

Naloxone Social Media Toolkit Sustainability Version

Together, we can
HEAL
our communities.



Social Media

One of the simplest and most effective ways of distributing campaign messaging is through local social media. Social media messaging for the naloxone campaign can be distributed through coalition accounts on Facebook, Instagram, Twitter, TikTok, YouTube and Linked In. It may be beneficial to share social media content with partners including local health departments, treatment and recovery organizations, pharmacies, faith-based organizations, local businesses, and news agencies.

Another great strategy is to ask “influencers” in your community- that is, people who are well respected and have large followings on social media - if they will share campaign content on their social media accounts.

Tips for Posting on Social Media

Identify your audience and adjust the tone of your messaging accordingly.

Include a photo, graphic, or video when posting about naloxone (posts with images are more engaging and will reach more people).

Keep messaging short.

Be sure to use any relevant hashtags (e.g., #opioidusedisorder, #naloxonesaveslives).

Tag partners in your community and national ones (e.g., @NIH, @SAMHSAgov).

Encourage friends, family, coalition members, and partners to share your posts.

Interact with followers and engage them in conversation online.

Sample Social Media Posts

Sample copy for social media posts are on the next pages. Edit the sample copy as needed to meet the unique needs of your community and desired social media platform. Be sure to include a URL to your local website so that people know where to go for additional information.

To use the graphics, right click and “Save as Picture” to a folder on your computer. Then, upload to your desired social media platform. Graphics provided are sized for sharing on Facebook and Twitter platforms (1200 x 628 pixels).

RESIZE GRAPHICS: Use this tool to re-size any of the below images for posting on other social media platforms: <https://sproutsocial.com/landscape>.

Post 1

[Insert coalition name] is working to reduce opioid-related overdose deaths. Working together, we know we can change practices, attitudes, and reduce stigma to HEAL our community. Learn more about the study at [insert webpage URL].



Post 2

5083 Ohioans died of accidental drug overdoses in 2021, more than in any previous year. We can all help to reduce this trend and save lives in [\[insert county name\]](#). What are some easy ways to help? Learn the signs of an overdose, get trained, and carry the overdose reversal drug naloxone. Learn more about naloxone here: [\[insert specific URL\]](#)

SIGNS OF AN OVERDOSE



Difficulty staying awake or unconscious



Slow or shallow breathing



Choking sounds, or a snore-like gurgling noise



Lips and gums turn bluish purple



Skin tone changes

For lighter skinned people, the skin tone turns bluish purple. For darker skinned people, the skin tone turns grayish or ashen.

Post 3

Anyone can carry and administer naloxone – a life-saving medication that reverses opioid overdoses. Help save lives – carry #naloxone and learn how to use it: [\[insert webpage URL\]](#).

**"I'm a
FIRST RESPONDER"**

**"I'm a
FIRST RESPONDER"**

**"I am
TOO"**

Carry naloxone (Narcan®). Save a Life.

Post 4

What is Naloxone? Naloxone is a medicine that can save someone's life if they are overdosing on opioids — whether it's a prescription opioid, heroin, or a drug containing fentanyl. FDA approved forms of naloxone that are available include the nasal sprays Narcan® and Kloxxado™, the ZIMHI™ prefilled syringe, and generic formulations that are used with a syringe or IV. Learn where to get naloxone: [\[insert webpage URL\]](#).



Post 5

If you have a loved one who struggles with opioid use disorder, have naloxone (Narcan®) nearby. Encourage your loved one to be trained, carry naloxone (Narcan®), and tell their friends where they keep it in case they overdose. Learn more [\[insert webpage URL\]](#).



Post 6

It may be hard to tell whether a person is high or experiencing an overdose. If you aren't sure, treat it as an overdose and call 911 immediately and give naloxone—you could save a life! Help save lives – carry #naloxone and learn how to use it: [\[insert webpage URL\]](#).

How to respond to an **OVERDOSE**

- **1. Call 911**
Say “someone isn’t breathing.”
- **2. Give naloxone**
Place tip in nose and push the pump. If no response in 3 minutes, give another dose.
- **3. Give breaths / CPR**
Make sure mouth is clear. Tilt head back, lift chin, and pinch nose. Give 1 breath every 5 seconds. Try CPR if you’ve been trained.
- **4. Stay until help arrives**
If breathing well, put on side. If not breathing well, repeat rescue breaths. Stay until help arrives.

