

Recovery Community Organizations SOCIAL MEDIA TOOL KIT

A Tool for Advocacy, Celebrating Recovery Community, and
Promoting the National Recovery Movement



Shannon Egan
USARA Development Director
801-718-6718 (cell)
ShannonEgan@myusara.com
www.myUSARA.com
www.facebook.com/myUSARA

TABLE OF CONTENTS

Introduction

Facebook:

- i. RCO—Overall Facebook Strategy _____ Page 3
- ii. #GetYourHashtagOn (Our RCO Strategy) _____ Page 4
- iii. How to Highlight Local Recovery Heroes _____ Page 5
- iv. Local Recovery Hero Interview Questions and Answers ___ Page 6
- v. Example Posts of Local Recovery Heroes _____ Pages 7,8,9
- vi. How to Highlight Community Partners _____ Page 10
- vii. Community Partner Interview Questions and Answers ___ Page 11
- viii. Example Posts of Community Partners _____ Pages 12, 13
- ix. How to Provide Recovery Support _____ Page 14
- x. Recovery Support Post Examples _____ Page 15
- xi. How to Post Fun, Recovery-Focused Selfies and Photos ___ Page 16
- xii. Selfie and Photo Examples 1-3 _____ Page 17,18
- xiii. Advocacy Photos, Hashtags, and Content Examples ___ Pages 19,20

“Journalism, to be useful and serviceable to the country, will take its definite place only when it becomes unselfish and when it devotes its best for the service of the country.”

--Mahatma Gandhi

SOCIAL MEDIA TOOL KIT

Recovery Community Organizations

A Tool for Advocacy, Celebrating Recovery Community, and Promoting the National Recovery Movement

Introduction

Social Media is a powerful way to connect individuals in long-term recovery--and those currently seeking recovery from drug and alcohol addiction-- to their local recovery community. It's also a powerful way to spread the message of recovery, eradicate shame and stigma, advocate for change, and promote and strengthen the National Recovery Movement.

As RCOs, our social media platforms have the power to heal or harm, and paralyze or empower our communities-- and in a big way! With strategic social media messaging and visuals, RCOs can play a critical role in offsetting the sensational and demeaning portrayals in the mass media of people caught in addiction's downward spiral.

The overall goal of this toolkit is to empower Recovery Community Organizations (RCOs) to know how to effectively and efficiently utilize social media to celebrate, advocate, educate, and support their local communities. Always remember to choose content and photos that inspire and encourage as opposed to content that spreads fear and panic.

The most effective way to spread the message of hope and eradicate stigma is to highlight the Faces and Voices of Recovery in your area. Use social media as a platform for your local recovery heroes to shine on.

Remember, social media is about SOCIAL networks. Therefore, there must be an element of *fun* in your posts in order to promote social engagement. Without the 'fun', you will not be successful. So let's get our hashtag and selfie on, shall we?

#NotAnonymous #OurStoriesHavePower

#NationalRecoveryMovement 😊

RCO—Overall Facebook Strategy

Currently, Facebook is the #1 most effective community engagement tool for RCOs-- and it's free! By following the guidelines below RCOs are empowered to effectively begin using Facebook *today*.



RCO Facebook strategy in a nutshell:

1. Only post 5-7 times a week (Don't spam people! 2 posts per day is too much)
2. Post first thing in the morning if you can and never after 5 p.m.
3. Posts should take no more than 15-20 minutes a day to plan, search, craft, edit, and post.
4. *80% of posts should highlight the Recovery Heroes in your community (this includes friends, family members, community partners, etc.),
 - 10% of posts should provide recovery support or promote key concepts such as fun in recovery, volunteering for recovery, etc.
5. 10% of posts should promote your community's advocacy agenda or a recovery focused event (CARA, Recovery Day, etc.)

Weekly Post Breakdown: If posting five times a week, here's what your strategy will look like:

- 3 posts about local recovery heroes
- 1 advocacy or event post
- 1 post about recovery support or other key concepts, such as fun in recovery, etc.

****Please note that events and news articles are less effective on Facebook. This is why the majority of your Facebook content should highlight the FACES of the heroes in your community.***

#GetYourHashtagOn

Hashtags are integral to the way we communicate online. Plus, they can be a fun! The same hashtags can and should be used for Facebook, Twitter, and Instagram. The pound sign (or hash) turns any word or group of words that directly follow it into a searchable link.

