



Drug Enforcement Administration

# Social Media Plan

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## National Prescription Drug **Take Back Day**

Saturday, October 28<sup>th</sup>  
10 a.m. – 2 p.m.





## DRUG ENFORCEMENT ADMINISTRATION

### Take Back Day October 28, 2017

#### SOCIAL MEDIA PLAN

Thank you for joining DEA to make the 14th National Prescription Take Back Initiative on Saturday, October 28th a success! We all benefit when unneeded, unwanted, or expired controlled prescription drugs are taken out of harm's way and properly disposed of.

Since the last **#DEATakeBack** day, DEA has expanded its presence on social media on **Twitter**, and now on **LinkedIn**.

DEA is using social media tools to reach new audiences, increase **#DEATakeBack** participation, and enhance the impact of other traditional forms of outreach such as press releases, public service announcements, print publications, websites, etc.

DEA created this social media plan for use with your social media accounts to publicize our Take Back efforts, and enhance yours!

Simply use any or all of the posts/tweets provided in this plan and the attached multimedia assets, or create your own posts/tweets with photos of your organization in action during Take Back day.

DEA will be hosting and participating in special events leading up to the nationwide **#DEATakeBack**, including a "Federal TakeBack Day" on Wednesday, October 25, and other events in various DEA field divisions. Look out for tweets about these special events and participate/tweet/retweet as appropriate. You can see tweets and photos from the last National Prescription Drug Take Back day at the "[Take Back Day April 29, 2017](#)" moment. We'll be adding tweets to the "[DEA Prescription Drug Take Back Day, October 28, 2017](#)" moment, which we will create leading up to October 28th.

Retweet content posted by the DEA Field Division which you are in and from our national account @DEAHQ, adding your own local/regional message. Through October 28th we will be increasingly posting **#DEATakeBack** tweets: feel free to reuse/retweet them as appropriate. Click [here](#) to see a map if you're not sure which DEA field division you're part of, and see below for a list of the Twitter handles for every DEA Division.

This plan contains best practices, tools, and resources we will be deploying in the lead up to **#DEATakeBack** day, and on **#DEATakeBack** day, Saturday, October 28:

#### Hashtags:

Try to use the **#DEATakeBack** hashtag in every tweet. If all of the 5,000+ official DEA partners use it in their tweets, and include @DEAHQ and/or your DEA division's Twitter

“handle” where appropriate, together we will “trend” **#DEATakeBack** before and on October 28th!

**Information & Resources:**

<p><a href="http://www.DEATakeBack.com">www.DEATakeBack.com</a></p>	<p>Provides</p> <ul style="list-style-type: none"> <li>● direct access to the collection site locator</li> <li>● public service announcements,</li> <li>● stats and facts about <b>#DEATakeBack</b>,</li> <li>● treatment information,</li> <li>● drug scheduling information, and</li> <li>● prescription drug disposal information.</li> </ul>
<p><a href="#">National Prescription Drug Take-Back Day Partnership Toolbox</a></p>	<p>Click link to download press release templates, posters, handouts and other materials to promote <b>#DEATakeBack</b></p>
<p><a href="http://www.DEATakeBack.com">www.DEATakeBack.com</a> <a href="#">National Prescription Take Back PSAs</a>)</p>	<p>A number of celebrities have recorded Public Service Announcements for <b>#DEATakeBack</b>. These will air in different media markets around the country. You can link to these PSA's in your tweets using the online graphics to illustrate the tweet.</p> <ul style="list-style-type: none"> <li>▪ "Boomer" Esiason, former NFL Pro Bowl Quarterback</li> <li>▪ Joe Flacco, Baltimore Ravens Quarterback</li> <li>▪ Matthew Stafford, Detroit Lions Quarterback</li> <li>▪ Jim Palmer, Hall of Fame Pitcher</li> <li>▪ Mario Lopez, Actor and Host</li> </ul>
<p><b>“Follow on” resources for use in social media posts</b></p>	<ul style="list-style-type: none"> <li>● DEA’s <a href="#">image gallery</a>: generic “pill” photos</li> <li>● <a href="#">Partnership toolbox</a>: graphics and other Take Back images</li> <li>● <a href="#">Drugs of Abuse</a>: DEA publication</li> <li>● <a href="http://www.JustThinkTwice.com">www.JustThinkTwice.com</a> (*for teens)</li> <li>● <a href="http://www.GetSmartAboutDrugs.com">www.GetSmartAboutDrugs.com</a> (*for parents, caregivers, and teachers)</li> <li>● <a href="http://www.CampusDrugPrevention.gov">www.CampusDrugPrevention.gov</a> (*for teachers and college campus community leaders/advisors)</li> </ul> <p>*Contains useful links with anti-drug/get informed messages that have great value both during and after <b>#DEATakeBack</b> is over.</p>
<p><b>Media Advertising Buys</b></p>	<p>Advertising such as billboards, busses, and in newspapers will launch in major media markets on Monday, October 23; if you see them, take a picture and tweet them!</p> <p>The <a href="#">Take Back PSAs</a> will also begin running Monday, October 23</p>

