



Dry January Social Media Toolkit - 2024

The Campaign

Dry January is a movement spanning New Hampshire, the US, and beyond, designed to inspire individuals to take a break from alcohol consumption. The campaign, created in 2013 by [AlcoholChange.org](https://www.alcoholchange.org), encourages participants to abstain from drinking for the entire month.

The Toolkit

The following social media toolkit includes sample messages and images to aid in digital communication and promotion of the benefits of taking a break from alcohol or other substance use, for even just a short period. The Partnership encourages substance use prevention partners throughout New Hampshire to share these campaign materials, contributing to our community's efforts to educate and support a response against 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 [BingeFree603](#), [Take A Break NH](#), and [Today is for Me](#). Use the following tags depending on the platform you are posting on:

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



Looking for a fresh start in 2024? Redefining your relationship with alcohol and other substances can be a healthy choice, no matter how much you use. Feel better, sleep better, and improve your overall health by taking a break this month with #DryJanuary! ❄️ Find support and tips: <https://bit.ly/3GaziPU> #ThePartnershipNH #SoberCurious #TakeABreakNH



2024 is the year to take control of your health and your wealth. Consider trying a #DryJanuary! According to AlcoholChange.org, 86% of people saved money and 65% of people noticed generally improved health while participating. Will you give it a chance? #ThePartnershipNH #SoberCurious #TakeABreakNH



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



There are many health benefits to a month free from alcohol and other substances. Participating in #DryJanuary can lower your blood pressure, reduce your risk of diabetes, and lower your cholesterol. Additionally, a month of no alcohol is an excellent introduction to sober curiosity! Learn more about taking a break: <https://bit.ly/3GaziPU> #ThePartnershipNH #SoberCurious #TakeABreakNH



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! More establishments are even offering fun #mocktails to try. Telling others about your journey will help hold you accountable and might even get some others on board! #ThePartnershipNH #SoberCurious #TakeABreakNH



This #DryJanuary, be a positive role model by taking a break from alcohol and other substance use, and talk with the youth in your life about healthy forms of coping! Learn more: <https://bit.ly/3uovbwV>
#ThePartnershipNH #SoberCurious #TakeABreakNH



Taking a short break from alcohol and other substances comes with many benefits for your health. How are you enjoying your #DryJanuary? 🧊 Let us know in the comments!
#ThePartnershipNH #SoberCurious #TakeABreakNH



Have you been participating in #DryJanuary? It's not too late to start now! Try out a cozy winter mocktail or enjoy a classic mug of hot cocoa 🍵 Find other tasty recipes: <https://bit.ly/3GsrVDD>
#ThePartnershipNH #SoberCurious #TakeABreakNH

CAROUSEL POST (FOUR IMAGES - IN ORDER)

Research shows even a brief break from alcohol can produce immediate health benefits. #DryJanuary is a great chance to assess your relationship with alcohol and other substances. Enjoy the beauty and adventure New Hampshire has to offer with a clear mind! A one month break will leave you feeling victorious as you start 2024. Learn more about taking a break: <https://bit.ly/3GaziPU> #ThePartnershipNH #SoberCurious #TakeABreakNH

