

8/18/23

Social Media Copy

## **Snapchat**

18-24

**On image:** No party's safe from fentanyl.

**Post copy:** ~~Coke, H, meth, pills.~~ Protect YOU.

**CTA:** Learn More

**1080x1920 images:**

*287-8941\_HHS\_OD2A\_Fentanyl\_Social\_SC\_18-24a*

*287-8941\_HHS\_OD2A\_Fentanyl\_Social\_SC\_18-24b*

*287-8941\_HHS\_OD2A\_Fentanyl\_Social\_SC\_18-24c*

*287-8941\_HHS\_OD2A\_Fentanyl\_Social\_SC\_18-24d*

25-34

**On image:** Imagine losing everything you love because of fentanyl.

**Post copy:** That's the risk w/fentanyl + drugs.

**CTA:** Learn More

**1080x1920 images:**

*287-8941\_HHS\_OD2A\_Fentanyl\_Social\_SC\_25-34a*

*287-8941\_HHS\_OD2A\_Fentanyl\_Social\_SC\_25-34b*

*287-8941\_HHS\_OD2A\_Fentanyl\_Social\_SC\_25-34c*

*287-8941\_HHS\_OD2A\_Fentanyl\_Social\_SC\_25-34d*

35-54

**On image:** Imagine the family you love, gone instantly because of fentanyl.

**Post copy:** Protect yourself and family.

**CTA:** Learn More

**1080x1920 images:**

*287-8941\_HHS\_OD2A\_Fentanyl\_Social\_SC\_35-54a*

*287-8941\_HHS\_OD2A\_Fentanyl\_Social\_SC\_35-54b*

*287-8941\_HHS\_OD2A\_Fentanyl\_Social\_SC\_35-54c*

*287-8941\_HHS\_OD2A\_Fentanyl\_Social\_SC\_35-54d*

55-64

**On image:** Imagine all you've achieved, destroyed instantly because of fentanyl.

**Post copy:** Fentanyl could be a last mistake.

**CTA:** Learn More

**1080x1920 images:**

*287-8941\_HHS\_OD2A\_Fentanyl\_Social\_SC\_55-64a*

*287-8941\_HHS\_OD2A\_Fentanyl\_Social\_SC\_55-64b*

*287-8941\_HHS\_OD2A\_Fentanyl\_Social\_SC\_55-64c*

*287-8941\_HHS\_OD2A\_Fentanyl\_Social\_SC\_55-64d*

65+

**On image:** Fentanyl can be in cocaine, heroin, meth and illegal pills.

**Post copy:** Get educated, save families.

ZLR\_IHHS\_FentCamp\_Social\_Copy\_vF\_alt  
8/18/23  
Social Media Copy

**CTA:** [Learn More](#)

**1080x1920 images:**

*287-8941\_HHS\_OD2A\_Fentanyl\_Social\_SC\_65a*

*287-8941\_HHS\_OD2A\_Fentanyl\_Social\_SC\_65b*

*287-8941\_HHS\_OD2A\_Fentanyl\_Social\_SC\_65c*

*287-8941\_HHS\_OD2A\_Fentanyl\_Social\_SC\_65d*