RCO hashtag strategy in a nutshell:

As RCOs, we need a way to connect our messaging to one another so we can create a stronger and more unified network. In order to turn our content into a searchable and powerful link, we must use one hashtag for all our posts, and that is:

#NationalRecoveryMovement. For every social media post make it a goal to use #NationalRecoveryMovement, and then add 1-3 additional hashtags per post.

The additional hashtags you will use will vary and depend on the type of content you are posting:

Hashtags for recovery hero and local community building:

- #UtahRecoveryCommunity (insert your state name in the place of 'Utah')
- #FacesAndVoicesOfRecovery
- #NotAnonymous
- #WeCanRecover

Hashtags for advocacy agenda:

1. #NationalRecoveryAdvocates
2. #UtahRecoveryAdvocates
3. #OurVoicesHavePower
4. #WeCanRecover

Hashtags for recovery support:

1. #RecoverySupport

Hashtags for education and community link building:

1. #UtahRecoveryResources
2. #UtahRecoveryCommunity

How to Highlight Local Recovery Heroes:

The goal of this campaign is to highlight the Faces and Voices of Recovery in your area by celebrating their recovery milestones and contributions. This includes family members, friends, volunteers, and staff. This is the most powerful way to engage your Facebook fans, and the most important part of your weekly RCO Facebook strategy.

Content guidelines:

- Keep content brief (2-4 sentences max!)
- Always have a positive, fun picture to go with it.
- Include the hashtag: #NationalRecoveryMovement
- Compliment the post with 1-3 additional hashtags from the recovery hero and community hashtags list on page 4.

How to Interview Individuals for a Facebook Post:

Approach a volunteer, family member, or staff person and say, “We’d like to highlight you on USARA’s Facebook page in order to celebrate your recovery milestones and spread the message of recovery. How do you feel about this?”

If the person agrees, then proceed with the following interview questions. Keep in mind that the interview process should take no more than five minutes. Make this process brief and fun!

You will get better at this with practice, but the key is *knowing your community members*. Many of USARA’s current and past volunteers will come into our RCC to let us know that they got a 4.0 in school or a new job or they just reconnected with their kids for the first time in years. These are important accomplishments and deserve to be celebrated. They also create the perfect opportunity to highlight the individual on Facebook. So ask the individual if they’d be willing to share their success in order to infuse hope in those still struggling, eradicate stigma, and eliminate shame.

Local Recovery Hero Interview Questions and Answers:

- Q: *What's your name and how long have you been in recovery?*
 - A: My name is Evan Done and I have 5 months and 6 days sober today!
- Q: *What have you accomplished that you're most proud of during this time?*
 - A: I'm most proud of my service work at USARA and that I can show up every day to volunteer like I say I'm going to. Service work has helped me to find myself again and know that I can be of value to others.
- Q: *Prior to recovery, what was a low point for you?*
 - A: Before recovery, I was in a really dark place. I was homeless in Washington D.C. and desperate.
- Q: *What are you doing today to be of service and give back to your community?*
 - I have been helping USARA build their TRS database and organize volunteers at their RCC and events.

Example Post: Now let's see how we can put this information together in a brief post.



Usara - Utah Support Advocates for Recovery Awareness
Published by Shannon Egan (?)
July 7 · Edited · 🌐

Today Evan is celebrating 5 months & 6 days sober! He's been helping us out at USARA to build valuable databases and run our volunteer program. Prior to his recovery, Evan says he was in a "really dark place" but today he is finding value in himself through service work. Evan, you've helped us so much in such a short time. THANK YOU, USARA.
#UtahRecoveryCommunity #UtahPeerSupport #NationalRecoveryMovement — with Evan Done.

📍 Tag Photo 📍 Add Location ✎ Edit

Unlike · Comment · Share

Usara - Utah Support Advocates for Recovery Awareness · Top Comments · Johnny Farmer, Kerry Daubert, Trevor Cook and 120 others like this.

