



We Don't Serve Teens Content Calendar and Suggested Social Media Copy

April – June 2023 Q2

April

April: Alcohol Responsibility Month

FOCUS: Emphasize your commitment to keeping alcohol out of the hands of teens and urge parents to have conversations with their teens.

- April is #alcoholresponsibilitymonth. Be proactive and have a conversation with your teen today about the dangers of underage drinking. www.wedontserveteens.org #WeDontServeTeens
- April is #alcoholresponsibilitymonth. #DYK that 1 in 4 parents say they have not talked about the dangers of drinking alcohol with their children in the past year? It's not too late to have the conversation and take steps to prevent underage drinking. www.wedontserveteens.org #WeDontServeTeens
- April is #alcoholresponsibilitymonth and *company name* is proud to support the #WeDontServeTeens campaign by never serving, supplying or selling alcohol to anyone under the legal drinking age. www.wedontserveteens.org #WeDontServeTeens
- #DYK that April is #alcoholresponsibilitymonth? We all play a role in keeping alcohol out of the hands of teens & *Company name* is committed to never serving, supplying or selling alcohol to anyone under the legal drinking age. www.wedontserveteens.org #WeDontServeTeens

May

May 5: Cinco De Mayo

FOCUS: Never serve or sell to those under the legal drinking age

- Today is #CincoDeMayo! *Company name* is committed to never serving, supplying or selling alcohol to anyone under the legal drinking age. www.wedontserveteens.org #WeDontServeTeens
- ¡Feliz #CincoDeMayo from us at *Company name*! If you are celebrating today, make sure to have a conversation with your teens about the dangers of underage drinking, it's never too late. www.wedontserveteens.org #WeDontServeTeens

May 29: Memorial Day

FOCUS: Never serve or sell to anyone under the legal drinking age and encourage others to never serve teens and celebrate responsibly.

- As we prepare for #MemorialDay weekend, remember that 3 out of 4 teens report having easy access to alcohol. Never serve, supply, or sell alcohol to anyone under the legal drinking age. It's illegal, irresponsible, and unsafe. www.wedontserveteens.org #WeDontServeTeens
- As we prepare for #MemorialDay weekend, remember to have a conversation with your teens about the dangers of underage drinking. These conversations about the dangers of underage

drinking can delay the onset and keep underage drinking at record lows 📉.

www.wedontserveteens.org #WeDontServeTeens

- Today is #MemorialDay! *Company name* is committed to never serving, supplying or selling alcohol to anyone under the legal drinking age. www.wedontserveteens.org #WeDontServeTeens

End-May: Graduation

FOCUS: Discuss the dangers of underage drinking with your graduate and never serve, sell, or supply to those underage.

- As we prepare for graduation 🎓 season, take some time to have open and honest conversations with your teens about making smart choices and the dangers of underage drinking. It's not too late to have the conversation and take steps to prevent underage drinking. www.wedontserveteens.org #WeDontServeTeens
- Graduation 🎓 season is upon us! *Company name* is proud to support the #WeDontServeTeens campaign by never serving, supplying or selling alcohol to anyone under the legal drinking age. www.wedontserveteens.org #WeDontServeTeens
- Congratulations to all the 2023 graduates 🎓! *Company name* is proud to support the #WeDontServeTeens campaign by never serving, supplying or selling alcohol to anyone under the legal drinking age. www.wedontserveteens.org #WeDontServeTeens

June


June: Summer

FOCUS: College-aged kids are home for the summer, make sure they are being safe and making smart decisions regarding alcohol.





- As you celebrate summer ☀️, make sure to have a conversation with your teen about the dangers of peer pressure and underage drinking. These conversations can delay the onset of underage drinking and keep it at record lows 📉. www.wedontserveteens.org #WeDontServeTeens
- The summer ☀️ is in full swing and underage drinking rates are at record lows 📉 across the country. *company name* is committed to keeping those numbers moving in the right direction. www.wedontserveteens.org #WeDontServeTeens
- While your college-aged kids are home for the summer ☀️, have an important conversation with them about the dangers of underage drinking. It's not too late, have the conversation today. www.wedontserveteens.org #WeDontServeTeens
- With the summer ☀️ in full swing, always remember your responsibility to keep alcohol out of the hands of teens. Never serve, supply, or sell alcohol to anyone under the legal drinking age. www.wedontserveteens.org #WeDontServeTeens

For Customization

- The legal drinking age is 21. *Company Name* will never knowingly serve, supply, or sell alcohol to anyone under the legal drinking age. It's unsafe. It's illegal. It's irresponsible. www.wedontserveteens.org #WeDontServeTeens

- We all play a role in keeping alcohol out of the hands of teens. ***Company name*** is proud to support the #WeDontServeTeens campaign by never serving, supplying or selling alcohol to anyone under the legal drinking age. www.wedontserveteens.org #WeDontServeTeens
- Underage drinking rates are at record lows  across the country, and ***company name*** is committed to keeping those numbers moving in the right direction. www.wedontserveteens.org #WeDontServeTeens
- It takes us all to keep alcohol out of the hands of teens. ***Company name*** is proud to support the #WeDontServeTeens campaign by never serving, supplying or selling alcohol to anyone under the legal drinking age. www.wedontserveteens.org #WeDontServeTeens

Statistics

- Nearly four in five Americans (78%) think it is easy for a person under 21 to get alcohol. Let's change that. Never serve, supply, or sell alcohol to anyone under the legal drinking age. It's unsafe. It's illegal. It's irresponsible. www.wedontserveteens.org #WeDontServeTeens
- Four in five parents think teens seek out alcohol due to peer pressure/to fit in, and 70% attribute it to curiosity. Conversations about the dangers of underage drinking can delay the onset and keep underage drinking at record lows. www.wedontserveteens.org #WeDontServeTeens
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- One in four parents say they have not talked about the dangers of drinking alcohol with their children in the past year. It's not too late to have the conversation and take steps to prevent underage drinking. www.wedontserveteens.org #WeDontServeTeens
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General

- Take steps to prevent underage drinking. Never serve, supply, or sell alcohol to anyone under the legal drinking age. It's unsafe. It's illegal. It's irresponsible. www.wedontserveteens.org #WeDontServeTeens
 - We all play a role in keeping alcohol out of the hands of teens. Join us to keep underage drinking rates at record lows. www.wedontserveteens.org #WeDontServeTeens
 - We all play a part in keeping teens alcohol free. Never serve, supply, or sell alcohol to anyone under the legal drinking age. It's unsafe. It's illegal. It's irresponsible. www.wedontserveteens.org #WeDontServeTeens
 - Take steps to prevent underage drinking.
 - ✗ Never serve, supply, or sell alcohol to anyone under the legal drinking age.
 - ◆ It's unsafe
 - ◆ It's illegal
 - ◆ It's irresponsible.
- www.wedontserveteens.org #WeDontServeTeens