

EXAMPLES OF ENERGISED SOCIAL MEDIA POSTS

- 1) First- person-experience, with story-telling - gives additional power to this job advertisement from Jess MookherjeeFPHRsA on LinkedIn:

Are you as passionate about helping vulnerable people with substance misuse co- occurring conditions get the right treatment at the right time as I am?

10 years ago today my best friend Gareth died aged 42. I was with him when he was sectioned (when he was just 21 years old). I had to look after him when he was discharged- I was just a kid myself. Years later - with no treatment or support he started drinking heavily and could never get help for his depression or drug use. I got the call to my office 10 years ago today saying his liver had failed and he was dead.

Four years ago I got a message from my ex boyfriend (last seen 25 years ago!). He'd done a bit better than Gareth - good job- etc but his mental health and alcohol problems had never been addressed and now he was dying too, after his 3rd failed detox and 4rth Suicide attempt. Luckily reaching out to me at the last minute saved his life and he is now 4 years sober by accessing Kent substance misuse services. His daughter still has a dad.

In Kent we have a new post - advertised today on the KCC website - so that we can get people like my old friends Gareth & Simon - into treatment. I'm looking for someone who can work with me to make sure we save more lives. Details on KCC website.

- 2) Humour and visual images- made this tweet very shareable. It generated 0.5 million views in a few days successfully spreading its important, serious, public health message for Lincolnshire Resilience Forum <https://twitter.com/JamieMu22975883> on twitter:

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We'd like to introduce you to

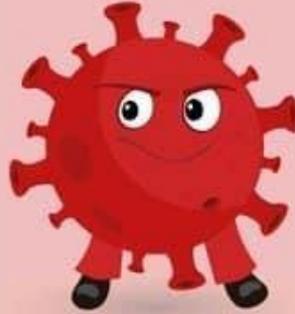
TOM



Stays at home
Only makes essential trips
Knows to self-isolate
Protects health of others

**ACT MORE
LIKE A
TOM**

DICK



Doesn't care
Ignores advice

**DON'T ACT
LIKE A
DICK**

HARRIET



Washes her hands
Covers her face
Gives others space
Doesn't travel unnecessarily

**ACT MORE
LIKE A
HARRIET**

Lincolnshire's Resilience Forum



PREPARING FOR EMERGENCIES

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