



# Sober October Social Media Toolkit - 2023

## The Campaign

Sober October began in 2014, emphasizing the importance of checking in with yourself about your relationship with alcohol. Similar to the popular observance known as Dry January, this month encourages individuals to take a closer look at the impact of alcohol on their life. Over the last few years, the Sober October movement has become a more widely known and accepted around the world.

## The Toolkit

The following social media toolkit includes sample messages and images to support digital communication and dissemination of the benefits of Sober October. The Partnership encourages substance use prevention partners throughout New Hampshire to share these campaign materials to help educate and support our community response to the harmful effects of long-term substance use. Messages can be modified to suit your organization's needs.

## Co-Branding

Add your organization's logo before sharing! Follow along with [this video](#) to learn how you can co-brand our toolkit content using the free, online platform Canva. Your logo will fit perfectly to the right of The Partnership's logo in the graphics. Once you're ready to post, we have a [tutorial video](#) for that, too!

## Tagging The Partnership

Please tag The Partnership in your social media posts so we can like and share them! We also encourage you to tag [BingeFree-603](#) and [Take A Break NH](#) in this toolkit's posts. Use the following tags depending on the platform you are posting on:

- **Facebook:** [@DrugFreeNH](#) | [@BingeFree603](#) | [@TakeABreakNH](#)
- **Instagram:** [@drugfreenh](#) | [@bingefree603](#) | [@takeabreaknh](#)
- **Twitter:** [@DrugFreeNH](#)
- **LinkedIn:** [The Partnership @drugfreeNH](#)



#SoberOctober has arrived! 🎃 Whether you participate for a weekend or the whole month, your body will thank you. Find tips and tricks to avoid alcohol this month—including tasty mocktail recipes—at: <https://bit.ly/44X9uQZ>  
#ThePartnershipNH #BingeFree603 #TakeABreakNH  
@drugfreeNH @BingeFree603 @TakeABreakNH



If you're feeling run-down, anxious, and not like yourself, taking a short break from drinking can help you feel better. Consider participating in #SoberOctober this month to refresh your relationship with alcohol. Need some support? Visit @BingeFree603: <https://bit.ly/3PUrx6n> #ThePartnershipNH #BingeFree603 #TakeABreakNH @drugfreeNH @TakeABreakNH



Drinking can become a huge part of our life without realizing it. Sometimes, our relationship with alcohol can be fun in the beginning, but then you find yourself unhappy, irritable, and ready for a fresh start. If this sounds familiar, consider participating in #SoberOctober! The Partnership @DrugFreeNH shares resources and tips to make positive change: <https://bit.ly/3Zv0Kk8> #ThePartnershipNH #BingeFree603 #TakeABreakNH @BingeFreeNH @TakeABreakNH



Taking a break from alcohol can help you figure out what you need to be your best and bounce back easier when faced with challenges. It will also give you more time to deepen your friendships and show up for the people you love (and yourself!). Find tips to take a break and support at: <https://bit.ly/3PUrx6n>  
#ThePartnershipNH #BingeFree603 #TakeABreakNH  
@drugfreeNH @BingeFree603 @TakeABreakNH



Are you participating in #SoberOctober? 🎃 Cutting down on drinking may not always be easy, but friends and family members are a great source of support and will keep you honest. Your doctor, counselor, or therapist may also be able to offer help. You're not alone! Find additional resources and support: <https://bit.ly/3PUF4dO>  
#ThePartnershipNH #BingeFree603 #TakeABreakNH  
@drugfreeNH @BingeFree603 @TakeABreakNH



More young adults in NH are opting to cut back on drinking (or swapping out their alcoholic drink for a mocktail) to have more fun with friends, feel clear-headed, and prepared to take on the day ahead. #SoberOctober is the perfect time to start! Learn more at: <https://bit.ly/3LwCfxa> #ThePartnershipNH #BingeFree603 #TakeABreakNH @drugfreeNH @BingeFree603 @TakeABreakNH



Have you been participating in #SoberOctober? It's not too late to start now! Try out a fall mocktail or enjoy a classic mug of hot apple cider or cocoa. Find other tasty fall recipes at: <https://bit.ly/3talsth> - Cheers! 🍷 #ThePartnershipNH #BingeFree603 #TakeABreakNH @drugfreeNH @BingeFree603 @TakeABreakNH

## CAROUSEL POST (THREE IMAGES - IN ORDER)

This #SoberOctober, upgrade your beverage game with a mocktail (or two) and wake up without a hangover and feeling victorious. Find delicious fall mocktail recipes at: <https://bit.ly/3talsth> 🍷 #ThePartnershipNH #BingeFree603 #TakeABreakNH @drugfreeNH @BingeFree603 @TakeABreakNH

