

Find your Good

Social Media Toolkit

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Despite common drug trends, alcohol is still the most commonly used substance by youth throughout our country and state.

The 2016 Healthy Youth Survey shows alcohol use higher than any other substance by 10th graders in the state of Washington. The Center for Disease Control and Prevention reports excessive drinking is responsible for more than 4,300 deaths nation-wide among underage youth each year, with a price tag of \$24 billion in economic costs in 2010.

The same Healthy Youth Survey shows one in five Washington 10th graders reported using marijuana in the last 30 days and one in three 10th graders perceive there's little risk in regular marijuana use. Yet in fact, marijuana addiction is more common among teens than adults because their brains are still developing and vulnerable. (Casey BJ, Jones RM, Hare TA. The adolescent brain. Ann. N. Y. Acad. Sci. 2008;1124:111–126.)

We live in a culture that often promotes substances as way to celebrate or a way to cope with problems, but the majority of our Washington youth know a better way to find the good in their lives.

The Find Your Good campaign was developed by youth for youth to highlight the way they engage in healthy activities and what they value above substance use. Youth today know how to make choices that are good for them, for their families, for their schools and their communities.

This toolkit is designed as a platform for adults to use to engage with youth and encourage them to find and share their own good.

Campaign Description

The Find Your Good campaign aims to promote healthy activities and positive interactions between youth, to help them recognize there are other choices than using substances. It was created by the Strong Teens Against Substance Hazards and Abuse (STASHA) with assistance from the Prevent Coalition at ESD 112. Funding is from federal and state sources. The messaging comes from local middle and high school students, who share “their good” – the healthy ways they cope and deal with stress that help them stay substance free.

Find Your Good helps young people find connection and support by encouraging community engagement.



The Find Your Good campaign aims to engage youth on social media with the question: What's your good?

Share the Good

Use the images and corresponding messages on your social media channels to share the good from the teens who created this campaign.

Start a Conversation

Share these examples with the youth you're working with, then ask them what their good is, what keeps them from using and abusing alcohol or other substances. Encourage them to share their good on their social media channels with one of the hashtags below.

Calls to Action

My good is _____. What's yours?
What's your good?

Hashtags

#FindYourGood
#Choosenottouse
#Choosenobooze
#YouAreGood

Outreach

Instagram : youth_now
Facebook: supportyouthnow
Twitter: supportyouthnow

Suggested Posting Schedule

- **Week-long campaign** - run an intensive week-long campaign with an image and message from each category every day. Optional: Add the suggested popular hashtags to expand the reach of your posts.
 - Monday AM - Academics, add the hashtag #mondaymotivation
 - Tuesday PM - Athletics, add the hashtag #tuesdaytruth
 - Wednesday AM - General/Misc., add the hashtag #wednesdaywisdom
 - Thursday PM - Arts, add the hashtag #thursdaythoughts
 - Friday PM - Friends, add the hashtag #fridayfeeling
 - Saturday AM - Outdoors, add the hashtag #saturdaymorning
 - Sunday AM - Faith/Spirituality, add the hashtag #sundaymood
- **Month-long campaign** - make a longer lasting impact by following the above schedule for four weeks.

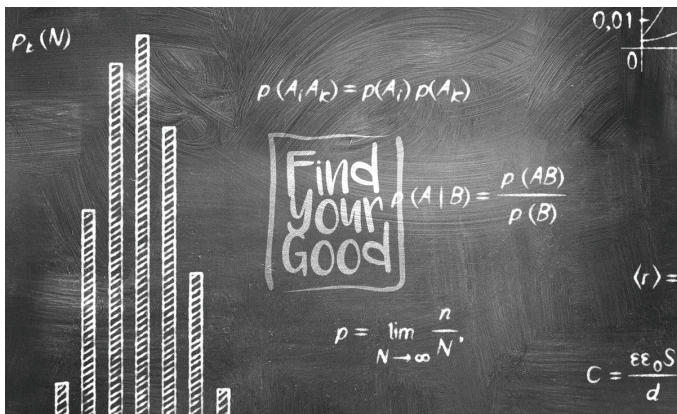


IMAGE CATEGORY: **ACADEMICS**

Optional Hashtags: #FindYourGood #ChooseNotToUse #ChooseNoBooze #YouAreGood #BrainsOverBooze



