target audience (demographics and geographic area), budget, and desired length of "desired time of run." A respected third party programmatic option is:

- **StackAdapt**

Additional Resources for Web Banner Templates:

- **Canva**
- **Adobe**



Web Banner Designs (300 x 50, 320 x 50, 160 x 600, 300 x 250, 300 x 600, 728 x 90)

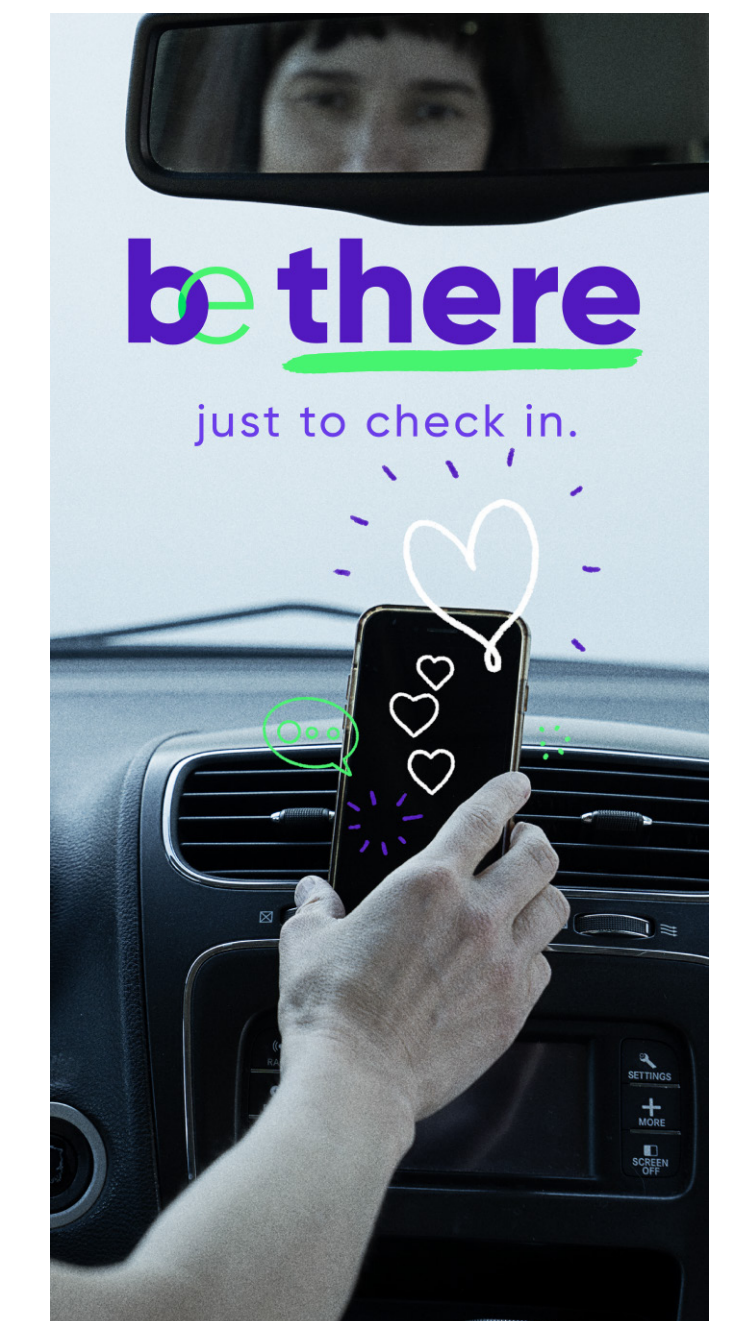