	in top media markets across the country.		
<b>Radio Personality Social Media Accounts</b>	If you are in the following cities/media markets, check out these radio personalities/programs and their Twitter feeds.		
	<b>City</b>	<b>Station</b>	<b>On Air Personality</b>
	Atlanta	WVEE	Ramona Debreaux (@RamonaOnAir)
	Baltimore	WJZ	Ed Norris (@NorrisandLong)
	Boston	WBZ	Andy Kaufman (@AdamMKaufman)
	Chicago	WBBM	Tyler (@B96Tyler)
	Cleveland	WQAL	Jeremiah Widmer (@JWidRadio)
	Dallas	KLUV	Jody Dean (@JodyWDean)
	Detroit	WWJ/WXYT	Tony Ortiz (@ajortiz3)
	Hartford	WZMX	Jenny Boom Boom (@Hot937, @JennyBoomBoomTV)
	Houston	KILT	Seth Payne (@PayneNFL)
	Los Angeles	KROQ	Jim Rome (@JimRome)
	Miami	WQAM	Zach Krantz (@ZachKrantz)
	Minneapolis	KMNB	Lucas Phelan (@LucasIsBuzn)
	New York	WFAN	Boomer Esiason (@7BoomerEsiason)
	Orlando	WOMX	Jay Edwards (@Jayed105)
	Philadelphia	KYW	Marilyn Russell (@MarilynRussell)
	Phoenix	KOOL	Maria Knight (@945maria)
	Pittsburgh	WBZZ	Bubba (@bubbasugly)
	San Francisco	KCBS	Kevin Radich (@KevinRadich)
St. Louis	KYKY	Paul Cook (@PaulCooked)	
Washington, D.C.	WIAD	Tommy McFly (@TommyMcFly)	

**Follow DEA Social Media Accounts:**

“Follow” us on the DEA headquarters Twitter page (@DEAHQ) and on the DEA field division’s Twitter page (click [here](#) to see a map if you’re not sure which DEA field division you are a part of). Feel free to re-tweet any content you see on our Twitter feed, and visit the @DEAHQ “[Twitter moments](#)”: Rx Take Back Day October 28, Take Back Days- CPD, and Take Back Day April 29, 2017 to see what others have tweeted, and material for you to retweet, graphics, and more.

DEA has also developed a presence on the social media platform LinkedIn. While largely focused on recruitment, we are also supporting community outreach, workplace drug issues and diversion programs via LinkedIn geared towards a professional audience. Please feel free to “like” and “share” relevant posts in the [Drug Enforcement Administration](#) company feed you’ll find on our page.

## DEA Twitter Accounts/Handles

DEA Headquarters-Federal	@DEAHQ
DEA Atlanta	@DEAAtlantaDiv
DEA Caribbean	@DEACaribbeanDiv
DEA Chicago	@DEAChicagoDiv
DEA Dallas	@DEADallasDiv
DEA Denver	@DEADenverDiv
DEA Detroit	@DEADetroitDiv
DEA El Paso	@DEAEIPasoDiv
DEA Houston	@DEAHoustonDiv
DEA Los Angeles	@DEALosAngeles
DEA Miami	@DEAMiamiDiv
DEA New England	@DEANewEngland
DEA New Jersey	@DEANewJerseyDiv
DEA New Orleans	@DEANewOrleans
DEA New York	@DEANewYork
DEA Philadelphia	@DEAPhiladelphia
DEA Phoenix	@DEAPhoenixDiv
DEA San Diego	@DEASanDiegoDiv
DEA San Francisco	@DEASanFrancisco
DEA Seattle	@DEASeattleDiv
DEA St. Louis	@DEAStLouisDiv
DEA Washington DC	@DEAWashingtonDC

## DEA LinkedIn Account

[Drug Enforcement Administration \(DEA\)](https://www.linkedin.com/company/163502/)

<https://www.linkedin.com/company/163502/>

## Sample Take Back Social Media Posts

Please feel free to use the examples below, copy what you want to use on your social media site(s).