Joseph Casalino III Go Evan! Excellent news and so proud of the work you're doing. Keep it up!!
Unlike · Reply · 👍 3 · July 7 at 7:53pm

Nancy Cleveland You are the best. Thanks for being there when I call you.
Unlike · Reply · 👍 3 · July 7 at 6:44pm

Kendra K Serrah Cochran So proud of you Evan!!!
Unlike · Reply · 👍 2 · July 7 at 5:05pm

NikkiNik Shaver You made me tear up. Look how far you have come. It was an honor to see the progression of what you have become. Love you mister
Unlike · Reply · 👍 2 · July 7 at 3:58pm

Aly Addison Soooo proud of you!! Sending all the love and good vibes!
Unlike · Reply · 👍 2 · July 7 at 10:27pm

Briana Griffith Love you Evan Done you are amazino inside and out

Write a comment... 📷 🗨

Local recovery hero example #2:



Usara - Utah Support Advocates for Recovery Awareness
Published by Shannon Egan [?]
July 21 · Edited · 🌐

Wow! We're so incredibly proud of this woman and all her hard work. Today, Kelly Evans is celebrating 162 days in recovery. In such a short time she has landed a job, reunified with her family, worked hard on her long-term recovery goals and been successful w/ treatment program. Girl, you are worth it & so deserving! Thanks for your example of what is possible, USARA. #UtahRecoveryCommunity

📍 Tag Photo 📍 Add Location ✎ Edit

Like · Comment · Share

Christi Dees, Megan Evans, Ginger Peck Carter and 163 others like this.

🔗 1 share

Usara - Utah Support Advocates for Recovery Awareness @sheri, bring her to USARA: 180 east 2100 south Suite 102, 84115, Salt Lake City!
Like · Reply · 📍 1 · Commented on by Shannon Egan [?] · July 21 at 5:29pm

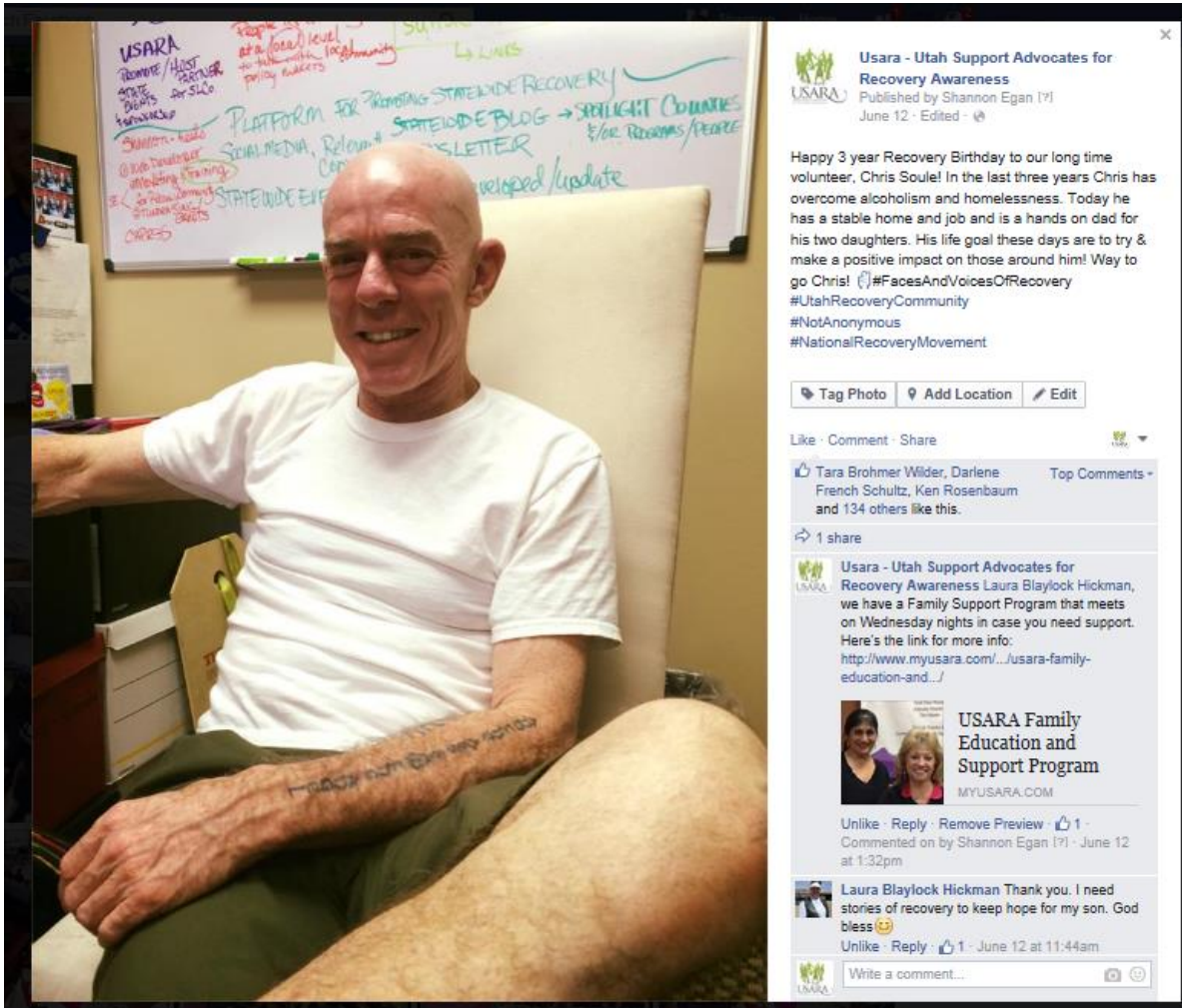
Kelly Lyn Evans Thank u soooo much to everyone ...doing good and it feels great. thanks for all your support
Unlike · Reply · 📍 8 · July 21 at 12:01pm

