

SOCIAL MEDIA TOOLKIT

**Hey Marin & Company,
Thank you for joining the cause.
Ahead, you'll find social media
graphics/video reels, and
complementary captions for
your use.**

**We thank you in advance for
amplifying this message as we
work together to reduce the risk
of drug overdose.**

**HEY WHERE'S
MARIN THE
FENTANYL?**

A PARTNERSHIP OF
The County of Marin, Marin Community Foundation,
Good Stuff Branding & Marin Independent Journal.

MARIN COUNTY: PROMOTE ORGANICALLY VIA SOCIAL MEDIA CHANNELS

Step 1: Download desired PNG files

Step 2: Upload on desired social media channels

Step 3: Copy & paste complementary captions

Step 4: Tag OD Free Marin at  OD Free Marin
 ODFreeMarin

Step 5: Post

HEY WHERE'S
MARIN THE
FENTANYL?

A PARTNERSHIP OF
The County of Marin, Marin Community Foundation,
Good Stuff Branding & Marin Independent Journal.

**MARIN
COUNTY:
STAY UP-TO-
DATE BY
FOLLOWING
OUR SOCIAL
MEDIA
CHANNELS**

County of Marin

 Marin County Government

 MarinCountyGov

 MarinGov

County of Marin, Health & Human Services

 Marin Health and Human Services

 MarinHHS

 MarinHHS

OD Free Marin

 OD Free Marin

 ODFreeMarin

**HEY WHERE'S
MARIN THE
FENTANYL?**

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**ALL COUNTIES:
CUSTOMIZE
YOUR OWN
CAMPAIGN
WITH READY-
TO-USE
TEMPLATES**

Customize the Canva open-source templates by accessing it through the provided link and make your edits effortlessly.

OR

Tailor your PDF files with ease by downloading them and selecting the "edit" option in Adobe for seamless modifications.

**HEY WHERE'S
MARIN THE
FENTANYL?**

A PARTNERSHIP OF
The County of Marin, Marin Community Foundation,
Good Stuff Branding & Marin Independent Journal.

ENG. "WHERE'S THE FENTANYL" REEL & CAPTION

Carry Narcan®, Save Lives.

ENGLISH CAPTION

Hey Marin.

Fentanyl is in every Marin Community. It's up to us to stop it.

Join the cause. We're in it to reduce the risk of drug overdose in our county.

Carry Narcan®, Save Lives.
Find it at ODFreeMarin.org
#odfreemarin #heymarin #wheresthefentanyl



odfreemarin.org

HEY WHERE'S
THE FENTANYL?

A PARTNERSHIP OF
The County of Marin, Marin Community Foundation,
Good Stuff Branding & Marin Independent Journal.

ENG. "BOOMER" GRAPHIC & CAPTION

**HEY BOOMER.
YOU'RE 10 TIMES
MORE LIKELY TO
DIE FROM FENTANYL
THAN COVID.**

Accidental drug overdose is the 3rd most common cause of death among Marin residents under age 75, after cancer and heart disease.*

Save lives at odfreemarin.org

**HEY WHERE'S
MARIN THE
FENTANYL?**

A PARTNERSHIP OF
The County of Marin, Marin Community Foundation,
Good Stuff Branding & Marin Independent Journal.

*Source: California Integrated Vital Records (2017-2021)

ENGLISH CAPTION

Hey Marin.

Hard facts can't be ignored.

Join the cause. We're in it to reduce the risk of drug overdose in our county.

Carry Narcan®, Save Lives.
Find it at [ODFreeMarin.org](https://odfreemarin.org)
[#odfreemarin](https://twitter.com/odfreemarin) [#heyamarin](https://twitter.com/heyamarin)
[#wheresthefentanyl](https://twitter.com/wheresthefentanyl)

ENG. "NARCAN" GRAPHIC & CAPTION



ALLERGY SEASON



EVERY SEASON

It can take only 4 minutes
to die from a fentanyl overdose.
Carry Narcan®, save a life.

Find it at odfreemarin.org

**HEY WHERE'S
THE FENTANYL?
MARIN**

A PARTNERSHIP OF
The County of Marin, Marin Community Foundation,
Good Stuff Branding & Marin Independent Journal.

ENGLISH CAPTION

Hey Marin.

Are you familiar with Narcan®?

Narcan® is a rapid and user-friendly
medication designed to reverse opioid
overdoses, much like an allergy nasal spray.

Join the cause. Get your FREE supply today!

Carry Narcan®, Save Lives.
Find it at ODFreeMarin.org
#odfreemarin #heymarin
#wheresthefentanyl

ENG. "NARCAN" REEL & CAPTION



ENGLISH CAPTION

Hey Marin.

