

INTERNATIONAL OVERDOSE AWARENESS DAY 2022



SOCIAL MEDIA KIT

This handy kit contains images and other information produced by Penington Institute, the convener of the campaign, to support you and help raise awareness of overdose.

What is included?

The 2022 Social Media Kit has everything you need to make your event and advocacy a success. It includes:

- ▶ Social media tiles for easy sharing
- ▶ Handy *Did You Know?* images you can share on social media to educate people about the campaign
- ▶ International Overdose Awareness Day logos you can share or add to your own event page
- ▶ Frames you can add to your Facebook display pictures to show your support for the campaign.

Who is this kit for?

The Social Media Kit is for you, the International Overdose Awareness Day community.

Use the images here for your events, on social media, and to introduce the campaign to people who do not know about it.

Tips on using these resources

After you decide which images you want to use, here is how you can make the most use of them:

- ▶ On desktop: right click “save image as” and save the file to your computer
- ▶ On mobile: press on the image until prompted to download or save the image to your camera roll
- ▶ Select your preferred social media account
- ▶ Upload your chosen image or images
- ▶ Write text to accompany each of the assets you upload for publication
- ▶ Include our social media handles in your post:
 - Our Facebook is **International Overdose Awareness Day**
 - Our Twitter is **@overdoseday**
 - Our Instagram is **@overdoseawarenessday**

- ▶ Tag your other important contacts
- ▶ Include the hashtags [#IOAD](#), [#InternationalOverdoseAwarenessDay](#), and [#OverdoseAwarenessDay](#) with your post
- ▶ Publish your post
- ▶ Encourage people to share!

How to use Facebook frames

Adding frames to your Facebook [takes just a few clicks](#).

To find our frames, [follow the link](#) here and add any of the following frame names:

- ▶ [IOAD Aug 31 White](#)
- ▶ [IOAD Aug 31 Round Frame](#), or [IOAD Aug 31](#)

It's also very easy to download frames directly from our Social Media Kit and layer them over your images with an image editor such as [Canva](#).

I've organised my event and will use these social media resources. What now?

Share the images on your own social media accounts. Share them with your friends and in any online community groups you are in.

Think of the Social Media Kit as a chance to help grow the International Overdose Awareness Day campaign and bring more attention to the issue of overdose.

Connect with us on social media

 [International Overdose Awareness Day](#)

 [@overdoseday](#)

 [@overdoseawarenessday](#)

 [@overdosetribute](#)

 [YouTube International Overdose Awareness Day](#)



**International Overdose
Awareness Day**



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