



SAFEProject

Stop the Addiction Fatality Epidemic

SAMPLE SOCIAL MEDIA LANGUAGE: NO SHAME PLEDGE

This language can be coupled with any of the graphics or videos provided within this toolkit. These posts were created to: 1) create a movement of allies, 2) educate those unfamiliar with addiction and substance use, and 3) help spread our mission to end stigma. Please share, and feel free to be creative and put your own spin on any of the following text!

SAMPLE POST ONE

SAFE Project is a national non-profit organization dedicated to stopping the addiction fatality epidemic. Join our movement to end the stigma surrounding substance use! #NoShame

SAMPLE POST TWO

The data is clear: Over 100,000 Americans lose their lives to overdoses each year. Join SAFE Project's community to support their mission to end the stigma around substance use and mental health.

SAMPLE POST THREE

Erasing the stigma around substance use requires empathy, understanding, and education around addiction. Visit @safeproject to learn more!

SAMPLE POST FOUR

There is #NoShame in getting help! Take the No Shame Pledge to support those in recovery.

SAMPLE POST FIVE

SAFE Project envisions a community of advocates who support and uplift those in recovery, making sure their voices do not go unheard! Take the No Shame Pledge and share with your friends and family. #NoShame

SAMPLE POST SIX

Get others involved and ask your network to take this simple pledge today! Become an ally to those in recovery and help SAFE Project erase stigma!