



**We Don't Serve Teens Content Calendar and Suggested Social Media Copy
November-December 2022**

NOVEMBER

Nov 15: Social Launch of We Don't Serve Teens Campaign

FOCUS: Show your commitment to never serving, selling or supplying alcohol to teens. It's unsafe. It's illegal. It's irresponsible.

Nov. 23: Blackout Wednesday

FOCUS: College-aged students are home for Thanksgiving and ready to party. Communicate your dedication to eliminating underage drinking.

Nov. 24: Thanksgiving

FOCUS: Reiterate your commitment to We Don't Serve Teens. Encourage parents to talk to their teens while they are home for the holidays, and never serve alcohol to anyone under the legal drinking age.

Nov. 27: Cyber Monday

FOCUS: We Know people will be online, so this is a perfect time to share your dedication to eliminating teen access to alcohol to all of your social media followers, including the messaging on your receipts, or emailing your communities about the dangers of underage drinking.

DECEMBER

Dec. 15-January 4: College winter break

FOCUS: College-aged teens are home for the holidays. Ensure underage young adults are not having alcohol served, supplied, or sold to them.

Dec. 21: First Day of winter


FOCUS: Holiday break is in full swing, make sure teens are safe and alcohol-free. Conversations matter. And signage makes a difference.

Dec. 27: New Year's Resolution



FOCUS: Emphasize your commitment to never serve, sell, or supply alcohol to teens or anyone underage. It's unsafe, illegal, and irresponsible.

Social Media Copy

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 #WDST
- 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 #WDST
- 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 #WDST
- 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 #WDST
- ***Company name*** will not give underage drinking an excuse. We will never knowingly serve, supply or sell alcohol to anyone under the legal drinking age. www.wedontserveteens.org #WDST

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 #WDST
- 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 #WDST
- 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 #WDST
- 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 #WDST
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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 #WDST
- Don't give underage drinking an excuse. 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 #WDST
- 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 #WDST

- 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 #WDST
- 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 #WDST

Blackout Wednesday

- 3 out of 4 teens report having easy access to alcohol. While your teens are home for Thanksgiving, have an open and honest conversation with them about the dangers of underage drinking. www.wedontserveteens.org #WDST
- The day before Thanksgiving is one of the most dangerous nights on our roadways. ***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 #WDST
- Blackout Wednesday is one of the most dangerous nights on our roadways. While your college-aged kids are home for Thanksgiving, have the conversation & take steps to prevent underage drinking. www.wedontserveteens.org #WDST
- Blackout Wednesday is one of the most dangerous nights on our roadways. ***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 #WDST

Thanksgiving

- This Thanksgiving, don't give underage drinking an excuse. ✗ Never serve, supply, or sell alcohol to anyone under the legal drinking age. www.wedontserveteens.org #WDST
- As you prepare to celebrate Thanksgiving with your family, make sure to have open & honest conversations with your teens about the dangers of underage drinking.
www.wedontserveteens.org #WDST
- Happy Thanksgiving from us at ***Company name***! Remember, we all play a role in keeping alcohol out of the hands of teens. We will never serve, supply or sell alcohol to anyone under the legal drinking age. www.wedontserveteens.org #WDST
- 1 in 4 parents say they have not talked about the dangers of drinking alcohol with their children in the past year. While your family is together for Thanksgiving, have the conversation & take steps to prevent underage drinking. www.wedontserveteens.org #WDST
- Nearly 4 in 5 Americans (78%) think it is easy for a person under 21 to get alcohol. This Thanksgiving, ***company name*** is committed to keeping alcohol out of the hands of teens, and so should you. Never serve, supply, or sell alcohol to anyone under the legal drinking age.
www.wedontserveteens.org #WDST

Cyber Monday

- While you're shopping for deals this #CyberMonday, don't forget that conversations about the dangers of underage drinking can delay the onset and keep underage drinking at record lows. Don't wait, talk to your teen today. www.wedontserveteens.org #WeDontServeTeens
- #DYK that 1 in 4 parents say they have not talked about the dangers of drinking alcohol with their children in the past year? Don't give underage drinking an excuse, talk to your teens today. www.wedontserveteens.org #WeDontServeTeens
- This #CyberMonday, join *Company name* in supporting the #WeDontServeTeens campaign by never serving, supplying, or selling alcohol to anyone under the legal drinking age. www.wedontserveteens.org #WDST

Christmas/Winter Holidays

- Take steps to prevent underage drinking by making sure your teens are safe this holiday season.
✗ 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 #WDST
- As we prepare for holidays, 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 #WDST
- With the holidays 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 #WDST
- Your teen may be in college, but you're not off the hook. Have conversations with your kids about #responsibility and the dangers of underage drinking. www.wedontserveteens.org #WDST
- College students are headed home for the holidays, and #parents it's important to have conversations about #underagedrinking. Don't give underage drinking an excuse this holiday season. www.wedontserveteens.org #WDST
- Happy holidays from *company name*! We are proud to support the #WeDontServeTeens campaign by never serving, supplying or selling alcohol to anyone under the legal drinking age. www.wedontserveteens.org #WDST
- This holiday season, remember that we all play a role in keeping alcohol out of the hands of teens. Don't give underage drinking an excuse this holiday season. ✗ Never serve, supply, or sell alcohol to anyone under the legal drinking age. www.wedontserveteens.org #WDST

New Years

- In 2023, *company name* is committed to keeping underage drinking rates at record lows across the country. www.wedontserveteens.org #WDST
- *Company name's* New Year's Resolution is to keep alcohol out of the hands of teens. We will 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 #WDST
- Make a resolution this year to have conversations with your teen about the dangers of underage drinking. www.wedontserveteens.org #WDST

- Don't give underage drinking an excuse in 2023. Make sure to have conversations with your teens about the dangers of underage drinking. www.wedontserveteens.org #WDST
- *Company name* will not give underage drinking an excuse in 2023. We will never serve, supply, or sell alcohol to anyone under the age of 21. www.wedontserveteens.org #WDST