



Drug Enforcement Administration

Social Media Plan



Red Ribbon Campaign 2019

**DEA SOCIAL MEDIA PLAN:
Red Ribbon Campaign
October 2019**



DRUG ENFORCEMENT ADMINISTRATION

SOCIAL MEDIA PLAN FOR DEA PIOs DEA Red Ribbon October 2019

Thank you for joining the Drug Enforcement Administration (DEA) as together we seek to make **#DEARedRibbon** a success, with activities throughout the month of October! All of us, whether we're with DEA, in law enforcement, members of the recovery and education communities, or concerned parents or citizens, have an important role to play.

It is up to us to remember those who have sacrificed so much to prevent drug abuse, especially those who lost their lives enforcing our nation's drug laws. What each of us do in their name to stop addiction and substance abuse honors them. Informing, educating, and reinforcing this message: one of courage, sacrifice, resilience, and most importantly, about the dangers of drugs is a responsibility all of us have.

We have created this social media plan to encourage the use of social media to help us spread the word about Red Ribbon and its message of "Living Drug Free."

Please use your Twitter social media accounts to help us continue to grow the impact social media has in support of **#DEARedRibbon** by reaching new audiences and increasing participation in **#DEARedRibbon** throughout the month of October, but particularly in the approach to **#TakeBackDay** on **Saturday, October 26**.

In addition to other annual activities, DEA employees are invited and encouraged to watch the **DEA 2019 National Red Ribbon Rally** via live webcast from DEA Headquarters on Monday, October 7. The Rally will start at 11:00 a.m. Eastern/8:00 a.m. Pacific and run for approximately one hour. First Lady Melania Trump will be joining Acting DEA Administrator Dhillon and other guests and students as we kick off the commemoration and celebration of our annual Red Ribbon observances. The Red Ribbon Rally will be webcast live on dea.gov and deamuseum.org via a non-Firebird internet computer. An additional pre-rally program will be webcast live beginning at 10:00 a.m. Eastern/7:00 a.m. Pacific.

We will tweet about the event and encourage you to retweet.

During **#DEARedRibbon**, DEA will be hosting and participating in Red Ribbon events throughout the country including the launch on October 7. Look out for tweets and posts for these special events and participate/tweet/retweet as appropriate. You can also see (and use) tweets and photos from previous year DEA Red Ribbon campaigns [@DEAHQ Twitter moments](#).

We are sharing some Red Ribbon graphics from the @DEAHQ media studio library. To access these graphics go to <https://studio.twitter.com/library> (if not already logged in you will be asked to login), then click on the "Library" drop-down and select "Shared Media." Feel free to use these graphics and any or all of the posts/tweets provided in this plan or create your own posts/tweets with photos of your organization in action during Red Ribbon week.

Also where appropriate please participate in and tweet/post about your #TakeBackDay activities during Red Ribbon! It is one great way to honor the fallen and get active community participation in a program that reduces drug abuse. Below are some examples of how you can tweet about both events at the same time.

Hashtags:

We' using the **#DEARedRibbon** hashtag in all our tweets, and you should do the same so our messaging is consistent, and so we can accurately measure the reach of **#DEARedRibbon** tweeting/posting. We will also use this year #GoRed4RedRibbon when we're tweeting about buildings lit in red! Please encourage your followers/supporters to tweet/retweet using the **#DEARedRibbon** hashtag. If all of our partners use the **#DEARedRibbon** hashtag, and include @DEAHQ and/or your DEA division's handle (see list below) in your tweets where appropriate, together we will "trend" the **#DEARedRibbon** hashtag nationwide!

We will also be promoting **#GoRed4RedRibbon** hashtag during the month of October when we'll be encouraging buildings, landmarks and businesses to light up in red to increase awareness of the Red Ribbon program (see below).

Information & Resources:

Use the following links to find information and resources for **#DEARedRibbon**.