Post 7


If you struggle with opioid use disorder, you may be at risk for an opioid overdose. Get naloxone (Narcan®) and learn how to use it. Be sure to tell your friends where you keep your Narcan® and teach them to use it in case of an overdose. Learn more: [\[insert webpage URL\]](#).

Most Opioid Overdoses Happen at Home.

Recognize the signs of an opioid overdose. Learn where to get naloxone (Narcan®) and how to use it.

Post 8


Naloxone is an FDA-approved medication. It is safe to use on anyone, including women who are pregnant. Learn more: [\[insert webpage URL\]](#).



**NALOXONE
CAN BE USED**
on pregnant women
in overdose situations.

Post 9

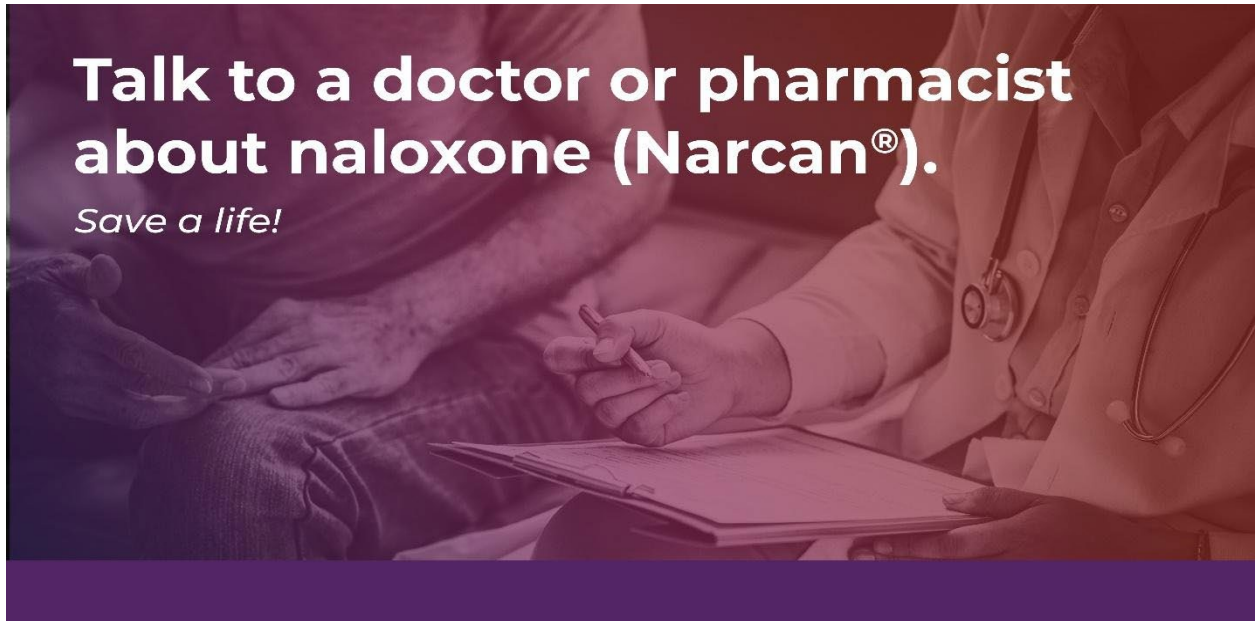
Carrying naloxone does not mean that you are encouraging people to misuse opioids or other drugs. It just means that you are ready to save a life if they overdose. Find local naloxone and training here: [\[insert webpage URL\]](#).



**SAVE SOME
NALOXONE.
SAVE A LIFE.**

Post 10

People who previously used opioids and have stopped are at higher risk for an overdose. This includes people who have completed a detox program or have recently been released from jail, a residential treatment center, or the hospital. These people now have a lower tolerance for opioids and can overdose more easily. If you or a loved one are in this situation, talk to a doctor or pharmacist about Naloxone (Narcan®).



Post 11

In just a few minutes, you can learn how to recognize the signs of an #overdose, give naloxone, and save a life! Mark your calendar, our next naloxone training will be held on [\[insert date/time/location\]](#). Help save lives – carry naloxone and learn how to use it: [\[insert webpage URL\]](#).



