

ALCOHOL PREVENTION TOOLKIT – SOCIAL MEDIA GUIDE

LOW RISK DRINKING GUIDELINES

Important Notes:

There are six different options available for the “Low Risk Drinking Guidelines” social media posts. Five sets are themed for specific seasons or holidays, and one set is a general option not tied to any particular time of year. Please ensure your caption matches the graphics you are posting.

You may use the sample caption provided as a template—just update any highlighted sections to reflect the season (if applicable) and your coalition’s information. Feel free to make additional edits so the caption aligns with your coalition’s tone and voice.

Finally, don’t forget to tag us on [Facebook](#), [Instagram](#), or [LinkedIn](#), depending on where you post. We’ll like, share, and engage with your content!



Sample Caption:

Planning to drink this [SEASON/HOLIDAY]? Keep it safe and healthy by drinking less with these tips from @Prevention Action Alliance!

Tips for lower-risk drinking:

- Stick to limits: ≤ 2 drinks/day for men, ≤ 1 for women. No alcohol if under 21 or pregnant.
- Sip slowly: 1 drink/hour.
- Alternate with non-alcoholic drinks.
- Eat before & during drinking.
- Pick low/no-alcohol options.
- Plan alcohol-free activities & feel confident saying “no thanks.”

Want more tips and support? Join our community coalition!

 We meet [DAYS] at [TIME] |  [LOCATION]

 [YOUR WEBSITE]

#SafeCelebrations #HealthyChoices #MindfulDrinking #LowRiskDrinking
#CommunitySupport #HolidaySafety

PREVENT UNDERAGE DRINKING

Important Notes:

There are two different options available for the “Prevent Underage Drinking” social media posts. One set relating to parents/caregivers talking to their children about underage drinking, and the other set explaining coalitions’ role in preventing underage drinking. Please ensure your caption matches the graphics you are posting.

You may use the sample caption provided as a template—just update any highlighted sections to reflect your coalition’s information. Feel free to make additional edits so the caption aligns with your coalition’s tone and voice. You can also update any highlighted statistics to reflect the communities you represent. You can find additional statistics here: [OHYES! Reports](#)

Finally, don’t forget to tag us on [Facebook](#), [Instagram](#), or [LinkedIn](#), depending on where you post. We’ll like, share, and engage with your content!



Post #1 – Sample Caption:

💡 Did you know? [Only 50% of Ohio teens have talked with a parent or guardian about the risks of drinking, according to the 2023–2024 OHYES! Survey.]

Your voice matters — more than 80% of young people say their parents are the biggest influence on whether they choose to drink.

Discover the facts and start the conversation confidently by following these tips from @Prevention Action Alliance. Talking openly helps young people make safe, confident choices, and shows them you care about their well-being.

You can make an even bigger difference:

👉 Join [COALITION NAME] to prevent underage drinking and build healthier communities.

🌐 [YOUR WEBSITE]

Together, we can protect what matters most.

#SafeChoices #UnderageDrinkingPrevention #YouthWellbeing #HealthyCommunities
#StartTheConversation #DrinkSmart #PreventionMatters #SupportYouth
#CommunityImpact



Post #2 – Sample Caption:

💡 Did you know coalitions play a key role in preventing underage drinking in communities like yours? From providing accurate information and education to hosting drug-free activities and advocating for safer environments, coalitions work every day to protect youth.

Our coalition, [COALITION NAME], is proud to be part of this effort — and we'd love for you to join us. Whether it's volunteering, sharing resources, or helping plan community events, there's a way for everyone to make an impact.

Help raise awareness by sharing these valuable insights from [@Prevention Action Alliance](#), and visiting our website below!

🌐 [\[YOUR WEBSITE\]](#)

[#SafeChoices](#) [#UnderageDrinkingPrevention](#) [#YouthWellbeing](#) [#HealthyCommunities](#)
[#StartTheConversation](#) [#DrinkSmart](#) [#PreventionMatters](#) [#SupportYouth](#)
[#CommunityImpact](#)