

# **RETHINK THE DRINK**

## **JUNE 2023**

### **FACEBOOK EDITORIAL CALENDAR**

#### **Instructions:**

- 1. Download image or video from the following folder:**

**<https://www.dropbox.com/scl/fo/jqkmy95ax8jz1ffmoxcwp/h?dl=0&rlkey=vog947yw5z3ppcbjkroads4c0>**

**All RTD video ads can also be downloaded here: <https://vimeo.com/user176088841>**

- 2. Copy the text onto your phone/computer**
- 3. Open Facebook and/or Instagram**
- 4. Create a Post**
- 5. Paste in text and localize. Make sure to think about your target audience:**
  - 1. Adjust language to reach your audience**
  - 2. Utilize local hashtags**
  - 3. Tag partners**
- 6. Upload photo or video and click Post!**
- 7. If you have your own content, here are some other ideas to engage with RTD social:**
  - 1. "Like" the RTD posts that are relevant to the community (you know when the content will be scheduled!)**
  - 2. Post a comment. Start a conversation with your partners by tagging them in the comment.**
  - 3. "Share" the RTD content to your account. Note: you will likely get more reach if you create the post on your own account, but this option saves time.**
  - 4. Post your own content and tag RTD or use #rethinkthedrink**

| Date     | Post Copy                                                                                                                                                                                                                                                                                                                                                  | Link                                                                                 | Visual                                                                               |
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| 6/1/2023 | <p>Happy Pride Month!</p> <p>Every June, we celebrate and reflect on all of the progress that's been made since the Stonewall Uprising.</p> <p>It's also a great time to think about the ways we can advance the goal of LGBTQIA2S+ liberation. How are you showing your support this month, and throughout the year?</p>                                  | <a href="http://www.rethinkthedrink.com">www.rethinkthedrink.com</a>                 |   |
| 6/1/2023 | <p>¡Feliz Mes del Orgullo!</p> <p>Cada junio celebramos y reflexionamos sobre todos los avances que se han hecho desde los disturbios de Stonewall.</p> <p>También es un gran momento para pensar en las formas en las que podemos hacer avanzar las metas de liberación de LGBTQIA2S+. ¿Cómo está demostrando su apoyo este mes y a lo largo del año?</p> | <a href="http://www.rethinkthedrink.com/espanol">www.rethinkthedrink.com/espanol</a> |  |

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|          | <p>STORY:</p> <p>Drinking less doesn't mean you need to be sober, but if that's something you're interested in exploring, check out this LGBTQ+ guide to trying sobriety:</p>                                         |                                                                                      | N/A                                                                                  |
| 6/2/2023 | <a href="https://bit.ly/42DAAwI">https://bit.ly/42DAAwI</a>                                                                                                                                                           | <a href="https://bit.ly/42DAAwI">https://bit.ly/42DAAwI</a>                          |                                                                                      |
| 6/6/2023 | <p>June is Brain Health Awareness Month!</p> <p>Exercising regularly, getting plenty of sleep, staying mentally active and drinking less are all excellent ways of keeping your brain healthy!</p>                    | <a href="http://www.rethinkthedrink.com">www.rethinkthedrink.com</a>                 |   |
| 6/6/2023 | <p>¡Junio es el Mes de concientización sobre la salud cerebral!</p> <p>¡Ejercitarse regularmente, dormir bien, mantener la actividad mental y beber menos son excelentes formas de mantener un cerebro saludable!</p> | <a href="http://www.rethinkthedrink.com/espanol">www.rethinkthedrink.com/espanol</a> |  |

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| 6/8/2023  | <p>The Oregon Recovery Network provides Oregonians the latest state and local recovery resources in one centralized location. If you or someone you care about needs assistance, visit this site to find help near you:</p> <p><a href="https://oregonrecoverynetwork.org">oregonrecoverynetwork.org</a></p>                                                                                                                                 | <p><a href="https://oregonrecoverynetwork.com">oregonrecoverynetwork.com</a></p> |    |
| 6/8/2023  | <p>La Red de Recuperación de Oregon (Oregon Recovery Network) ofrece a los habitantes de Oregon los recursos de recuperación más recientes a nivel local y estatal en una sola ubicación centralizada. Si usted o un ser querido necesita ayuda, visite el sitio para encontrar ayuda cerca de usted:</p> <p><a href="https://oregonrecoverynetwork.org/recursos-de-recuperacion">oregonrecoverynetwork.org/recursos-de-recuperacion</a></p> | <p><a href="https://oregonrecoverynetwork.com">oregonrecoverynetwork.com</a></p> |   |
| 6/12/2023 | <p>It's Men's Health Week!</p> <p>Did you know that drinking alcohol can increase your risk of prostate cancer?</p> <p>Learn more at <a href="https://www.rethinkthedrink.com">www.rethinkthedrink.com</a>.</p>                                                                                                                                                                                                                              | <p><a href="https://www.rethinkthedrink.com">www.rethinkthedrink.com</a></p>     |  |

