

RETHINK THE DRINK DECEMBER 2023 INSTAGRAM EDITORIAL CALENDAR

Instructions:

1. Download image or video from the following folder:

<https://www.dropbox.com/scl/fo/ngixursb91bq56grefpdj/h?rlkey=cxegodhduppwasw4rmciy2hhg&dl=0>

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

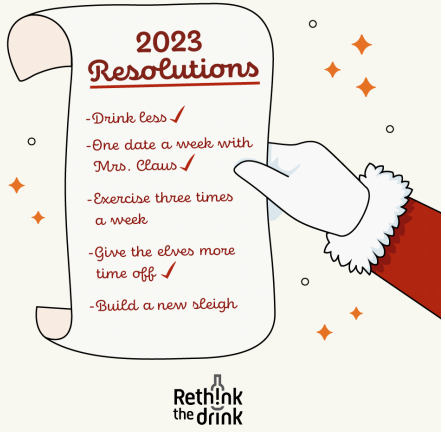
5. Paste in text and localize. Make sure to think about your target audience:

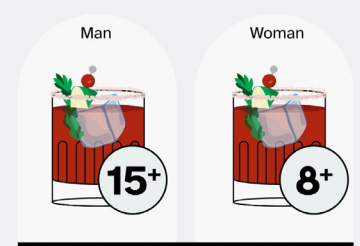
- 1. Adjust language to reach your audience**
- 2. Utilize local hashtags**
- 3. Tag partners**

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
12/1/2023	Can you believe 2023 is almost over? Did you set any goals this year to cut back on alcohol? Were you successful? What were some challenges you faced? Let us know in the comments! www.rethinkthedrink.com	www.rethinkthedrink.com	 A graphic titled "2023 Resolutions" featuring a hand holding a scroll. The scroll lists five resolutions: "-Drink less ✓", "-One date a week with Mrs. Claus ✓", "-Exercise three times a week", "-Give the elves more time off ✓", and "-Build a new sleigh". The graphic is decorated with orange stars and the Rethink the Drink logo at the bottom.
12/1/2023	¿Puedes creer que ya casi termina 2023? ¿Te pusiste alguna meta este año para beber menos alcohol? ¿Las cumpliste? ¿Qué retos enfrentaste? ¡Cuéntanos en los comentarios! www.rethinkthedrink.com/espanol	www.rethinkthedrink.com	 A graphic titled "Resoluciones para 2023" featuring a hand holding a scroll. The scroll lists five resolutions in Spanish: "-Beber menos ✓", "-Una cita a la semana con la Sra. Claus ✓", "-Ejercitarme tres veces por semana", "-Dar más tiempo libre a los elfos ✓", and "-Fabricar un trineo nuevo". The graphic is decorated with orange stars and the Rethink the Drink logo at the bottom.
12/4/2023	One way of excessively drinking is binge drinking, which is measured by the clock. This happens when you consume 4 to 5 drinks or more on a single occasion - at a party or restaurant, for example, or at home on your couch. www.rethinkthedrink.com	www.rethinkthedrink.com	 A graphic titled "Binge Drinking" showing two martini glasses. The glass on the left is labeled "Man" and "5+", and the glass on the right is labeled "Woman" and "4+". Below the glasses, it says "Drinks in one occasion". The Rethink the Drink logo is at the bottom right.

12/4/2023	Una forma de beber demasiado alcohol es tener un consumo excesivo ocasional, que se mide con el reloj. Esto ocurre cuando usted ingiere de 4 a 5 bebidas alcohólicas o más en una sola ocasión, como en una fiesta, en un restaurant o en casa, sentado en su sillón. www.rethinkthedrink.com/espanol #RethinkTheDrink #ConsumoExcesivoDeAlcohol	www.rethinkthedrink.com/espanol	Consumo excesivo ocasional  Hombre 5+ Mujer 4+ Bebidas en una misma ocasión Rethink the drink
12/5/2023	STORY What exactly happens to our bodies when we stop drinking? Here's an overview of what you can expect in the short term and the long term: https://bit.ly/3spZOBk	https://bit.ly/3spZOBk	N/A
12/6/2023	Heavy drinking is a different pattern of excessive drinking. You're heavy drinking when you consume, on average, more than 1-2 drinks every night over the course of a week. www.rethinkthedrink.com #RethinkTheDrink #HeavyDrinking	www.rethinkthedrink.com	Heavy Drinking  Man 15+ Woman 8+ Drinks per week Rethink the drink

12/6/2023	El consumo excesivo regular es un patrón diferente de beber demasiado alcohol. Usted tiene un consumo excesivo regular cuando ingiere, en promedio, más de 1 o 2 bebidas alcohólicas cada día en el transcurso de una semana. www.rethinkthedrink.com/espanol #RethinkTheDrink #ConsumoExcesivoDeAlcohol	www.rethinkthedrink.com/espanol	
12/8/2023	Do you ever wonder why we drink so much? www.rethinkthedrink.com #RethinkTheDrink	www.rethinkthedrink.com	"Why" video (English)
12/8/2023	¿Alguna vez te has preguntado por qué bebemos tanto? www.rethinkthedrink.com/espanol #RethinkTheDrink	www.rethinkthedrink.com/espanol	"Porque" video (Spanish)
12/12/2023	Not all drinks are the same! Be sure to check out this handy calculator to keep track of how many standard drinks are in your alcoholic beverages. https://bit.ly/3vhEaxt #RethinkTheDrink #AlcoholAwareness	https://bit.ly/3vhEaxt	

