THSO Social Media Campaign Toolkit 2022

Tips for posting:
• Tag posts with #drivesober, #helpingyourarrive, #chasco, and/or your institutions or projects hashtag
• Link to appropriate resources or your campus health and resources webpage

Messages and Tools: Social Norms based on TN 2020-2021 Healthy Minds Survey data

1. TN college students make good decisions! Over the past year, 93% of TN college students have not driven a car while under the influence of alcohol.
   • Link to Video
   • Text: Most TN Students make good decisions about not drinking and driving. Check with (insert local resource) for tips on how to stay safe if you choose to drink. #DriveSober

2. TN college students make good decisions! Over the past year, 94% of TN college students have not driven a car while under the influence of drugs.
   o Link to video here.
   o Text for post: If you feel different, you drive different! Contact the (insert campus resource office) for more information on substance use and impaired driving. #DriveSober

   • Additional Post Idea: Spotted: Driving High
   o The Tanzanian cheetah is known for its speed and agility, not it’s common sense. Don’t be like cheetah. If you feel different, you drive different. Drive high, Get a DUI. Learn more at nhtsa.gov/ifyoufeeldifferent.

3. TN college students make good decisions! 98% of TN college students think it is wrong to drive while under the influence of alcohol.
   • Link to video here
   • Text: Always remember to plan ahead with a sober driver to take you home. If you’re the designated driver, it’s important to
take the role seriously and don’t consume alcohol. #drivesober, #helpingyouarrive

4. TN college students know their limits! Of those who drank alcohol, 60% of TN college students only drink 1 or 2 drinks containing alcohol on a typical day when drinking.
   - Link to Video
   - Text: To reduce the risk of alcohol-related harms, the 2020-2025 Dietary Guidelines for Americans recommends that adults of legal drinking age can choose not to drink, or to drink in moderation by limiting intake to 2 drinks or less in a day for men or 1 drink or less in a day for women, on days when alcohol is consumed. #DriveSober

5. TN college students know their limits! 55% of TN college students indicated they would rather not have alcohol available and used at parties they attend in and around campus
   - Link to Video
   - Text: Check in with your (insert local campus resource) for more ideas on how to plan responsible events or parties on or around campus #DriveSober

6. Tennessee college students care! Over 90% of college students in TN are likely to confront a friend who intends to drive after drinking
   - Link to Video
   - Text: Hey- can I give you a ride? What would you say if you were worried your friend was planning to drive after drinking? #DriveSober

7. Tennessee college students care! Approximately 80% of college students in TN agreed that they would intervene if they saw someone was drinking too much.
   - Link to Video
   - Text: I’m starving! Let’s get out of here and grab something to eat? What would you say if you were worried about how much your friend was drinking? #DriveSober
8. Tennessee college students care! Approximately 80% of college students in TN agreed that we are a campus where we look out for each other.
   - Link to Video
   - Text: Reach out to your (insert local campus resource) to find out how you can make a difference on your campus! #DriveSober

Additional Resources

- Check out these myths and facts about alcohol use, including the impact of alcohol on your ability to drive.
- Check out the Booze it or Lose It campaign and related resources.
- Check out the Virtual Bar to learn more about your BAC.
- Check out this interactive diagram of how alcohol impacts the body.
- Click here to see how much money you save when you choose not to drink!
- Check out these steps for intervening if you are worried about how much a friend is drinking or if they are going to drive.
- Know the signs of an alcohol overdose! #PUBS
- Try these Instagram posts for talking about Alcohol Overdose and other types of overdose.
- Learn more about strategies for helping when you are concerned about a friend.