If you're comfortable using nasal spray, you can learn to use Narcan®.

Join the cause. It's easy and free!

Carry Narcan®, Save Lives.
Find it at ODFreeMarin.org
#odfreemarin #heymarin #wheresthefentanyl

ENG. "KILLER PARTY (1)" GRAPHIC & CAPTION

KILLER PARTIES ARE ALL OVER MARIN.

Overdose is the leading cause of death
in Marin for people ages 55 & under.*

Save lives at odfreemarin.org

ENGLISH CAPTION

Hey Marin.

We're talking about fentanyl.

Join the cause. Let's put an end to killer
parties.

Carry Narcan®, Save Lives.
Find it at ODFreeMarin.org
[#odfreemarin](https://twitter.com/odfreemarin) [#heyamarin](https://twitter.com/heyamarin)
[#wheresthefentanyl](https://twitter.com/wheresthefentanyl)

HEY WHERE'S
MARIN THE
FENTANYL?

A PARTNERSHIP OF
The County of Marin, Marin Community Foundation,
Good Stuff Branding & Marin Independent Journal.

*Source: California Integrated Vital Records (2021-2022)

ENG. "KILLER PARTY (2)" GRAPHIC & CAPTION

KILLER PARTIES ARE ALL OVER MARIN.

7 out of 10 fake prescription pills contain a potentially lethal dose of fentanyl.*

Save lives at odfreemarin.org

HEY WHERE'S
MARIN THE
FENTANYL?

A PARTNERSHIP OF
The County of Marin, Marin Community Foundation,
Good Stuff Branding & Marin Independent Journal.

*Source: Drug Enforcement Administration (DEA)

ENGLISH CAPTION

Hey Marin.

Did you know? Fake pills carry a staggering 70% or higher fatality risk.

Join the cause. Let's make fake pills old news.

Carry Narcan®, Save Lives.
Find it at ODFreeMarin.org
#odfreemarin #heymarin
#wheresthefentanyl

ENG. "KILLER PARTY (3)" GRAPHIC & CAPTION

FENTANYL. GIVING NEW MEANING TO A KILLER PARTY.

7 out of 10 fake prescription pills contain a potentially lethal dose of fentanyl.*

Save lives at odfreemarin.org

HEY WHERE'S
MARIN THE
FENTANYL?

A PARTNERSHIP OF
The County of Marin, Marin Community Foundation,
Good Stuff Branding & Marin Independent Journal.

*Source: Drug Enforcement Administration (DEA)

ENGLISH CAPTION

Hey Marin.

Fentanyl has hit our County.

It often comes in the form of fake pills, which carry a staggering 70% chance of being fatal.

Join the cause. Let's break the stats in Marin.

Carry Narcan®, Save Lives.
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[#odfreemarin](https://twitter.com/odfreemarin) [#heyamarin](https://twitter.com/heyamarin)
[#wheresthefentanyl](https://twitter.com/wheresthefentanyl)

ENG. "WHICH PILL KILLS" GRAPHIC & CAPTION



WHICH PILL KILLS?

Michelle Leopold lost her 18 year-old son Trevor from a fake "blue 30" Oxycodone pill.*

Read her story & save lives at odfreemarin.org

**HEY WHERE'S
THE FENTANYL?
MARIN**

A PARTNERSHIP OF
The County of Marin, Marin Community Foundation,
Good Stuff Branding & Marin Independent Journal.

*Source: Drug Enforcement Administration (DEA)

ENGLISH CAPTION

Hey Marin.

Did you know? Counterfeit prescription pills look just like real pills. Except fake pills can be fatal.

Michelle Leopold lost her 18-year-old son Trevor from a fake "blue 30" oxycodone pill.

Join the cause. Protect our youth.

Carry Narcan®, Save Lives.
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[#odfreemarin](https://twitter.com/odfreemarin) [#heyamarin](https://twitter.com/heyamarin)
[#wheresthefentanyl](https://twitter.com/wheresthefentanyl)

ENG. "WHICH PILL KILLS" REEL & CAPTION

**CAN YOU TELL
WHICH PILL
KILLS?**



ENGLISH CAPTION

Hey Marin.

Fentanyl has made its way into Marin.

As these High School students from Marin noticed, counterfeit prescription pills look just like real pills, except fake pills can be deadly.

You can carry Narcan®, a nasal spray that can save someone who is overdosing from a fake pill.

Join the cause. We owe it to each other.

Carry Narcan®, Save Lives.
Find it at [ODFreeMarin.org](https://odfreemarin.org)
#odfreemarin #heymarin #wheresthefentanyl

ENG. "FAKE PILLS" GRAPHIC & CAPTION



7 out of 10 fake prescription pills contain a potentially lethal dose of fentanyl.*

Save lives at odfreemarin.org

ENGLISH CAPTION

Hey Marin.