You can start using the sample tweets below today! Use them in their entirety, or modify them for your local audience as needed. Post to your social media site(s) and start publicizing **#DEATakeBack**.

## In October, for use anytime up to Take Back Day, October 28:

Find the location nearest you and dispose of unwanted prescription drugs on #DEATakeBack day! <https://takebackday.dea.gov/#collection-locator>

SATURDAY, WHAT A DAY! 10/28 is #DEATakeBack: take Rx drugs+dispose of them properly, securely <https://takebackday.dea.gov/#collection-locator>

YOU BETTER THINK: Drs write billions of Rx, nearly 200 million for opioids in 16'. Have any you don't need? #DEATakeBack

CLEANUP your medicine cabinet of unused, unwanted Rx meds 10/28. Find out where now: [www.deatakeback.com](http://www.deatakeback.com) #DEATakeBack

5000+ = # of collection sites for unused/unwanted Rx drugs on 10/28: Find yours: [www.deatakeback.com](http://www.deatakeback.com) #DEATakeBack

Dispose of Rx drugs, no questions asked! #DEATakeBack Saturday 10/28. Find collection sites nearest you: <https://takebackday.dea.gov/#collection-locator>

#DYK: Americans disposed 4,000 tons of drugs since @DEAHQ #DEATakeBack began. Add yours: [www.deatakeback.com](http://www.deatakeback.com)

IT'S NOT A GRIND: Don't use coffee grounds to dispose of Rx. Drop them @ collection sites 10/28 [www.deatakeback.com](http://www.deatakeback.com) #DEATakeBack

DON'T FLUSH: The green way to get rid of Rx drugs is @ #DEATakeBack locations. Find yours: <https://takebackday.dea.gov/#collection-locator>

Your Best Option: Give it back on #DEATakeBack day 10/28 from 10-2. Find a collection site near u: [www.deatakeback.com](http://www.deatakeback.com)

Another Option: If you can't make it on #DEATakeBack day, find an authorized Rx disposal location: [www.deatakeback.com](http://www.deatakeback.com)

### **For use a week before Take Back Day October 28:**

*Please remember Take Back Day happens during Red Ribbon week (October 23-31) so promote them both!*

Honor those who have sacrificed all during #DEARedRibbon week by participating in #DEATakeBack 10/28!

Say no to drugs during #DEARedRibbon week and say yes to #DEATakeBack 10/28

This #Monday think: How can you keep our kids safe? Wear red 4 #DEARedRibbon week+clean out Rx meds10/28 #DEATakeBack

On #ThrowbackThursday think Throwout Saturday! What old medicines will you throw out on #DEATakeBack Day 10/28?

GOT DRUGS? Turn in unused, expired, unwanted Rx drugs this Saturday. Find the location nearest to you: [www.deatakeback.com](http://www.deatakeback.com)

National Drug #DEATakeBack–happening Saturday 10/28. Find collection sites near you: <https://takebackday.dea.gov/#collection-locator>

Let us destroy your unused Rx drugs b4 they destroy your community. Find out where here: [www.deatakeback.com](http://www.deatakeback.com) #DEATakeBack

### **Day of:**

Collection sites open NOW; help loosen the grip of Rx drug abuse- turn them in today: [www.deatakeback.com](http://www.deatakeback.com) #DEATakeBack

### **After:**

Thank you for participating in #DEATakeBack: Check back soon for regional+national results @ [www.deatakeback.com](http://www.deatakeback.com)

### **Social Media Tips:**

- Use graphics, photos, and videos to enhance your tweets! A photo is worth at least 1,000 characters on Twitter, with short videos or .GIFs even better!
  - a) There are banners in Spanish and English that will work great on Twitter: you'll find these and a different variety of other banners and posters in the [partnership toolbox](#).
  - b) There are some photos of drugs and previous **#DEATakeBack** events that you can use in your tweets leading up to and on October 28th in the Twitter "[Moments](#)" section of the @DEAHQ Twitter page. Feel free to use them!
- We will be doing special events leading up to the nationwide **#DEATakeBack**, including a federal **#DEATakeBack** on Wednesday, October 25 and other events in various divisions. Look out for tweets for these special events and participate/tweet/retweet as appropriate.

Thank you for what you're doing to keep our nation safe from the dangers posed by controlled prescription drugs, and for all you do each day as leaders in your community.

Social media is an important tool, and together we can use it to increase our reach and our impact- thank you!

Office of Electronic and Internal Communications  
Office of Public and Congressional Affairs  
The United States Drug Enforcement Administration