

The Social Media Platform (Twitter and Facebook)

(available for download at <http://feduprally.org/fedup-goes-local-2016/>)

We ask you to tweet out and post the following on Twitter and Facebook to spread the word about your FED UP! International Overdose Awareness Day rally. These tweets and posts will help to get more people to your rally, and they will introduce the general public to our platform. The FED UP! Coalition's platform consists of concise messaging which outlines solutions to this public health crisis.

Tweets – Twitter handle: @FEDUpRally

It's time to #EndOverdoseNow in {YOUR STATE}! {LOCATION,DATE} demand a federal response
2 #OpioidOverdoseEpidemic @FEDUpRally

78 die daily from opioid overdoses! #EndOverdoseNow by getting Naloxone into your home
and police cars feduprally.org @FEDUpRally

Together we must prevent our children, friends, and loved ones from becoming addicted to
opioids, join feduprally.org @FEDUpRally

We call on the @USAgov to allocate more funding for evidence-based treatment and
prevention #joinup feduprally.org @FEDUpRally

feduprally.org calls on @US_FDA to prohibit marketing of #opioids for conditions where risks
outweigh benefits @FEDUpRally

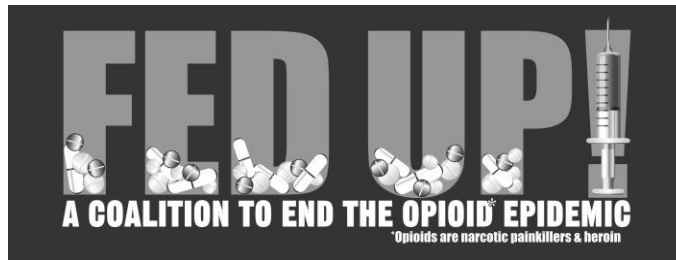
feduprally.org calls on @US_FDA to consult its advisory committee before approving any new
#opioids @FEDUpRally

feduprally.org calls on @US_FDA to add an upper dose and a suggested duration of use on
#opioid labels @FEDUpRally

feduprally.org calls on @US_FDA to designate naloxone an over-the-counter drug @FEDUpRally

We call on @US_FDA to ensure that abuse-deterrent #opioid formulations are NOT marketed
as less addictive @FEDUpRally

If you would like to create your own unique tweets please do! Use feduprally.org as a way to
link people to our full platform on our website and please use our twitter handle @FEDUpRally
so we can re-tweet your tweets.



Facebook Posts

Posts on your Facebook page will draw attention to your Rally. Here are some sample posts. You can attach your flyer to your posts or attach the FED UP! logo available for download at <http://feduprally.org/fedup-goes-local-2016/>

Post #1

Now is the time to ensure that people suffering from opioid use disorder have access to affordable, evidence-based treatment! The FED UP! Coalition and {NAME OF YOUR ORGANIZATION} call on the Federal Government to make this a reality. Join us in honor of International Overdose Awareness Day at {LOCATION AND ADDRESS} on August 31, 2016 from {TIME OF EVENT}

Post #2

Are you FED UP with the lack of awareness/access to Naloxone in your community? 78 people will die today from a drug overdose that could have been reversed by this miracle drug. Join us {NAME OF ORGANIZATIONS} for FED UP! Coalition's International Overdose Awareness Day Rally AT {LOCATION AND ADDRESS} on August 31, 2016 from {TIME OF EVENT}!

Post #3

The Opioid Epidemic has silenced too many voices due to death from drug overdose. The time is now for you to remember those gone too soon by asking our federal government to do more to support those suffering from substance use disorder. These are our children, siblings, parents, spouses, grandparents, friends, colleagues and fellow humans! Join us {NAME OF ORGANIZATIONS} for FED UP! Coalition's International Overdose Awareness Day Rally AT {LOCATION AND ADDRESS} on August 31, 2016 from {TIME OF EVENT}

Post #4

The overprescribing of opioid painkillers has to stop. 8 of 10 heroin users started with pills. Support the CDC Opioid Prescribing Guideline for Chronic Pain. Join us {NAME OF ORGANIZATIONS} for FED UP! Coalition's International Overdose Awareness Day Rally AT {LOCATION AND ADDRESS} on August 31, 2016 from {TIME OF EVENT}