

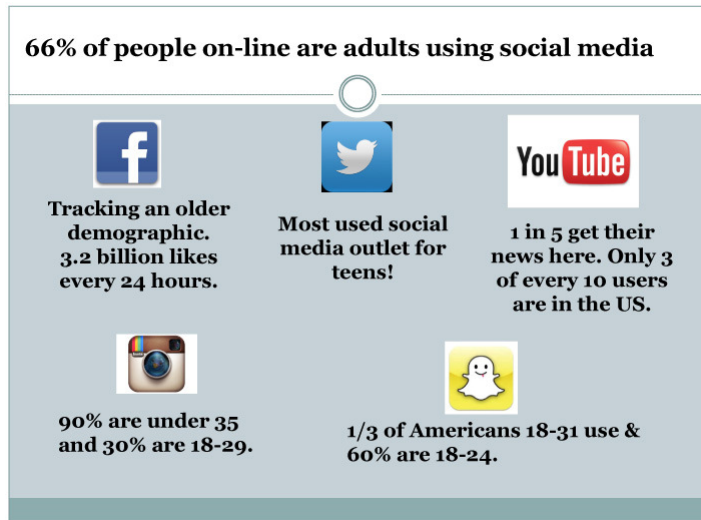


July 2015

Social Media

Are you using the right social media for your target audience?

We all know how important it is to use social media, but knowing the user demographics is critical to ensuring your message is getting to its intended audience. [Click here](#) for a helpful link in understanding the different demographics of the ever changing world of social media.



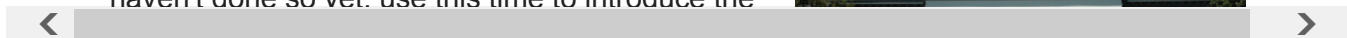
Make an effort to Like and Follow the social media pages of all the Florida Coalitions, sharing information will help get a consistent message out and helps lift some of your work load!

[Prevalence of Marijuana-Related Traffic on Twitter, 2012-2013: A Content Analysis](#)

[75% of 12-to-17-year-olds said that seeing pictures of teens partying with alcohol or marijuana on Facebook, MySpace or another social networking site encouraged other teens to want to party like that.](#)

Know Your Legislator

Summer is a great time to make a district appointments with local elected officials. If you haven't done so yet. use this time to introduce the



coalition and highlight some of the great work you do in the community. Position yourself as the expert on drug policy issues and provide them with local data. Remind them that PREVENTION IS IMPORTANT!



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