

# Social Media Mini-Toolkit to Support Partner Communication about #DryJanuary

#DryJanuary is a movement across New Hampshire, the US, and beyond that was created to encourage people to take a break and abstain from drinking alcohol throughout the month of January. The campaign originated with AlcoholChange.org.

The Partnership has created this mini-kit of posts for partners to share #DryJanuary content. The easiest way to promote this content is to follow **The Partnership** social channels and “like” and “share” the content that we are going to create and share from our campaigns: Take A Break NH, Sober Curious - which runs on Binge-Free 603, and Today is For Me.. Partnership is also running paid Dry January promotion from the Take A Break NH and Binge-Free Sober Curious Branded social channels.

If your organization wants to post their own content in addition to liking and sharing the other channels' content, please copy and save the images from the website and use the associated post text provided here.



Kick off 2022 the right way! Feel better, sleep better, and improve your overall health by taking a break from alcohol this month.



It's important to take control of your health, wealth, body, and mind and cut back if you aren't feeling great after drinking alcohol. Why not try a Dry January? According to AlcoholChange.org, 86% of people saved money and 65% of people noticed generally improved health while participating in Dry January. Will you give it a try?



It's #DryJanuary! Being alcohol-free for a month can show us that we don't need alcohol to have fun, relax, or socialize, and can help us practice healthier drinking habits throughout the year. Are you giving it a try? Let us know in the comments below!



A month spent alcohol-free can be a month well spent! Participating in Dry January can lower your blood pressure, reduce your risk of diabetes, and lower your cholesterol. Will you participate this month?



Want to try #DryJanuary but not sure where to start? Don't feel like you have to say no to social plans just because you aren't drinking alcohol. Try ordering a drink as a mocktail or suggest grabbing a coffee instead! Telling friends and coworkers you're doing Dry January can help hold you accountable, but you might also inspire others to go on their own Dry January journey. Will you be participating this month?



Dry January comes with a wealth of benefits for your health. Many people report healthier alcohol habits throughout the year after participating in Dry January. Are you in?

Feel free to save images and add your logo before posting, or just post to your branded channels as-is. While we have suggested text to use, feel free to use your own post messaging as well.