Mary Jo McMillen Kelly you are beautiful. So awesome to see you celebrating recovery!
Unlike · Reply · 📍 1 · July 21 at 9:20am

Sherri Runnebohm Ewick I can't wait for my daughter to join this awesome club! Congratulations Kelly! When my daughter is released from jail, where should I send her? We live in Salt Lake!
Unlike · Reply · 📍 2 · July 21 at 4:05pm

JoAnn Jergins Smith Congratulations Kelly you are doing wonderful !!
Write a comment...

Local recovery hero example #3:



How to Highlight Community Partners:

The goal of this campaign is to highlight the recovery oriented community partners in your area. This includes other RCOs, service providers, legislators, allies, etc.

Content Guidelines:

- Keep content brief (2-4 sentences max!)
- Always have a positive, fun picture to go with it.
- Always include the hashtag: #NationalRecoveryMovement
- Compliment the post with 1-3 hashtags from the recovery hero and community hashtags listed on page 4
- If you don't have a time to visit the providers facility or meet with them in person, ask them to text you a photo or if you can grab one off their Facebook page. Interviews can be done over the phone.

How to Interview Community Partners for a Facebook Post:

Approach a partner via phone or in person and say, "In order to educate our community about the various resources available to them, we'd like to highlight your company and what you do on our Facebook page. We will happily link to your website. Is that cool?"

If they are okay with this, then proceed with the following interview questions. Keep in mind the interview process should take no more than five minutes. Make this process brief and fun.

Community Partner Interview Questions and Answers:

- Q: *What types of services do you provide:*
 - A: It's a recovery fitness gym and we look at the mind, body, and soul. We provide support for fitness, nutrition and community connection.
- Q: *What is the overall mission of your company?*
 - A: Our motto is: it's not a workout, it's a lifestyle.
- Q: *Why are you passionate about providing this service?*
 - A: In my first nine months of sobriety, I got divorced, lost my business, home, car, and my father passed away. Luckily, I had a few people in my life who stepped up and provided coaching in relationships, business, and loss or grief. For me, having various types of recovery support is important to my personal recovery and I try to provide this variety at my company. I'm celebrating 6 years in recovery on September 1st.
- Q: *What is your website?*
 - A: www.eastmanfitnessutah.com

Community Partner Example Post #1: Now let's see how we can put this information together in a brief post.

Usara - Utah Support Advocates for Recovery Awareness
Published by Shannon Egan [?] | Page Liked · July 14 · Edited

Rob Eastman, Founder of Eastman Fitness & Wellness in Bountiful, is celebrating 6 years in recovery on September 1st. Here's his inspiring story in his own words: "In my first 9 months of sobriety I got divorced, I lost my business, home, car, and my father passed away. Luckily, I had a few people in my life who stepped up & provided coaching in relationships, business and loss. For me, having various types of recovery support is important to my personal recovery, and I try to provide this variety at my company. We look at the mind, body and soul. Our motto is: it's not a workout, it's a lifestyle." www.eastmanfitnessutah.com #UtahRecoveryResources #UtahRecoveryCommunity #NationalRecoveryMovement

Tag Photo | Add Location | Edit

Like · Comment · Share

Ken Rosenbaum, Becca Mulford, Suzanne Acker and 99 others like this.

