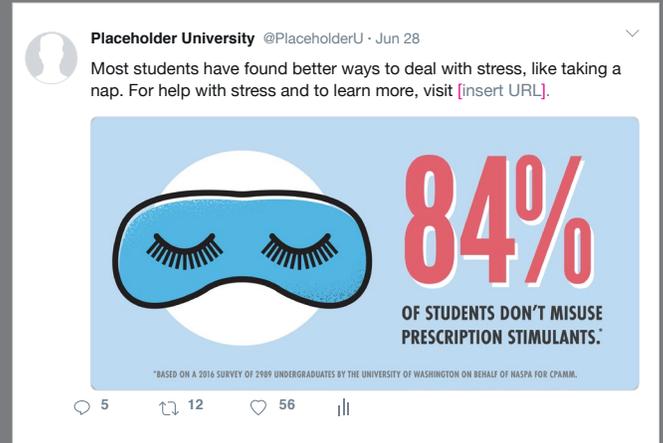


OVERVIEW The accompanying customizable Twitter post is intended for usage on school managed Twitter accounts. The post assists in promoting the Students Stick Together social norming campaign and drives viewers to online resources where alternatives to misusing prescription stimulants and more information can be found.

The text and image included are intended to be used together. Please follow your school's social media policy and use the instructions below for successful deployment online.



HOW TO USE

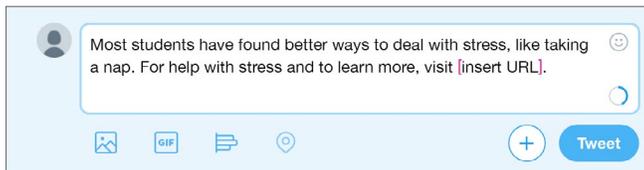
1. MAKE A POST

Click the “What’s happening?” box on your school managed Twitter account.



2. INSERT TEXT

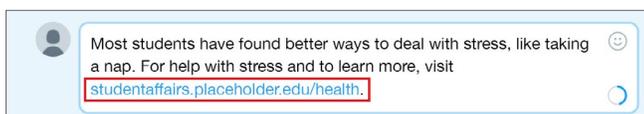
Insert the text provided in the accompanying document.



3. ADD SCHOOL-SPECIFIC URL

Add a school-specific URL to the text in space provided to drive viewers to a relevant student health website or related page helping to manage stress and find helpful study tips.

If you do not have a school-specific URL, you can drive viewers to jedfoundation.org, naspa.org or CPAMM.org/students.



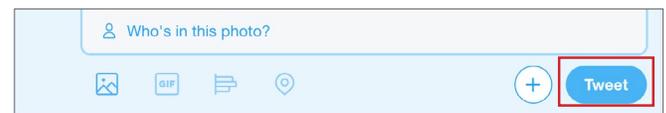
4. UPLOAD IMAGE

Upload the accompanying image to your post by clicking the image icon and selecting the file.



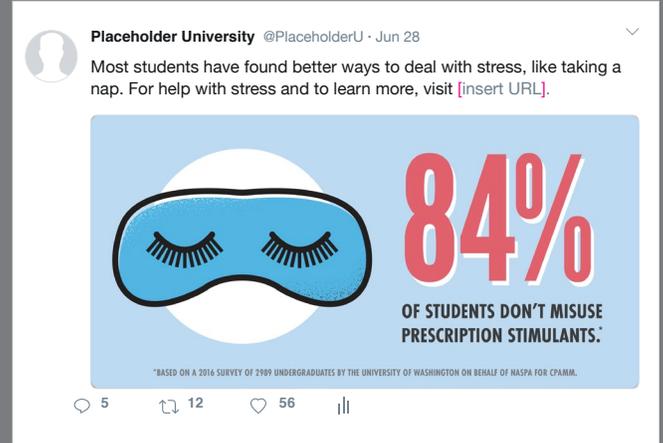
5. TWEET

Click “Tweet”.



OVERVIEW The accompanying customizable Twitter post is intended for usage on school managed Twitter accounts. The post assists in promoting the Students Stick Together social norming campaign and drives viewers to online resources where alternatives to misusing prescription stimulants and more information can be found.

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HOW TO USE

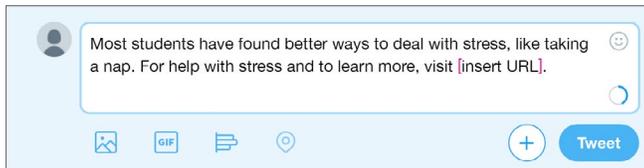
1. MAKE A POST

Click the “What’s happening?” box on your school managed Twitter account.



2. INSERT TEXT

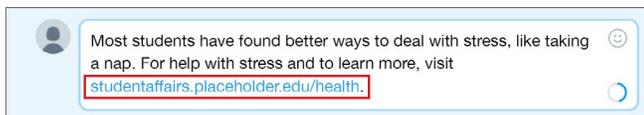
Insert the text provided in the accompanying document.



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4. UPLOAD IMAGE

Upload the accompanying image to your post by clicking the image icon and selecting the file.

Some schools participate in the American College Health Association’s annual national college survey, which includes a question about the rate of misuse for prescription stimulants on their campus. If you prefer to localize this particular data point across the available CPAMM assets, we have provided an option to customize this one national data point: 84%. To support the social norming objective of the Students Stick Together campaign, please only replace the 84% stat with an equally, or higher, data point as the campaign’s overall goal is to encourage good behavior by pointing to majority good behavior.

If you choose to utilize localized data, use the provided Photoshop files located in the zip folder and insert the percentage, school name, and survey reference in all appropriate fields. The recommended font is also included in the zip folder for easy download.



5. TWEET

Click “Tweet”.

