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



A PARTNERSHIP OF

## MARIN COUNTY: PROMOTE ORGANICALLY VIA SOCIAL 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 ®

GOD Free Marin

ODFreeMarin

Step 5: Post



A PARTNERSHIP OF

## MARIN COUNTY: STAY UP-TO-DATE BY FOLLOWING OUR SOCIAL 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



A PARTNERSHIP OF

## 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.



A PARTNERSHIP OF

#### 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

#### 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



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.

#### ENG. "NARCAN" GRAPHIC & CAPTION



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

Find it at odfreemarin.org



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

#### **ENGLISH CAPTION**

Hey Marin.

Are you familair 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!

#### 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!

### 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** 

### HEY WHERE'S THE MARIN 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.

We're talking about fentanyl.

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

### 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 THE MARIN 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.

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

# FENTANYL. GIVING NEW MEANING TO AKILLER PARTY.

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

Save lives at **odfreemarin.org** 



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.

#### ENG. "WHICH PILL KILLS" GRAPHIC & CAPTION



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

Read her story & save lives at **odfreemarin.org** 



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.

#### ENG. "WHICH PILL KILLS" REEL & CAPTION

## CAN YOU TELL WHICH PILL KILLS?



#### **ENGLISH CAPTION**

Hey Marin.

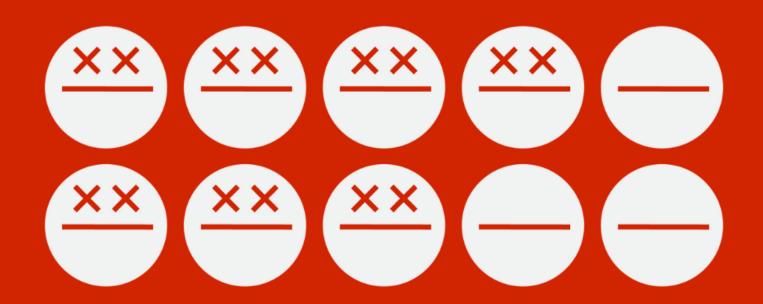
Fentanyl has made its way into Marin.

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.

#### ENG. "FAKE PILLS" GRAPHIC & CAPTION



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

Save lives at odfreemarin.org



A PARTNERSHIP OF

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

\*Source: Drug Enforcement Administration (DEA)

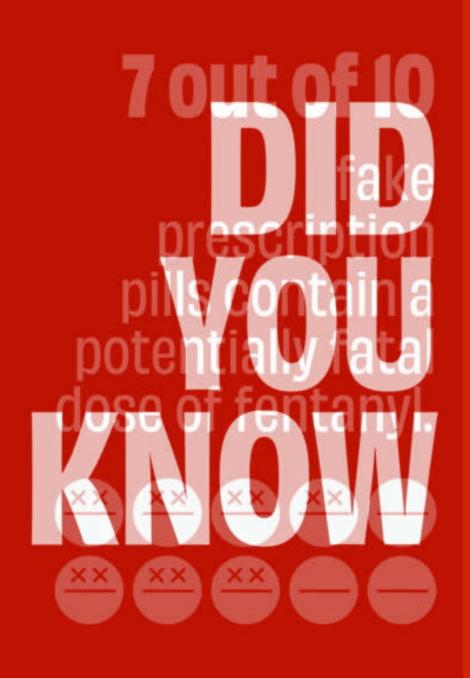
#### **ENGLISH CAPTION**

Hey Marin.

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

Join the cause. Every life counts.

#### 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!

#### 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



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.

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.

#### ENG. "GEN X" GRAPHIC & CAPTION

# HEY GEN X. YOU SURVIVED THE 80'S, BUT YOU CAN'T OUTSMART FENTANYL.

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

Save lives at odfreemarin.org



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.

#### ENG. "SALT" GRAPHIC & CAPTION



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

Save lives at odfreemarin.org



A PARTNERSHIP OF
The County of Marin, Marin Community Foundation,
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.

#### 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.

#### ENG. "ZIP CODE" GRAPHIC & CAPTION

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

Every 9 days, fentanyl kills someone in Marin.\*

Save lives at odfreemarin.org



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.

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

Let's kick fentanyl out!

Join the cause. We're better in numbers.