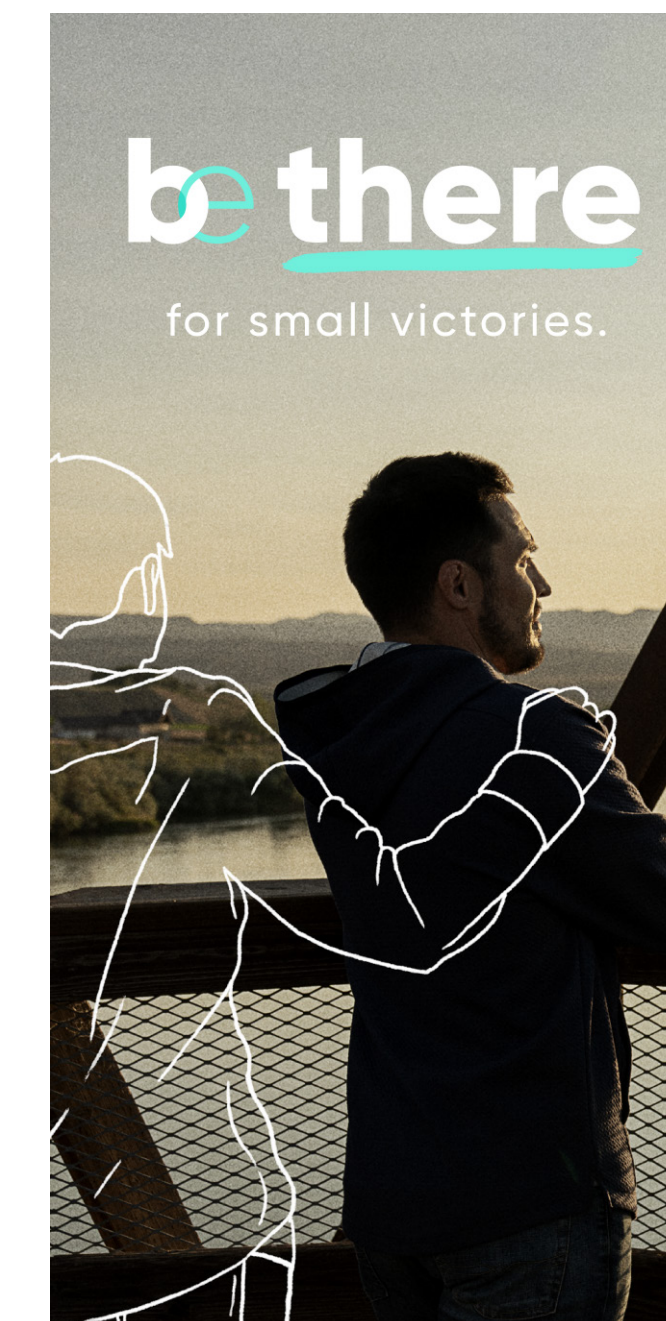
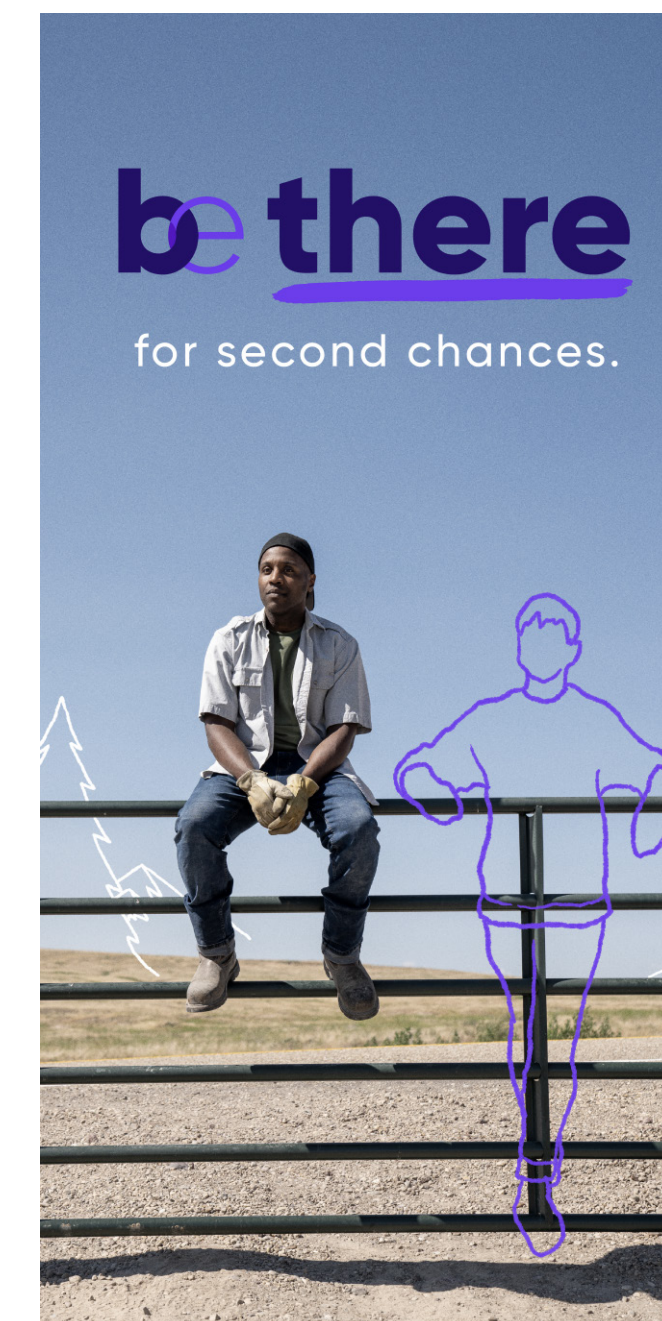
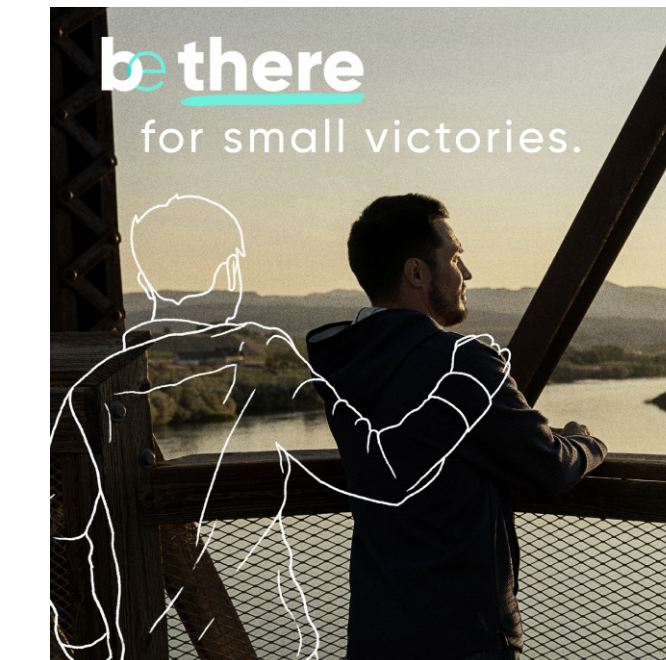
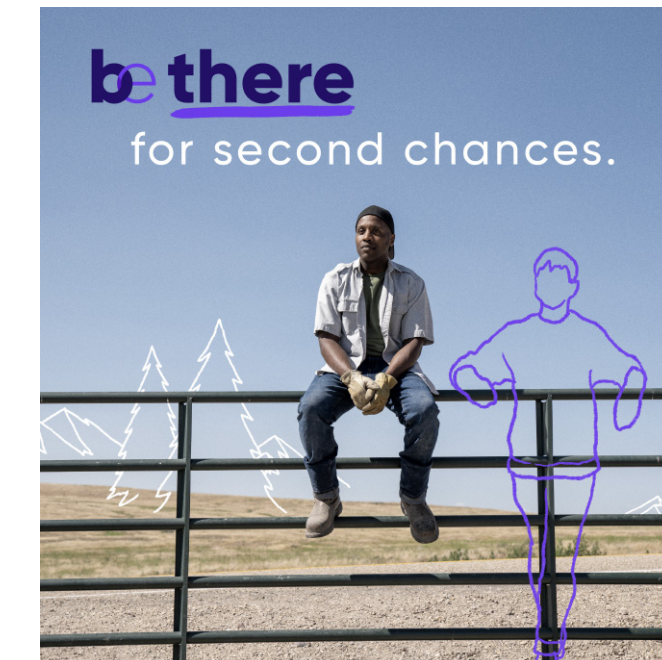
6.