Steven Sousa Keep it up I'm a recovering addict with 6 yrs clean feels great you rock
Unlike · Reply · 2 · July 14 at 7:37pm

Mary Jo McMillen Glad to meet Rob...a passionate Recovery Advocate!!!
Unlike · Reply · 3 · July 14 at 3:15pm

Tracey Soules You are an inspiration Rob! Congratulations and thank you for all you've done to give back to our recovery community. I hope I get to meet you one day soon. I love Usara!
Unlike · Reply · 2 · July 14 at 1:25pm

Mechelle Mitchell So awesome it is possible!!! My husband's clean date is September 1 he'll have 14yrs... Attitude of Gratitude!!!! See More

Write a comment...

Usara - Utah Support Advocates for... in Mobile Uploads | Tag Photo | Options | Boost Post | Share | Send | Like

Community Partner Example Post #2 and #3:



Usara - Utah Support Advocates for Recovery Awareness
Published by Shannon Egan [?]
Page Liked · May 8 · Edited ·

USARA is Fit to Recover! Are you? Come find out at FTR's amazing recovery gym, which offers dance, yoga, nutrition plans, recovery support groups, and always...music! 🎵
#UtahRecoveryCommunity

Tag Photo Add Location Edit

Unlike Comment Share

Usara - Utah Support Advocates for Recovery Awareness, Brittany Arnett, Sherry Debenham, Tiffany Stott Wood and 40 others like this.

Usara - Utah Support Advocates for Recovery Awareness Hi Sherri, can you IM us your number? We will have one of our Peer Recovery Coach call you!
Like Reply 1 · Commented on by Shannon Egan [?]
May 8 at 12:52pm

Sherri Runnebohm Ewick I don't have messenger on my phone. 8013287691 plz & ty!
Like Reply · May 8 at 1:05pm

Josie Ishaya I would like to join
Like Reply · May 19 at 11:27am

Sherri Runnebohm Ewick Plz could someone help me, my daughter is struggling with a drug addiction, I need some answers plz? House of Hope said they would take her, then called me on the 5th and not at this time.
Like Reply · May 8 at 12:28pm



Phase 1

Phase 1 will include:

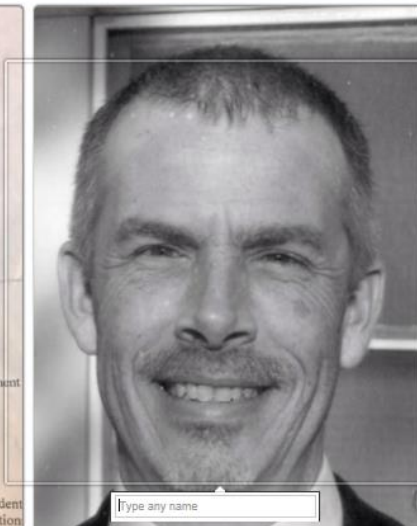
- 32 substance abuse treatment beds (average 90 day stay per person)
- 18 transitional housing beds (up to 2-year stay per person)
- Admissions and in-take office suite
- Industrial kitchen that can be used for vocational training
- Dining room
- Indoor and outdoor recreation areas
- Client computer lab
- IT Department headquarters with equipment room
- Group therapy rooms
- Private offices for clinicians and administrative staff
- Staff conference room
- Urinalysis Lab

Phase 2

Phase 2 will include:

- Relocation of Outpatient Treatment
- Additional Residential Treatment Facility
- An estimated 60 Additional Housing Units (transitional and permanent affordable housing)
- Detox Unit
- Social Enterprise, such as a client-run bakery or coffee shop
- Primary Healthcare Integration

Our long-term goal is to create a true recovery campus for the resident Salt Lake area, and for those with limited, affordable treatment options.



Usara - Utah Support Advocates for Recovery Awareness
Published by Shannon Egan [?]
Page Liked · June 17, 2014 · Edited ·

What if we could build a true RECOVERY CAMPUS which would result in a 20,321 square foot substance abuse treatment and housing facility for veterans of the Salt Lake area and residents with limited, affordable treatment options? Sounds like the stuff of dreams, right? Well Shawn McMillen, Executive Director of First Step House, has turned this very dream into a reality.

