

RETHINK THE DRINK

JANUARY 2024

INSTAGRAM EDITORIAL CALENDAR

Instructions:

1. Download image or video from the following folder:

<https://www.dropbox.com/scl/fo/njotzi1bg8miojrj7i8uk/h?rlkey=6ovy7untjlggq0h2g7uack8lp&dl=0>

All RTD video ads can also be downloaded here: <https://vimeo.com/user17608884>

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:

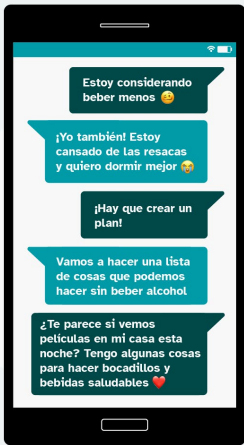
- 1. "Like" the RTD posts that are relevant to the community (you know when the content will be scheduled!)**
- 2. Post a comment. Start a conversation with your partners by tagging them in the comment.**
- 3. "Share" the RTD content to your account. Note: you will likely get more reach if you create the post on your own account, but this option saves time.**
- 4. Post your own content and tag RTD or use #rethinkthedrink**

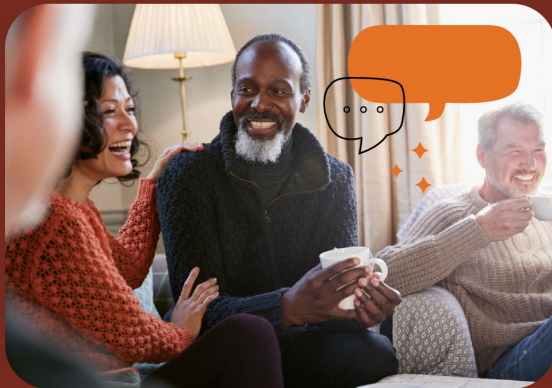
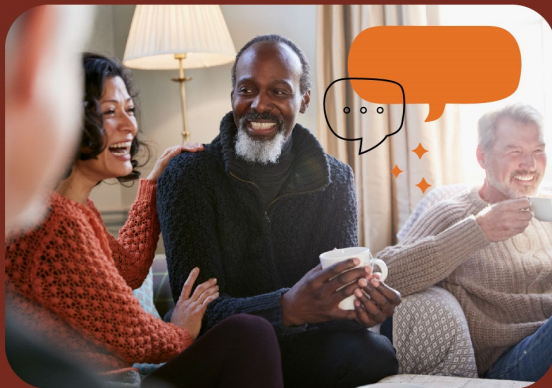
Date	Post Copy		
1/2/2024	Trying out Dry January this year? Even if you don't cut out alcohol for the month, being mindful of your drinking could help you be more conscious of its impact on your life and learn to be more confident in social settings without it. Let us know your plans in the comments below, and visit www.rethinkthedrink.com/resources for help if you need it! #RethinkTheDrink #DryJanuary	www.rethinkthedrink.com/resources	Let's Rethink The Drink  Rethink the drink
1/2/2024	¿Quiere iniciar el nuevo año sin beber? Incluso si no deja de beber alcohol en un mes, tomar conciencia sobre cómo y cuánto bebe puede ayudarle a aprender sobre los efectos de las bebidas alcohólicas en su vida y a empezar a tener más confianza sin recurrir a ellas en las reuniones sociales. ¡Coméntenos sus planes en el siguiente espacio para comentarios y visite la página www.es.rethinkthedrink.com/recursos para encontrar ayuda, si la necesita! #RethinkTheDrink #EneroSobrio	www.es.rethinkthedrink.com/recursos	Pensémoslo mejor: Rethink the Drink  Rethink the drink
1/3/2024	Have you ever asked yourself "why?" www.rethinkthedrink.com #RethinkTheDrink #DryJanuary	www.rethinkthedrink.com	"Why?" 30-second video

1/3/2024	¿Alguna vez se ha preguntado “por qué”? www.rethinkthedrink.com/espanol #RethinkTheDrink #EneroSobrio	www.rethinkthedrink.com/espanol	"Porque" 30-second video
1/3/2024	STORY Dialing back on drinking this year? Check out these tips from a bartender of 22 years who no longer drinks: https://bit.ly/46K6iZR	https://bit.ly/46K6iZR	N/A
1/5/2024	If you're looking for something healthy and soothing to warm you up this winter, try out this honey ginger lemon tea. Place the honey, lemon juice, ginger and cinnamon mixture into a teapot, pour the boiled water over it, stir, cover and let it steep for a few minutes. www.rethinkthedrink.com #RethinkTheDrink #DryJanuary	www.rethinkthedrink.com	Honey Ginger Lemon Tea  The infographic illustrates the ingredients and preparation for Honey Ginger Lemon Tea. It features a central illustration of a teapot pouring tea into a cup. Surrounding this are icons for the ingredients: a glass of lemon juice, a jar of honey, a piece of ginger root, and a spoon of ground cinnamon. The text lists the ingredients and their quantities: 3 cups of boiled water, 1 lemon juiced, 1 tablespoon of grated ginger root, honey to taste, and 1/4 teaspoon of ground cinnamon. The Rethink the Drink logo is at the bottom. 3 cups boiled water 1 lemon, juiced Honey, to taste 1 tablespoon grated ginger root 1/4 teaspoon ground cinnamon Rethink the Drink