SOCIAL MEDIA OUTREACH

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BEST PRACTICES

Social media, such as Facebook, Instagram, and Twitter, can be a powerful tool for raising awareness of your organization's activities and services. The following information includes example tweets and Facebook posts, along with best practices that may be helpful in your social media outreach efforts.



Social Images (1080 x 1080, 1080 x 1920, 1500 x 500, 1640 x 924, 320 x 320)

Example Tweets

109,680. In 2022, that's how many drug-related deaths occurred in the United States alone. For those struggling with substance use disorder, a simple gesture of support can go a long way. Be a friendly face. #BeThere

+ SOCIAL IMAGE IF DESIRED

Illicit drug use disorder is the most stigmatized health condition in the world. But it doesn't have to be. It doesn't matter how you show up for those struggling with substance or opioid use disorder. All that matters is that you do. #BeThere

+ SOCIAL IMAGE IF DESIRED

In 2021, 94% of people aged 12 or older with a substance use disorder did not receive any treatment. But they deserve to receive our compassion and support. Show up for those struggling with substance use disorder. #BeThere

+ SOCIAL IMAGE IF DESIRED

Composing Tweets

Tweets are limited to 280 characters, intentionally brief. You are encouraged to add your own hashtags and localized data points as available/applicable. Here are some tips on composing tweets:

- + **Instructions for creating a Twitter account** can be found [here](#).
- + **Instructions for linking your Twitter Account to an Ad Account** (where you manage ads) can be found [here](#). This link also includes a Twitter Ads checklist.
- + **One topic per tweet.** If you have multiple items you want to address, put each in its own tweet. It's okay if you post tweets within a few minutes of each other.
- + **Leverage your relationships.**
 - + **Retweet.** If you see a tweet that is relevant and you particularly like, retweet it. This strengthens your relationship with the original author and is faster than coming up with new content.
 - + **Use mentions.** When you refer to another organization in a tweet, they are notified that you've mentioned them. This helps build your relationships and get your message/organization noticed.
 - + **Monitor your message/organization.** Click your notifications tab to see who has mentioned you. Retweet relevant tweets to your followers and include this in your planning.
 - + **Twitter trends.** Engage with Twitter's trending topics if they relate to your activities or underage drinking and substance use. Be sure to read about the trend first, to make sure it's appropriate.
 - + **Use different Twitter formats.** Organize or join Twitter events, such as Twitter chats and town halls. Be sure to include the event's hashtag to delineate conversation.
- + **Use hashtags.** Hashtags help categorize tweets and make it easier for people searching for related topics to find them. When you include "#bethere" "#support" "#health" in your tweet, anyone who searches for support or health topics may find your tweet.
- + **Shorten URLs.** Twitter counts any link as 23 characters but using longer links— especially for news articles—can look ugly. To save space for the content of tweets, use a URL shortener like [Bitly](#) or [Google URL Shortener](#). These sites allow you to customize the text of your link while directing people who click to the same destination.
- + **Make it manageable.** Because Twitter content is ideally posted several times a day, it can seem like an overwhelming endeavor. We've found it is helpful to have a number of people contribute content, with a single manager in charge of posting it.
- + **Planning.** Planning your tweets in advance can also help you to communicate the right messages at the right time, and manage workload. Tweets can be written in advance, and a program such as Hootsuite can be used to schedule them to post automatically at a preselected time.
- + **Frequency.** Optimally, you should tweet several times per day. A tweet has a lifespan of about an hour, so be sure to space tweets out.

Example Facebook Posts

In 2021, 94% of people aged 12 or older with a substance use disorder did not receive any treatment. For those struggling with substance use disorder, being there makes all the difference. Be there. To learn how you can show up, visit (insert URL here).

+ SOCIAL IMAGE IF DESIRED

It doesn't matter how you show up for someone with substance use disorder. All that matters is that you do. To learn how you can show up, visit (insert URL here).

+ SOCIAL IMAGE IF DESIRED

Between 1999 and 2017, more than 700,000 Americans died from drug overdoses, and escalating rates of drug addiction have contributed to recent decreases in life expectancy. Show up for those you know with substance use disorder. Be there.

Learn more at (insert URL here).

+ SOCIAL IMAGE IF DESIRED

Meta (Facebook & Instagram) Best Practices

Many of the best practices noted in the Facebook section are relevant for Instagram as well:

- + **Stand out!** Remember that users are scrolling through a lot of content on Facebook; your post needs to be clear and focused to stand out.
- + **Leverage visuals.** Pictures, videos, infographics, and other visual content are great for Facebook posts. Include them in your posts to make content stand out and improve engagement.
- + **Plan ahead.** You should plan your Facebook posts in advance, coordinating your posts and regular external communications.
- + **Be frequent—but not too frequent.** Optimally, you should post two to three times a week and respond to questions and comments quickly. Develop a response template to help you address questions, comments, and questionable posts.
- + **Stay consistent with your Aesthetics.** Keep close to your brand's image as much as possible. This will be helpful in improving brand recognition.
- + **Post at the right time.** Learn and understand the habits of your Instagram audience to determine when they are online. Hootsuite also provides research that shows when the best time to post on Instagram is, that can be found [here](#).
- + **Copy.** For your post copy, that appears below Instagram posts, focus on including the most important information, keep the copy short and to the point and use a consistent and personal tone.
- + **Include relevant tags.** Use hashtags to help with post/page visibility, tag partners to help include them in the conversation, and add your location so customers can find your business.