"My good is focusing on getting a 3.8 GPA each semester. My good allows me to focus on my academic studies that will help me get to college. I choose not to use drugs because I want to get an academic scholarship. My good allows me to connect me with other people that are serious about school" - Andy, 16



My good is MATH. Math is good for my brain - it helps me with critical thinking, keeps me interested in life, and challenges me. I went to math camp and now I have friends around the world. What's your good? #FindYourGood



A lot of the time my voice isn't heard. When I write, I can get it all out without being interrupted. I write because it's outlet I can share and express myself. There are no limitations. Writing is my good, what's yours? #FindYourGood

IMAGE CATEGORY: **ACADEMICS**

Optional Hashtags: #FindYourGood #ChooseNotToUse #ChooseNoBooze #YouAreGood #BrainsOverBooze



I'm on a path to be a doctor. Science keeps me on track, because it requires hard work and focus. I know how alcohol messes up my brain's chemistry and I don't like it. My good is science, what's yours? #FindYourGood

Campaign Elements: SOCIAL MEDIA POSTS

6

IMAGE CATEGORY: **ARTS**

Optional Hashtags: #FindYourGood #ChooseNotToUse #ChooseNoBooze #YouAreGood



Photography is my good. I like getting outside to take pictures and meet other people doing the same thing as me. #FindYourGood



Singing makes me happy. It brings music and storytelling together in a unique and personal way. Singing is why I #ChooseNotToUse Singing is my good, what's yours? #FindYourGood



MUSIC takes my mind off my stress. It calms me down and helps me deal. #FindYourGood

Campaign Elements: SOCIAL MEDIA POSTS

7

IMAGE CATEGORY: **ARTS**

Optional Hashtags: #FindYourGood #ChooseNotToUse #ChooseNoBooze #YouAreGood



"I choose not to use because I have other stuff to do - I'm in a band and I love making music. I have band mates and people who will come watch us perform. My music keeps me off the streets and with the beats. Music is my good, what's yours?" - Mark, 18



"Art is what makes the world unique. Whether we see it or not, it is what shapes the world around us into something beautiful. I love doing art, it's my good. What's yours?"
- Emily, age 16



Campaign Elements: SOCIAL MEDIA POSTS

8

IMAGE CATEGORY: **ATHLETICS**

Optional Hashtags: #FindYourGood #ChooseNotToUse #ChooseNoBooze #YouAreGood



I box every day from 5-8. I like boxing because it's good exercise, I get to meet new people, and my dad likes it. Boxing is my good, it's why I choose not to use. – Ben, age 15



Track keeps me substance free. My good is RUNNING...what's yours? #FindYourGood



Campaign Elements: SOCIAL MEDIA POSTS

9

IMAGE CATEGORY: **ATHLETICS**

Optional Hashtags: #FindYourGood #ChooseNotToUse #ChooseNoBooze #YouAreGood



I'm good at: track, cheer, softball, and weight training. It takes a lot of hard work and persistence, but it keeps me motivated for my future. #FindYourGood



"Skateboarding calms me down so I can actually socialize with others instead of getting mad. It keeps me active and reminds me of the important things in life. Skateboarding is what I love...it's my good." – Guzman, age 14

Download images at: youthnow.me/findyourgood

Find your Good Social Media Toolkit

Campaign Elements: SOCIAL MEDIA POSTS

10

IMAGE CATEGORY: **ATHLETICS**

Optional Hashtags: #FindYourGood #ChooseNotToUse #ChooseNoBooze #YouAreGood



Campaign Elements: SOCIAL MEDIA POSTS

11

IMAGE CATEGORY: **ATHLETICS**

Optional Hashtags: #FindYourGood #ChooseNotToUse #ChooseNoBooze #YouAreGood



Campaign Elements: SOCIAL MEDIA POSTS

12

IMAGE CATEGORY: **FAITH / SPIRITUALITY**

Optional Hashtags: #FindYourGood #ChooseNotToUse #ChooseNoBooze #YouAreGood



A lot of the time my voice isn't heard. When I write, I can get it all out without being interrupted. I write because it's an outlet I can share and express myself. There are no limitations. Writing is my good, what's yours?
#FindYourGood