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| 6/12/2023 | <p>¡Es la Semana de la Salud Masculina!</p> <p>¿Sabía que beber alcohol puede aumentar su riesgo de cáncer de próstata?</p> <p>Busque más información en <a href="http://www.rethinkthedrink.com/espanol">www.rethinkthedrink.com/espanol</a>.</p> | <a href="http://www.rethinkthedrink.com/espanol">www.rethinkthedrink.com/espanol</a> |    |
| 6/14/2023 | <p>Barbecuing this Father's Day? We've got you covered!</p> <p>This nonalcoholic recipe pairs well with bold flavors.</p> <p><a href="http://www.rethinkthedrink.com">www.rethinkthedrink.com</a></p>                                              | <a href="http://www.rethinkthedrink.com">www.rethinkthedrink.com</a>                 |   |
| 6/14/2023 | <p>¿Irá a un asado por el Día del Padre? ¡Tenemos la solución!</p> <p>Esta bebida no alcohólica combina bien con sabores fuertes.</p> <p><a href="http://www.rethinkthedrink.com/espanol">www.rethinkthedrink.com/espanol</a></p>                  | <a href="http://www.rethinkthedrink.com/espanol">www.rethinkthedrink.com/espanol</a> |  |

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| 6/15/2023 | <p>For LGBTQIA2S+ people trying to drink less, socializing, especially during Pride Month, can be difficult to navigate.</p> <p>How are you celebrating without alcohol this June?</p>                                                                                                                                                                                                                                       | <a href="http://www.rethinkthedrink.com">www.rethinkthedrink.com</a>                                   |    |
| 6/15/2023 | <p>Para las personas LGBTQIA2S+ que buscan beber menos, socializar puede ser una tarea difícil, en especial durante el Mes del Orgullo.</p> <p>¿Cómo celebrará sin alcohol este mes de junio?</p>                                                                                                                                                                                                                            | <a href="http://www.rethinkthedrink.com/espanol">www.rethinkthedrink.com/espanol</a>                   |   |
| 6/16/2023 | <p>Rethink the Drink is interested in sharing your stories. How has excessive drinking impacted you, people you love, or your community? If you have a story you're comfortable sharing, please either submit it through the link below, send us a direct message or email us at <a href="mailto:info@rethinkthedrink.com">info@rethinkthedrink.com</a>.</p> <p>They're anonymous and may offer encouragement to others.</p> | <a href="http://www.rethinkthedrink.com/share-your-story">www.rethinkthedrink.com/share-your-story</a> |  |

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| <p>6/16/2023</p> | <p>“Rethink the Drink” está interesada en compartir sus historias. ¿Cómo le ha afectado su consumo excesivo de alcohol en su vida, a la gente que ama o a su comunidad? Si tiene una historia que le gustaría compartir, por favor, envíela por medio del siguiente enlace o en un mensaje directo al correo <a href="mailto:info@rethinkthedrink.com">info@rethinkthedrink.com</a>.</p> <p>Las historias son anónimas y pueden ayudar a otras personas.</p> <p><a href="http://www.es.rethinkthedrink.com/comparta-tu-historia">www.es.rethinkthedrink.com/comparta-tu-historia</a></p> | <p><a href="http://www.es.rethinkthedrink.com/comparta-tu-historia">www.es.rethinkthedrink.com/comparta-tu-historia</a></p> |   |
| <p>6/21/2023</p> | <p>It's the first day of summer!</p> <p>Heat plus excessive drinking can equal trouble. A hot day can lead to fluid loss through perspiration, while alcohol causes fluid loss through increased urination. Together, they can quickly lead to dehydration or heat stroke.</p> <p>Be sure to keep track of your drinking, eat healthy food and snacks, and don't forget the sunscreen!</p> <p><a href="http://www.rethinkthedrink.com">www.rethinkthedrink.com</a></p>                                                                                                                   | <p><a href="http://www.rethinkthedrink.com">www.rethinkthedrink.com</a></p>                                                 |  |