Composing Facebook Posts

- + **Instructions for creating a Facebook account** can be found [here](#).
- + **Instructions for linking your Facebook Account to an Ad Account** (where you manage ads) can be found [here](#). Many resources for troubleshooting, FAQs and more can be found on the [business help page](#).

Facebook posts don't have the same limits as Twitter, but that doesn't mean you should go overboard. Here are some tips on composing Facebook posts:

- + **One topic per post.** If you have multiple items you want to address on Facebook, put each in its own post. This will help focus the content and give you more to post.
- + **Tag like-minded groups or pages.** Are there other organizations or individuals on Facebook you can tag in your posts? Tagging helps draw their attention to posts and bring them into the conversation.
- + **Make it manageable.** Your Facebook feed shouldn't be overwhelming. We suggest having a variety of people contribute content to it, with a single person in charge of administering the page.
- + **Plan ahead.** You should plan your Facebook posts in advance, coordinating your posts and regular external communications.
- + **Highlight activities.** Consider promoting posts, starring stories, or pinning posts to highlight or emphasize an important activity.
- + **Keep it concise.** Try to keep posts at 250 characters or fewer so that viewers can read the whole post without expanding the text.

Boosted Posts

- + **A simple yet effective** way to increase the reach of an existing post is by creating a **Boosted Post**.
- + **Set a clear goal.** Whether that be brand awareness, page likes, website traffic, etc. Set a clear goal up front so that you can accurately measure success.
- + **Boost the right post.** You don't have to boost every single post. Boost posts that are already doing well. You can view Insights on your Facebook Page and click Posts to view historical post performance and determine a winner. Choose a post to boost that:
 - + **High Engagement**
 - + **Relevant to your goal.** If your goal is to send traffic to the website, boost a post that has already received post clicks.
- + **Set a Reasonable Duration.** The duration of the boosted post is important in determining success. It is not recommended to boost a post for more than a week. Since your audience is generally more narrow and defined, avoid running for too long a duration and showing the same ad to a user too many times.

Example Instagram Posts

In 2021, 94% of people aged 12 or older with a substance use disorder did not receive any treatment. For those struggling with substance use disorder, being there makes all the difference. Be there. To learn how you can show up, head to the link in our bio.

+ SOCIAL IMAGE IF DESIRED

It doesn't matter how you show up for someone with substance use disorder. All that matters is that you do. To learn how you can show up, head to the link in our bio.

+ SOCIAL IMAGE IF DESIRED

Between 1999 and 2017, more than 700,000 Americans died from drug overdoses, and escalating rates of drug addiction have contributed to recent decreases in life expectancy. Show up for those you know with substance use disorder. Be there by going to the link in our bio.

+ SOCIAL IMAGE IF DESIRED

Composing Instagram Posts:

- + **Instructions for creating an Instagram account** can be found [here](#).
- + **Instructions for linking your Instagram Account to an Ad Account** (where you manage ads) can be found [here](#). Note that Facebook and Instagram ads are both managed within the same ad account.

Instagram offers multiple unique placements on the platform, and each placement serves a different role. **Stories** are vertical, full-screen photos and videos that automatically disappear after 24 hours. Stories are a great way to humanize your brand by sharing photos and videos that highlight your brand and showcase what makes you unique. Unlike Stories, **Reels** don't disappear after 24 hours. They are also vertical video formats that can be up to 90 seconds long if recorded in the Instagram app or 15 minutes long if you upload a pre-shot video. Reels also offers a variety of editing tools, music, and sound snippets to enhance your videos. They are a great way to spark engagement with your brand and storytell with audio and video. The **Feed** is where you share content to your followers and connect with individuals that share similar passions or interests. In addition to seeing content of those that you follow, suggested profiles may also appear based on where you show interest. **Carousels** allow you to post up to 10 images and or videos within a singular post. This is a great way to showcase a highlight reel or introduce a product to your audience. Carousels generally produce the best engagement rates out of all Instagram content.