Thanks to Shawn and his t... See More

Tag Photo Add Location Edit

Like Comment Share

Robyn Holston, Patrick Rezac, Anelle Spanvill and 136 others like this.

14 shares

Usara - Utah Support Advocates for Recovery Awareness Cyndy Godbe Oliver, on 440 South and 500 East. 🙏
Like Reply · Commented on by Shannon Egan [?]
June 17, 2014 at 5:34pm

Jenn Harris Bad A Love Love the McMillen Team**
Unlike Reply 3 · June 17, 2014 at 2:33pm · Edited

Blu Robinson So inspiring Shawn, what an awesome and much needed investment for the community. Truth be told, there are few people in this world who will stay 100% true to pure service and you guys are living it! I love watching recovery efforts increase, purpose being established and the produces of sobriety get the job done! Thanks for posting USARA!
Unlike Reply 3 · June 17, 2014 at 10:27am

Julie C Allison Awesome stuff!
Unlike Reply 1 · June 17, 2014 at 6:41pm

Write a comment...

Fresh Content: Additional and Easy Ways to Keep Your Page Active!

Let's face it, sometimes we don't even have 20 minutes to do an interview and post a pic. If this is the case, no sweat. If you can only highlight two individuals a week, no problem! Be easy on yourself and do the best you can. If time is an issue, ask your volunteer team to help. In the meantime, here are some other simple go-to ways to keep you page updated with fresh, inspiring content.

How to Provide Recovery Support:

Recovery support can be provided on Facebook by simply googling 'inspiring quotes' about specific topics such as *recovery, perseverance, courage, celebration, etc.* Spice up your posts with a fun emoticon (optional), and then add a simple yet encouraging line of content (example: *You got this* or *We believe in you!*). Follow this up with a few hashtags (*#RecoverySupport #UtahRecoveryCommunity and of course #NationalRecoveryMovement*).

Do this once or twice a week. It's the simplest, quickest way to add fresh content to your page during a busy day.

Recovery Support Post Example #1 and #2:



Usara - Utah Support Advocates for Recovery Awareness
 Published by Shannon Egan (?)
 July 15 · 🌐

You got this. 🗨️ #RecoverySupport

📷 Tag Photo 📍 Add Location ✎ Edit

Like · Comment · Share

👍 Jenn Harris, Kendra Diana, Heather Chase and 73 others like this.

↪️ 22 shares

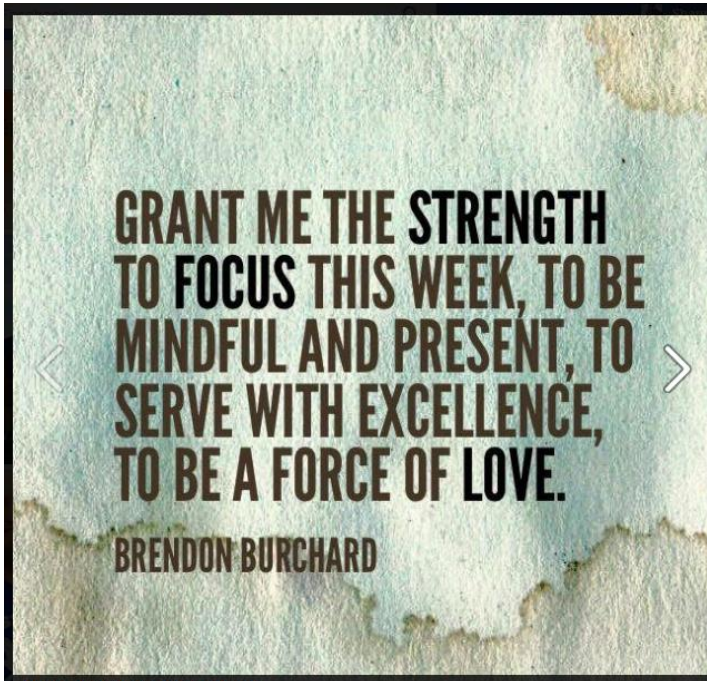
Write a comment... 📷 🌐

Sponsored 🗨️

Create Ad



Levelwear
 LEVELWEARSHOP.COM
 Officially licensed NBA tees for all of the Utah Jazz stars. \$0 shipping on orders of \$50+



Usara - Utah Support Advocates for Recovery Awareness
 Published by Shannon Egan (?)
 Page Liked · July 20 · 🌐

🗨️ You got this. #RecoverySupport #MyUSARA

📷 Tag Photo 📍 Add Location ✎ Edit

Unlike · Comment · Share

👍 Usara - Utah Support Advocates for Recovery Awareness, Travis Whittaker, Jeffery T Wood, Rob Eastman and 86 others like this.

