



We Don't Serve Teens Content Calendar and Suggested Social Media Copy for Q3 July-September

July

July-August: Summer

- As you celebrate summer 🌞, make sure to have a conversation with your teen about the dangers of peer pressure and alcohol. These conversations can delay the onset of underage drinking. www.wedontserveteens.org #WeDontServeTeens
- Over the last 20 years, current underage alcohol consumption has decreased 53%. With summer 🌞 in full swing, *company name* is committed to keeping those numbers moving in the right direction by doing all we can to keep alcohol out of the hands of teens. 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



July 4: Independence Day

- Happy #4thofJuly 🇺🇸 from us here at *company name*! We are committed to keeping alcohol out of the hands of teens and 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
- Happy #4thofJuly 🇺🇸! Parents, make sure your teens are safe today by discussing the dangers of underage drinking. www.wedontserveteens.org #WeDontServeTeens
- Happy #IndependenceDay 🇺🇸! #CelebrateResponsibility by never serving, selling, or supplying alcohol to anyone under the legal drinking age. www.wedontserveteens.org #WeDontServeTeens

August

Mid-Late August: Back to School

- As you get ready to send your teens back to school 🎒, it is important to take some time to have conversations about the dangers of underage drinking. www.wedontserveteens.org #WeDontServeTeens

- Before dropping them off for the semester , it is important for parents to take some time to have conversations with their college-aged kids about the dangers of underage drinking and how to make smart, healthy decisions. www.wedontserveteens.org #WeDontServeTeens
-  parents think teens seek out alcohol due to peer pressure/to fit in, and 70% attribute it to curiosity. Before your teen heads back to school this fall, have a conversation about the dangers of underage drinking. www.wedontserveteens.org #WeDontServeTeens

September

September 4: Labor Day

- Today is #LaborDay! ***Company name*** is committed to never serving, supplying or selling alcohol to anyone under the legal drinking age. www.wedontserveteens.org #WeDontServeTeens
- As we prepare for #LaborDay weekend, have a conversation with your teens about the dangers of underage drinking. It's illegal, irresponsible, and unsafe. www.wedontserveteens.org #WeDontServeTeens
- Make sure your teen is safe this #LaborDay. Have a conversation with them about the dangers of underage drinking and make sure to never serve, supply, or sell alcohol to anyone under the age of 21. www.wedontserveteens.org #WeDontServeTeens

Late September: Homecoming

- 3 out of 4 teens report having easy access to alcohol. Before your teen heads to homecoming, have a conversation with them about the dangers of underage drinking. www.wedontserveteens.org #WeDontServeTeens
- This homecoming season, it's important for parents to have conversations with their teens about the dangers of underage drinking and the importance of making smart decisions. www.wedontserveteens.org #WeDontServeTeens
- This homecoming season, remember that it is everyone's responsibility to keep alcohol out of the hands of teens. Never serve, sell, or supply alcohol to those under the age of 21. 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
- 4 in 5 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
- 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