

## Natural Highs Social Media Campaign Toolkit

Thank you for downloading this social media campaign designed by teens for teens. This toolkit includes the post order, language, images, and hashtags. We would love it if you tagged us in the posts so we can engage with you.

### Tag Us

Social Media Platform	TCADR	EPIC
Facebook	@TCADR	@GarfieldEPIC
Twitter	@TCADR	
Instagram	@TCADR_nj	@Garfield_EPIC

### Posts

Day	Image Name	Post
1	Natural Highs Post 1A Natural Highs Post 1B	Now is always a good time to try something new! Why not discover your natural high? What is a natural high? A natural high comes from any activity that makes you feel good but doesn't involve drugs. #Empowerpeers #Whatsyournaturalhigh
2	Natural Highs Post 2A Natural Highs Post 2B	Why choose a natural high? When you choose an artificial or "drug high" you are tricking your brain into releasing feel good chemicals like dopamine and when you come down from that high your brain reacts with stress. A natural high does all this naturally and keeps you feeling happy longer. #Empowerpeers #Whatsyournaturalhigh
3	Natural Highs Post 3	What are the benefits? A natural high is something that makes you feel good without the use of drugs or alcohol. When you find your natural high, you are finding your passion, something that makes you feel motivated and drives you towards success. #Empowerpeers #Whatsyournaturalhigh
4	Natural Highs Post 4A Natural Highs Post 4B Natural Highs Post 4C Natural Highs Post 4D Natural Highs Post 4E	Not sure if you have a natural high, these are some examples of natural highs! #Empowerpeers #Whatsyournaturalhigh
5	Natural Highs Post 5A Natural Highs Post 5B Natural Highs Post 5C Natural Highs Post 5D Natural Highs Post 5E	What's your natural high? Still not sure if you have a natural high, which kind is right for you? Swipe to find yours! #Empowerpeers #Whatsyournaturalhigh

Created by The Center for Alcohol and Drug Resources, a program of Children's Aid and Family Services through funding from the Bergen County Office of Alcohol and Drug Dependency.

For More Information Contact Us:

Phone: 201-740-7096

Email: [thecenter@cafsnj.org](mailto:thecenter@cafsnj.org)

Website: [www.tcadr.org](http://www.tcadr.org)