Life is no gamble, and fake pills carry a staggering 70% risk of ending it.

Join the cause. Every life counts.

Carry Narcan®, Save Lives.
Find it at ODFreeMarin.org
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#wheresthefentanyl

HEY WHERE'S
MARIN THE
FENTANYL?

A PARTNERSHIP OF
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Good Stuff Branding & Marin Independent Journal.

*Source: Drug Enforcement Administration (DEA)

ENG. "FAKE PILLS" REEL & CAPTION

ENGLISH CAPTION

Hey Marin.

Here's a shocking fact: "7 out of 10 fake prescription pills contain a potentially lethal dose of fentanyl."

What could happen if 10 teens experimented with counterfeit prescription pills? Now, put yourself in their shoes.


Join the cause. Let's break the stat!

Carry Narcan®, Save Lives.

Find it at [ODFreeMarin.org](https://www.odfreemarin.org)

#odfreemarin #heymarin #wheresthefentanyl

7 out of 10
DID YOU KNOW
fake prescription pills contain a potentially fatal dose of fentanyl.



ENG. "MONEY" GRAPHIC & CAPTION

**FENTANYL
DOESN'T CARE
HOW MUCH
MONEY YOU HAVE.**

Every 9 days, fentanyl kills
someone in Marin.*

Save lives at odfreemarin.org

**HEY WHERE'S
MARIN THE
FENTANYL?**

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Good Stuff Branding & Marin Independent Journal.

*Source: California Integrated Vital Records (2021-2022)

ENGLISH CAPTION

Hey Marin.

Fentanyl doesn't discriminate. Fentanyl
doesn't care how much or how little you have.

Join the cause. It may be you who saves a life.

Carry Narcan®, Save Lives.
Find it at [ODFreeMarin.org](https://odfreemarin.org)
#odfreemarin #heymarin
#wheresthefentanyl

ENG. "GEN X" GRAPHIC & CAPTION

**HEY GEN X.
YOU SURVIVED
THE 80'S, BUT
YOU CAN'T OUT-
SMART FENTANYL.**

Overdose is the leading cause of death
in Marin for people ages 55 & under.*

Save lives at odfreemarin.org

HEY MARIN WHERE'S
THE FENTANYL?

A PARTNERSHIP OF
The County of Marin, Marin Community Foundation,
Good Stuff Branding & Marin Independent Journal.

*Source: California Integrated Vital Records (2021-2022)

ENGLISH CAPTION

Hey Marin.

There's no out-smarting fentanyl, but we can
combat it.

Join the cause. We're stronger together.

Carry Narcan®, Save Lives.

Find it at [ODFreeMarin.org](https://odfreemarin.org)

#odfreemarin #heymarin #wheresthefentanyl

ENG. "SALT" GRAPHIC & CAPTION



The amount of fentanyl that can kill is the size of 3 grains of salt.*

Save lives at odfreemarin.org

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FENTANYL?

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Good Stuff Branding & Marin Independent Journal.

ENGLISH CAPTION

Hey Marin.

Did you know? "Fentanyl is 50 times stronger than heroin & 100 times stronger than morphine."

Fentanyl has hit Marin.

Join the cause. We're stronger together.

Carry Narcan®, Save Lives.
Find it at ODFreeMarin.org
#odfreemarin #heymarin
#wheresthefentanyl

ENG. "SALT" REEL & CAPTION



ENGLISH CAPTION

Hey Marin.

Did you know? "Fentanyl is 50 times stronger than heroin & 100 times stronger than morphine."

A dose of fentanyl as small as 3 grains of salt can cause a fatal overdose.

Join the cause. We're stronger together.

Carry Narcan®, Save Lives.
Find it at ODFreeMarin.org
#odfreemarin #heymarin #wheresthefentanyl

ENG. "ZIP CODE" GRAPHIC & CAPTION

**FENTANYL
DOESN'T CARE
WHAT ZIP CODE
YOU LIVE IN.**

Every 9 days, fentanyl kills
someone in Marin.*

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MARIN THE
FENTANYL?**

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Good Stuff Branding & Marin Independent Journal.

*Source: California Integrated Vital Records (2021-2022)

ENGLISH CAPTION

Hey Marin.

Fentanyl doesn't discriminate. It doesn't
care where you live.

Let's kick fentanyl out!

Join the cause. We're better in numbers.

Carry Narcan®, Save Lives.
Find it at ODFreeMarin.org
#odfreemarin #heymarin
#wheresthefentanyl