1/5/2024	Si busca una bebida relajante y saludable para calentarse en este invierno, pruebe este té de jengibre, limón y miel. Mezcle jugo de limón, miel, jengibre y canela en una tetera, vierta agua hirviendo, tape y deje reposar la mezcla unos minutos. www.rethinkthedrink.com/espanol #RethinkTheDrink #EneroSobrio	www.rethinkthedrink.com/espanol	
1/8/2024	Have you noticed how alcohol can seem to be everywhere? How did we get here? www.rethinkthedrink.com #RethinkTheDrink #DryJanuary	www.rethinkthedrink.com	"Here and There" video
1/8/2024	¿Estamos apostando con nuestra salud? www.rethinkthedrink.com/espanol #RethinkTheDrink #EneroSobrio	www.rethinkthedrink.com/espanol	"Gambling with our health" video
1/10/2024	STORY The American Heart Association recently found that having even one drink per day is linked to higher blood pressure. Read more here: https://bit.ly/3NaUXew	https://bit.ly/3NaUXew	N/A

1/11/2024	Questioning your relationship with alcohol can be a healthy choice no matter how much you drink. And drinking less comes with many benefits - better sleep, improved mood and a lower risk of serious long-term health problems like cancer and heart disease. www.rethinkthedrink.com #RethinkTheDrink #DrinkLessLiveMore #DryJanuary	www.rethinkthedrink.com	Drink Less, Live More  Rethink the drink
1/11/2024	Cuestionar su relación con el alcohol puede ser una decisión saludable, sin importar cuánto beba. Y beber menos le traerá muchos beneficios: dormirá mejor, tendrá mejor humor y un menor riesgo de tener problemas de salud graves a largo plazo, como cáncer y enfermedades cardíacas. www.rethinkthedrink.com/espanol #RethinkTheDrink #BebaMenosVivaMas #EneroSobrio	www.rethinkthedrink.com/espanol	Beba Menos, Viva Mas  Rethink the drink
1/15/2024	How's Dry January going? Make sure to check in with your friends and ask for help! And if you ever need more support, this tool helps you check your specific drinking and create a plan to drink less: http://bit.ly/3Jhcizk	http://bit.ly/3Jhcizk	 Rethink the drink

1/15/2024	¿Cómo van sus propósitos de beber menos el año próximo? ¡Asegúrese de informar a sus amigos y pedirles ayuda! Y si necesita más apoyo, esta herramienta le ayuda a medir cuánto bebe usted específicamente y a crear un plan para beber menos: http://bit.ly/3Jhcizk	http://bit.ly/3Jhcizk	
1/17/2024	STORY If you're concerned about a loved one's drinking, here are some tips on how to talk to them about it: https://bit.ly/3GG7Jy3	https://bit.ly/3GG7Jy3	N/A
1/18/2024	Wondering how your drinking adds up? Learn more at www.rethinkthedrink.com	www.rethinkthedrink.com	"Angie's Calendar" video
1/18/2024	¿Se ha preguntado cómo se acumula la cantidad de alcohol que bebe? Más información en www.rethinkthedrink.com/espanol	www.rethinkthedrink.com/espanol	"Angelica's Calendar" Spanish video

1/23/2024	Did you find yourself drinking a lot during the holiday season? Are you planning on drinking less in 2024? Share your story with us! 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. www.rethinkthedrink.com/share-your-story #RethinkTheDrink #ShareYourStory #DryJanuary	www.rethinkthedrink.com/share-your-story	Share your story.  Rethink the drink
1/23/2024	¿Es de las personas que bebe demasiado durante las fiestas de fin de año? ¿Está planeando beber menos en 2024? ¡Cuéntenos su historia! 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. www.es.rethinkthedrink.com/comparta-tu-historia #RethinkTheDrink #CompartaTuHistoria #EneroSobrio	www.es.rethinkthedrink.com/comparta-tu-historia	Comparte tu historia.  Rethink the drink

1/24/2024	STORY A break from alcohol can make a big difference. Read here about how Dry January can help you drink less in 2024: https://bit.ly/41u1hDG	https://bit.ly/41u1hDG	N/A
1/25/2024	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. https://alcoholtreatment.niaaa.nih.gov #RethinkTheDrink #DryJanuary	https://alcoholtreatment.niaaa.nih.gov	Find treatment near you. 
1/25/2024	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. https://alcoholtreatment.niaaa.nih.gov/ #RethinkTheDrink #EneroSobrio	https://alcoholtreatment.niaaa.nih.gov/	Encuentre tratamiento cerca de usted. 

1/29/2024	It's not just about how much alcohol you drink before you feel drunk. It's also about the drinks that add up over time -- one night at the bar, an evening at a show, throughout the week or year. When the drinks add up, so do the risks of long-term damage. Drinking less is better for your health than drinking more. www.rethinkthedrink.com	www.rethinkthedrink.com	"Sooner" English video
1/29/2024	No se trata de la cantidad de alcohol que puedes beber antes de sentir los efectos (sentirte borracho). Se trata de reconocer la acumulación de las bebidas alcohólicas: una noche en el bar de vez en cuando, unos tragos durante la semana o eventos a lo largo del año. A medida que se acumulan estas bebidas, aumenta el riesgo de que causen daños a largo plazo. En general, beber menos es mejor para tu salud. www.rethinkthedrink.com/espanol	www.rethinkthedrink.com/espanol	"Sooner" Spanish video