↪️ 19 shares

Write a comment... 📷 🌐

Sponsored 🗨️

Create Ad



Prebiotic, No FODMAPS
 www.helpforibs.com
 Get Heather's Tummy Fiber - Acacia Senegal for Constipation, Diarrhea & IBS Bowel Symptoms

How to Post a Fun, Recovery-Focused Selfie or Photo:

The power of the selfie cannot be denied, especially since Facebook and its fans adore it. So, let's jump on board and have some fun with it, shall we?

Selfies and people-focused photos are essential ways to promote important concepts online, such as:

- recovery community
- fun in recovery
- volunteering for recovery, service
- recovery community centers
- all pathways to recovery
- recovery focused services and people

Photo Example #1: We took this at our rally to say thanks to our community for showing up!



Usara - Utah Support Advocates for Recovery Awareness
Published by Shannon Egan [?]
Page Liked · March 6 ·

Wow!! Was that amazing or what?! THANK YOU for showing up & speaking out on behalf of addiction & recovery and our community! We couldn't have done this without you! #MyUSARA #2015RallyForRecovery #JoinTheMovement — at Utah State Capitol.

Tag Photo Edit

Unlike · Comment · Share

Usara - Utah Support Advocates for Recovery Awareness, Tracey Soules, Malcolm J. Evans, Jessica Jacobs and 136 others like this.

16 shares

Lynn Livingood Dixon The speakers were fantastic!
Unlike · Reply · 1 · March 6 at 9:41pm

Roger Tomney What an awesome day
Unlike · Reply · 1 · March 6 at 5:28pm

Taryn Aiken Thank you for an AMAZING EVENT!
Unlike · Reply · 2 · March 6 at 4:02pm

Michelle Samantha Easthope What a fabulous turnout we had today!!!
Unlike · Reply · 2 · March 6 at 3:50pm

Selfie Example #1: Ian Acker, USARA's Recovery Night event host, sent in this selfie so we could use it to promote our upcoming event.



Selfie Example #2: Utah recovery advocate, Arielle Spanville, sent us a selfie that she took of herself while in D.C. and we posted it with a caption:



Photo example #2: We posted this to show that we can have fun in recovery and to celebrate our peer graduates.



Advocacy photos, hashtags, and content examples:

Advocating for public and private policy changes is important, but in order to do this effectively on Facebook, RCOs must recognize that, first and foremost, our recovering community is more picture and fun driven than content driven. A perfect Facebook advocacy message would include:

- 1) an energetic and powerful photo
- 2) simple yet key advocacy content
- 3) **a link to a blog or article about the issue (this is critical!)**
- 4) our advocacy hashtags (see page 4 for list)

Advocacy post example #1:



Advocacy post example #2:



Usara - Utah Support Advocates for Recovery Awareness
Published by Shannon Egan (P)
Page Liked · February 20, 2014 · Edited ·
Allowed on Timeline

This is how we rally for our community. #2014RallyforRecovery #UtahRecoveryAdvocates #NationalRecoveryMovement — with Jed Jensen, Jenn Harris, Shannon Egan, Damian Trujillo, Shawn McMillen, Mary Jo McMillen, Shannon Egan, Christi Dees, Danielle D Jensen, Jacqueline Gómez-Arias, Meghann Griggs and Linda Backstrom.

Tag Photo Add Location Edit

Unlike · Comment · Share

Usara - Utah Support Advocates for Recovery Awareness · Top Comments ·
Long, Lisa Bennett Hancock, Damian Trujillo and 99 others like this.

12 shares

Kasey Ritchie Meghann Griggs you're amazing! Looks like a great turn out!
Like · Reply · 2 · February 20, 2014 at 8:31pm

Suzanne Acker Go USARA! May our collective voice echo through both chambers and beyond!
Unlike · Reply · 3 · February 20, 2014 at 12:24pm

Matthew Backstrom That's my aunt, front row! She spoke at this event. Love you Linda Backstrom!
Unlike · Reply · 2 · February 22, 2014 at 9:56am

Write a comment...