IMAGE CATEGORY: **FRIENDS**

Optional Hashtags: #FindYourGood #ChooseNotToUse #ChooseNoBooze #YouAreGood



Friends are my good. I'm always happy when I'm with friends, and they're a reason why I don't drink alcohol. Why do you choose not to use? #FindYourGood



Other people who have similar dreams and loves as me are great at supporting me. Find your people, #FindYourGood



My good is hang out with my friends. I want my brain to develop all the way - so I talk to my friends instead of doing drugs or drinking. I love my friends - what's your good?
– Kaylee C, age 15

Campaign Elements: SOCIAL MEDIA POSTS

14

IMAGE CATEGORY: **FRIENDS**

Optional Hashtags: #FindYourGood #ChooseNotToUse #ChooseNoBooze #YouAreGood



Campaign Elements: SOCIAL MEDIA POSTS

15

IMAGE CATEGORY: **OUTDOORS**

Optional Hashtags: #FindYourGood #ChooseNotToUse #ChooseNoBooze #YouAreGood



Adventure makes me excited about my future and what's going to happen. I know there are good things out there, and I want to be my best when I get there. #FindYourGood



Campaign Elements: SOCIAL MEDIA POSTS

16

IMAGE CATEGORY: **OUTDOORS**

Optional Hashtags: #FindYourGood #ChooseNotToUse #ChooseNoBooze #YouAreGood



Campaign Elements: SOCIAL MEDIA POSTS

17

IMAGE CATEGORY: **OUTDOORS**

Optional Hashtags: #FindYourGood #ChooseNotToUse #ChooseNoBooze #YouAreGood



Download images at: youthnow.me/findyourgood

Find Your Good Social Media Toolkit

Campaign Elements: SOCIAL MEDIA POSTS

18

IMAGE CATEGORY: **OUTDOORS**

Optional Hashtags: #FindYourGood #ChooseNotToUse #ChooseNoBooze #YouAreGood



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Find your Good Social Media Toolkit

Campaign Elements: SOCIAL MEDIA POSTS

19

IMAGE CATEGORY: **GENERAL / MISCELLANEOUS**

Optional Hashtags: #FindYourGood #ChooseNotToUse #ChooseNoBooze #YouAreGood



I #choosenottouse because I don't need it. I don't like how it changes how people act and think. I like the way I act and think.



I got 99 problems but substance use ain't one.
- Andy, age 16

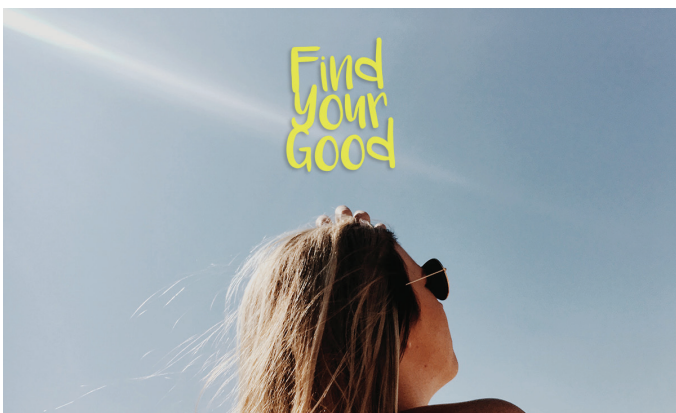


Campaign Elements: SOCIAL MEDIA POSTS

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IMAGE CATEGORY: **GENERAL / MISCELLANEOUS**

Optional Hashtags: #FindYourGood #ChooseNotToUse #ChooseNoBooze #YouAreGood



Campaign Elements: SOCIAL MEDIA POSTS

21

IMAGE CATEGORY: **GENERAL / MISCELLANEOUS**

Optional Hashtags: #FindYourGood #ChooseNotToUse #ChooseNoBooze #YouAreGood



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