



We Don't Serve Teens Content Calendar

December-January

DECEMBER

Dec. 15: College winter break social media

FOCUS: College-aged kids 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 social media

FOCUS: Holiday break is in full swing, make sure your teens are safe. Conversations matter.

Dec. 27: New Year's Resolution social media

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

January

January 1: New Year's Day




FOCUS: Reemphasizing your commitment to WDST

Christmas/Winter Holidays

- Take steps to prevent underaged 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 #WeDontServeTeens
- 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 #WeDontServeTeens
- 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 #WeDontServeTeens

- College students are headed home for the holidays, and #parents it's important to have conversations about #underageddrinking. Don't wait, talk to your teen today. www.wedontserveteens.org #WeDontServeTeens
- 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 the holidays, have the conversation & take steps to prevent underage drinking. www.wedontserveteens.org #WeDontServeTeens
- 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 #WeDontServeTeens
- This holiday season, remember that we all play a role in keeping alcohol out of the hands of teens.
 -  never serve alcohol
 -  never supply alcohol
 -  never sell alcohol
 to anyone under the legal drinking age. www.wedontserveteens.org #WeDontServeTeens

New Years

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