Stories:

- + **Keep attention with speed.** People consume Stories content much faster than other mediums. We recommend you create ads that capture the audience's attention from the first frame and use speed to keep their attention.
- + **Create for Stories-first.** Make sure you are only posting full screen vertical content when posting on stories.
- + **Use Interactive Elements.** Stickers, quizzes, polls, countdowns, emoji's, GIFs, and more. Give your followers a way to engage with your stories by including these interactive elements.
- + **Enhance with sound.** The majority of Stories with voice-over or music perform better than those without any sound.

- + **Create Stories Highlights.** Since Instagram Stories disappear after 24 hours, 'Highlights' are a great way to showcase stories that you want to live on your profile for longer than 1 day. You can categorize these highlights to give users an opportunity to learn more about your business when going to your profile.

Reels Posts:

- + **Engage users with transitions and effects.** Instagram gives you the tools to easily add these features to your video.
- + **Emphasize key points with bold, timed text.** Add text bubbles and consider subtitles to get key messages across for those that may be watching without audio.
- + **Trends.** Find inspiration by searching hashtags from your industry, or remix a Reel that you may find trending in the Reels tab. Instagram offers a [Reels Trend Report](#) that is updated weekly with current trends on the platform.
- + **Audio.** Bring your videos to life with audio. Though not all Reels will be watched with audio on, it is a best practice to include audio whenever possible. Whether that's through music, voiceover, talking to the camera, etc.
- + **Duration.** Reels offer a lot of flexibility in length, with videos being a max duration of 15 minutes. Keeping your video under 90 seconds will ensure that more people see it.
- + **Go Vertical.** Vertical content (9:16) helps ensure reels are immersive. Horizontal video can be clunky and is typically not as easy to recreate.
- + **Additional Instagram Reels Resources can be found [here](#).**

In-Feed Photo Posts:

- + **Consistency.** Keep colors consistent with your brand and on your feed.
- + **Plan ahead.** You should plan your posts in advance, coordinating your posts and regular external communications.

Carousel Posts:

- + **Catch users attention** by having eye-catching content on the first slide.
- + **Mediums.** Mix photos and videos within a carousel to tell a compelling story.

7.

APPENDIX

The toolkit files and graphics are available for download and editing here: www.bit.ly/RCORPtool

Sample Traffic Instructions

TO: **Traffic/Operations Desk (or Insert Contact)**

FR: **(Insert Your Name)**

Approved Flight Dates: **(Insert Run Dates)**

Commercial Length (Insert Spot Length)	Title (Insert Spot Title)	Schedule (Insert Run Dates)	Rotation (Insert Rotation %)
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Example: Radio

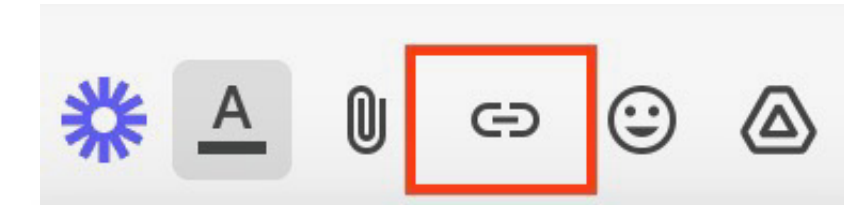
Commercial Length :30 Radio	Title Show Up	Schedule 1/1/24 – 12/31/24	Rotation 50%
:30 Radio	What It Sounds Like	1/1/24 – 12/31/24	50%

Example: TV

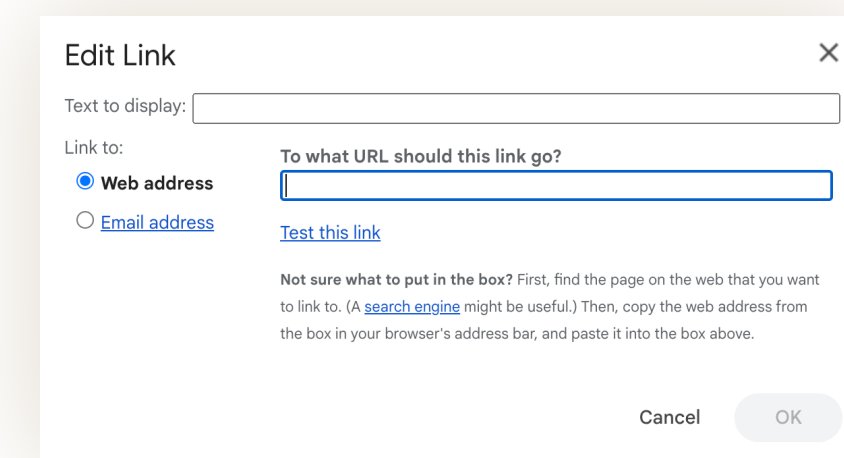
Commercial Length :30 TV	Title Mural	Schedule 1/1/24 – 12/31/24	Rotation 75%
:30 Radio	Be There	1/1/24 – 12/31/24	25%