Post 12

Naloxone has been proven to be extremely safe, with no negative or long-term effects on the body if the person has not used opioids. If you aren't sure, treat it as an overdose and call 911 immediately and give naloxone—you could save a life! [insert webpage URL].

? COMMON QUESTIONS
about **NALOXONE**

What if I give naloxone and it turns out the person was not experiencing an opioid overdose?

Naloxone has been proven to be extremely safe, with no negative or long-term effects on the body if the person has not used opioids. If you aren't sure, treat it as an overdose and **call 911 immediately** and give naloxone—you could save a life!

Post 13

Most drug overdoses now involve illicit fentanyl, a powerful opioid that may require multiple doses of naloxone to reverse an overdose. Always call 9-1-1 immediately when you suspect an overdose and then administer naloxone. If the person does not respond to the first dose of naloxone within two to three minutes, put the person back on their back and give a second dose. If you do not have a second dose, give CPR (if you have been trained) and wait for emergency medical personnel to arrive.

? COMMON QUESTIONS
about **NALOXONE**

What do I do if someone does not respond after I give naloxone?

Most drug overdoses now involve illicit fentanyl, a powerful opioid that may require multiple doses of naloxone to reverse an overdose. Always **call 9-1-1 immediately** when you suspect an overdose and then administer naloxone.

If the person does not respond to the first dose of naloxone within two to three minutes, put the person back on their back and give a second dose.

If you do not have a second dose, give CPR (if you have been trained) and wait for emergency medical personnel to arrive.

Post 14

People with physical dependence on opioids may have signs of withdrawal within minutes after they are given naloxone, but this is normal and good because it means that the naloxone is helping the person to breathe again. Normal withdrawal symptoms can include headaches, changes in blood pressure, anxiety, rapid heart rate, sweating, nausea, vomiting, and tremors. These symptoms are not life threatening but can be uncomfortable.

COMMON QUESTIONS
about **NALOXONE**

Does naloxone cause withdrawal?

People with physical dependence on opioids may have signs of withdrawal within minutes after they are given naloxone, but this is normal and good because it means that the naloxone is helping the person to breathe again.

Normal withdrawal symptoms can include headaches, changes in blood pressure, anxiety, rapid heart rate, sweating, nausea, vomiting, and tremors.

These symptoms are not life threatening but can be uncomfortable.

Sample Outreach Support Letter

PURPOSE: Send this to partner organizations to secure their support in expanding the campaign's reach in your community

Dear [INSERT NAME],

As you may know, [INSERT NAME OF COMMUNITY or COALITION] is participating with [INSERT NAME OF PARTNERS]. The goal of the project/program is [INSERT GOAL OF PROJECT].

Today, we are excited to announce the launch of a new communications campaign in support of this effort. The campaign aims to increase demand for and access to the overdose reversal drug naloxone (Narcan®). Anyone - EMS, firefighters, loved ones of those with an opioid use disorder (OUD), and community members - can be a first responder and give naloxone to someone who is overdosing from opioids.

The first phase of the campaign, focused on naloxone, will run from [INSERT DATES]. [DISCUSS HOW YOUR COMMUNITY IS DISTRIBUTING THE CAMPAIGN (IF APPROPRIATE)].

I am reaching out to request support from our partners. By working together, we can amplify the campaign messages here in [INSERT COUNTY OR CITY].

There are numerous ways [INSERT NAME OF ORGANIZATION] can be involved, including:

- Sharing our campaign content on your social media
- Sending an email to members of your organization and including a link to our campaign website [insert WEBPAGE URL]
- Publishing a joint press release
- Hosting or co-hosting a (virtual) community education event
- Displaying campaign posters or materials at your organization's locations

[INSERT DESCRIPTION OF HOW YOU WANT THE ORGANIZATION TO RESPOND (e.g., Please email me with how you are willing to support and what materials you would like me to send) OR HOW YOU WILL FOLLOW-UP (e.g., I will be following up next week via phone/email to further discuss).]

If you are already working on an opioid campaign, please tell us about it so we can help promote your efforts as well.

Thank you in advance for your collaboration. If you have any questions, you may contact [INSERT NAME] at [INSERT PHONE NUMBER] or email at [INSERT EMAIL].

INSERT NAME

INSERT TITLE

INSERT NAME OF COMMUNITY COALITION