12/12/2023	Si usted o alguno de sus seres queridos necesita ayuda, hable con un médico o proveedor de servicios de salud. No tiene por qué enfrentar esto solo: visite www.es.rethinkthedrink.com/recursos para ver más información. www.es.rethinkthedrink.com/recursos #RethinkTheDrink #ConcienciaDelAlcohol	www.es.rethinkthedrink.com/recursos	
12/13/2023	STORY Do you usually turn to alcohol as a confidence crutch in social situations? Check out some tips on how you can achieve a confident mindset without alcohol: https://bit.ly/47mQvky	https://bit.ly/47mQvky	N/A
12/14/2023	Looking for a drink that the whole family can enjoy? This non-alcoholic punch is sure to be a hit at your next holiday gathering! www.rethinkthedrink.com #RethinkTheDrink #HappyHolidays	www.rethinkthedrink.com	

12/14/2023	¿Buscas una bebida que toda la familia pueda disfrutar? ¡Este ponche sin alcohol seguramente será un éxito en tus próximas fiestas de fin de año! Solo pon todos los ingredientes en una cacerola y hiérvelos con tapa a fuego lento por 30 minutos. www.rethinkthedrink.com/espanol	www.rethinkthedrink.com/espanol	Ponche Navideño <i>Sin alcohol, 12 raciones</i> 16 tazas de agua 5 clavos de olor 3 varas de canela 3 manzanas rojas picadas 1 naranja en rebanadas 6 guayabas peladas y picadas 1 vaina de tamarindo seca, sin cáscara y sin semillas ½ taza de azúcar moreno 2 peras picadas
12/19/2023	How many drinks do you have in a week? www.rethinkthedrink.com	www.rethinkthedrink.com	"How many drinks? (Holiday)" video
12/19/2023	¿Sabía que beber alcohol en exceso puede hacer más difícil que se recupere de una herida o lesión? Busque más información en www.rethinkthedrink.com/espanol.	www.rethinkthedrink.com/espanol	El alcohol puede dificultar la curación de una lesión.

12/20/2023	STORY The idea of sober sex can feel daunting, especially if you're used to having it after a few drinks. Check out some tips from an intimacy coach on how to have fun in the bedroom without alcohol: https://bit.ly/3FRjP71	https://bit.ly/3FRjP71	N/A
12/21/2023	In nearly every community in Oregon we drink to our health. But how often do we stop to think about the harm drinking can do to our health? www.rethinkthedrink.com #RethinkTheDrink #DrinkLessLiveMore	www.rethinkthedrink.com	"Cheers" video (English)
12/21/2023	En casi todas las comunidades de Oregon, bebemos por nuestra salud; pero... ¿qué tan a menudo nos detenemos a pensar en el daño que hacemos a nuestra salud al beber alcohol? www.rethinkthedrink.com/espanol #RethinkTheDrink #BebaMenosVivaMas	www.rethinkthedrink.com/espanol	"Cheers" video (Spanish)

12/22/2023	The holidays aren't always jolly! And there are people who are here to help you through the season. If you need support or just someone to talk to, call or text 988. You can also chat with someone at 988lifeline.org.	988lifeline.org	
12/22/2023	Las festividades de fin de año no siempre son felices; por eso hay personas listas para ayudarte en esta temporada. Si necesita apoyo o sólo alguien con quien hablar, llame o envíe un mensaje de texto al 988. También puede chatear con alguien en 988lifeline.org/help-yourself/en-espanol.	988lifeline.org/help-yourself/en-espanol	
12/26/2023	We all have stories about alcohol. If you have one you're comfortable sharing, let us know! You can submit it through the link below, send us a direct message or email us at info@rethinkthedrink.com. They're anonymous and may offer encouragement to others. www.rethinkthedrink.com/share-your-story	www.rethinkthedrink.com/share-your-story	

12/26/2023	Todos tenemos historias relacionadas con el alcohol. Si tienes alguna que quieras compartir, ¡comunícate con nosotros! Puedes enviarla por medio del siguiente enlace, envíanos un mensaje directo o al correo info@rethinkthedrink.com. Las historias son anónimas y pueden ayudar a otras personas. www.es.rethinkthedrink.com/comparta-tu-historia	www.es.rethinkthedrink.com/comparta-tu-historia	Comparte tu historia.  Rethink the drink
12/27/2023	STORY Excessive drinking can alter your body's biology in a big way! Here's five things alcohol may be doing to your body: https://bit.ly/467Bulu	https://bit.ly/467Bulu	N/A
12/28/2023	New Year's Eve is this Sunday! At the end of each year, people commit to taking on healthier habits - are any of you planning on drinking less in 2024? Let us know about your resolutions in the comments! www.rethinkthedrink.com #RethinkTheDrink #HappyNewYear #Resolutions	www.rethinkthedrink.com	"Fireworks" video

12/28/2023	¡La Nochevieja es este domingo! Al final del año, la gente se compromete a adoptar hábitos más saludables. ¿Está planeando beber menos en 2024? ¡Cuéntenos de sus resoluciones en los comentarios! www.rethinkthedrink.com/espanol #RethinkTheDrink #FelizAñoNuevo #Feliz2024 #Resoluciones	www.rethinkthedrink.com/espanol	"Fireworks" video
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