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| <p>6/21/2023</p> | <p>¡Es el primer día del verano!</p> <p>El calor, sumado al exceso de alcohol, puede causar problemas. Un día cálido puede causar la pérdida de líquido mediante la transpiración, y las bebidas alcohólicas alcohol hacen que orine más, por lo que pierde más líquidos. Juntos, estos factores pueden causar muy pronto una deshidratación o un golpe de calor.</p> <p>Asegúrese de estar consciente de cuánto bebe, coma alimentos y bocadillos saludables ¡y recuerde ponerse bloqueador solar!</p> | <p><a href="http://www.rethinkthedrink.com/espanol">www.rethinkthedrink.com/espanol</a></p> | <p>Lleve un registro de su consumo de alcohol este verano!</p>  <p>Rethink the drink</p>                        |
| <p>6/23/2023</p> | <p>Binge and heavy drinking are common among adults of all ages, from twentysomethings to seniors. In fact, people in Oregon in their 30s and 40s binge drink at close to the same rates as younger people.</p>                                                                                                                                                                                                                                                                                         | <p><a href="http://www.rethinkthedrink.com">www.rethinkthedrink.com</a></p>                 | <p><b>Who drinks excessively?</b></p>  <p><b>More of us than you might think.</b></p> <p>Rethink the drink</p> |

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| 6/23/2023 | <p>El consumo excesivo y perjudicial es común entre los adultos de todas las edades, desde los jóvenes de veinte años, hasta los de la tercera edad. De hecho, el promedio de las personas entre treinta y cuarenta años en Oregon bebe en exceso casi al mismo nivel que los más jóvenes.</p> <p><a href="http://www.rethinkthedrink.com/espanol">www.rethinkthedrink.com/espanol</a></p>                                           | <p><a href="http://www.rethinkthedrink.com/espanol">www.rethinkthedrink.com/espanol</a></p> |     |
| 6/27/2023 | <p>Most people who drink excessively don't have an Alcohol Use Disorder (AUD), but for those with this health condition, treatment with a health professional is important. If you or someone close to you needs help, this alcohol treatment navigator can help:</p> <p><a href="http://alcoholtreatment.niaaa.nih.gov">alcoholtreatment.niaaa.nih.gov</a></p>                                                                      | <p><a href="http://alcoholtreatment.niaaa.nih.gov">alcoholtreatment.niaaa.nih.gov</a></p>   |   |
| 6/27/2023 | <p>La mayoría de las personas que beben en exceso no tienen un trastorno por consumo de alcohol (TCA), pero quienes tienen este padecimiento, es importante que se traten con un profesional de la salud. Si usted o alguien cercano a usted necesita ayuda, este navegador de tratamientos para el consumo de alcohol puede ayudarle:</p> <p><a href="http://alcoholtreatment.niaaa.nih.gov">alcoholtreatment.niaaa.nih.gov</a></p> | <p><a href="http://alcoholtreatment.niaaa.nih.gov">alcoholtreatment.niaaa.nih.gov</a></p>   |  |

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| 6/29/2023 | <p>"Rethink the Drink" is not a code phrase for "stop drinking." We're not prohibitionists - we're simply asking Oregonians to pause for a moment and consider the role of alcohol in our own lives and communities.</p> <p>Could we handle our alcohol in healthier ways?</p> <p><a href="http://www.rethinkthedrink.com">www.rethinkthedrink.com</a></p>                                                                                                                      | <a href="http://www.rethinkthedrink.com">www.rethinkthedrink.com</a>                 | "How many drinks?" English video<br>(check Dropbox) |
| 6/29/2023 | <p>"Rethink the Drink" no es una frase hecha para pedirle que "deje de beber." No somos prohibicionistas - simplemente pedimos a los habitantes de Oregon que se detengan un momento y consideren qué papel desempeña el alcohol en sus propias vidas y en nuestras comunidades.</p> <p>¿Podríamos controlar nuestro consumo de bebidas alcohólicas de una forma más saludable?</p> <p><a href="http://www.rethinkthedrink.com/espanol">www.rethinkthedrink.com/espanol</a></p> | <a href="http://www.rethinkthedrink.com/espanol">www.rethinkthedrink.com/espanol</a> | "How many drinks?" Spanish video<br>(check Dropbox) |