How to Embed a Creative Link in Email

Within your email, insert the image (or text) and click to highlight. Then select the “link” icon:



Then add the URL for the Creative inside the text field of the box that appears:



RCORP Target Audience

When purchasing media, the vendor will ask who the **target audience** is. This can be as simple as age and gender, or more specific with interests, behaviors, contextual content, or keywords for digital. If your business has a specific desired audience, please use it. If you do not have an established one, RCORP has defined the following target audience for “Be There.”

- + **Demo:** Adults 18+ in your community (Family, friends, co-workers, employers, etc.)
- + **Key Fields of Influence:** Police Officers, Politicians, Healthcare Workers, Media Contacts
- + **Interests, keywords or contextual targeting may include:** Public Policy, Alcohol, Drugs, Recovery, substance use disorder, opioids use disorder, AA, Al Anon, treatment, medication assisted recovery, alcohol use recovery, pharmacotherapy, etc.
- + **Geographic Target** is specific to the community you are trying to reach. Targeting options vary but typically are by city or county.

MEDIA TERMINOLOGY

Media vendors have several terms you may come across while working with local media representatives. Please use this as a reference for media jargon & acronyms.

Avails – Avails refer to the availability of unsold units of time available for broadcasters and radio stations to sell to marketers.

Click Through Rate (CTR) – A term used in digital marketing that refers to the measure of success an advertisement had in getting a user to click back to the website.

Cost Per Click (CPC) – The cost a marketer pays for each user click on a particular ad. CPC mostly applies to paid search advertising or search engine marketing.

Cost Per Point (CPP) – A measure of cost efficiency which enables you to compare the cost of this advertisement to other advertisements. CPP is calculated as Media Cost divided by Gross Rating Points (GRPs) in the identified target audience.

Cost Per Thousand (CPM) – The price of serving 1,000 ad impressions.

Daypart – Radio and television advertisements are divided into time segments for scheduling purposes. These segments include primetime, daytime, late night, early morning, and total day.

Fixed Position – A broadcast or radio spot on a schedule to run at a precise time or to run within a specific program.

Flight Dates – The exact start and end dates of a marketing message or promotion

Frequency – This is the average number of times a household or person views a given program, station, or advertisement over the course of a set period (i.e., one month)

Gross Rating Point (GRP) – Sum of all ratings for a series of commercials. 1 GRP = 1% of the potential audience that has been exposed to the advertising.

Impressions – The number of homes or individuals who see a specific advertisement or group of ads. In digital marketing, it refers to the total number of times an ad is delivered online.

Preemptible – Occasionally, your ad may be displaced due to someone paying a higher rate.

Programmatic Partner – Automated buying to purchase ad space across multiple providers. For digital ads purchasing across millions of websites, for Advanced TV, it's purchasing across available streaming TV inventory, for streaming audio, it's purchasing across multiple streaming audio platforms.

Reach – The percentage of people reached at least one time.

Rotation – Rotation refers to the distribution of spots or ads across certain days and hours within the flight period.

Run of Schedule or Run of Site (ROS) – In television or radio, ROS is scheduled to run across multiple dayparts and multiple days. Usually Monday–Friday, 6am–12Mid. In digital marketing, it refers to running on a website with no preference as to specific pages or times.

Social Media Specific Terms

Boosted Post – Paid advertising to promote an existing post to expand reach to an audience not currently following your social channel.

Hashtag – A hashtag is a tag used on a variety of social networks as a way to annotate a message. A hashtag is a word or phrase preceded by a "#" (i.e. #InboundMarketing). Social networks use hashtags to categorize information and make it easily searchable for users.

Organic Post – Organic social media refers to the free content (posts, photos, video, memes, Stories, etc.) that all users, including businesses and brands, share with each other on their feeds.

Paid or Promoted Post – Social media is another word for advertising. It's when advertisers pay money to in order to have their content shared with specific targeted audiences.