Direct your followers/supporters to visit and to use these online resources by posting any of these links in tweets/posts, press releases, and printed materials.

[The History of Red Ribbon Week](#)

In recognition of Red Ribbon Week, DEA partnered with Google to develop an interactive way to explore the life of Enrique Kiki Camarena through the lens of Google Earth.

On October 7, 2019 you can take a sneak peek at a video that highlights the 3D representation of Earth used to see cities and landscapes of where Kiki lived. The actual presentation will be available later in October and we will send an update when it is available. To explore more about the history of Red Ribbon Week and view the Google Earth highlights video about Kiki, go to: [The History of Red Ribbon Week](#).



[Red Ribbon Toolkit](#)

Don't forget the resources in the Red Ribbon toolkit which you can share with your community partners.



[DEA Red Ribbon Week Patch Program](#)

Remember DEA has a patch for Boy and Girl scouts. Please tweet and share the link to the qualifications with the Troop leaders and scouts in your communities.



[2019 Red Ribbon Photo Contest](#)

Spread the word to your community partners, teachers, parents and students to:

1. decorate their home or school with a red ribbon and this year's theme,
2. take a picture of the decoration and upload (must be 18 or older to enter) and,
3. ask friends, family, the entire community to vote for their photo at www.redribbon.org

For the opportunity to win an iPad and \$1,000 for their school.



Enter the
National Red Ribbon
Photo Contest

[Campus Video PSA Contest](#)

Encourage college students in your communities to show off their campus's drug-free lifestyle in a 30-60 second PSA. They could win \$3,000 to support their campus's drug abuse prevention efforts.



[#GoRed4RedRibbon – Light it up](#)

If you see a building, monument or other structure lit up in red for Red Ribbon, post a photo to your Twitter account and share your photos with us, we want to post them on DEA's Instagram page [@deahq](#).



Follow DEA Social Media Accounts:

“Follow” us on the DEA headquarters Twitter page (**@DEAHQ**) and other DEA field division Twitter accounts. We will be posting content on @DEAHQ through October 31, please reuse/retweet them as appropriate. Retweet posts from other DEA field division accounts and ask us to retweet your posts on @DEAHQ.

If you have material of national importance or relevance (or if the graphics are exceptional) ask us to use them on DEA's Facebook, LinkedIn and Instagram accounts!

DEA Twitter Accounts/Handles

| | |
|--------------------------|-------------------|
| DEA Headquarters-Federal | @DEAHQ |
| DEA Atlanta | @DEAAtlantaDiv |
| DEA Caribbean | @DEACaribbeanDiv |
| DEA Chicago | @DEAChicagoDiv |
| DEA Dallas | @DEADallasDiv |
| DEA Denver | @DEADenverDiv |
| DEA Detroit | @DEADetroitDiv |
| DEA El Paso | @DEAEIPasoDiv |
| DEA Houston | @DEAHoustonDiv |
| DEA Los Angeles | @DEALosAngeles |
| DEA Louisville | @DEALouisvilleDiv |
| DEA Miami | @DEAMiamiDiv |
| DEA New England | @DEANewEngland |
| DEA New Jersey | @DEANewJerseyDiv |
| DEA New Orleans | @DEANewOrleans |
| DEA New York | @DEANewYork |
| DEA Omaha | @DEAOmahaDiv |
| DEA Philadelphia | @DEAPhiladelphia |
| DEA Phoenix | @DEAPhoenixDiv |
| DEA San Diego | @DEASanDiegoDiv |
| DEA San Francisco | @DEASanFrancisco |
| DEA Seattle | @DEASeattleDiv |

DEA St. Louis
DEA Washington DC

@DEAStLouisDiv
@DEAWashingtonDC

DEA LinkedIn Account

[Drug Enforcement Administration \(DEA\)](#)

<https://www.linkedin.com/company/163502/>

DEA Facebook Account

[Drug Enforcement Administration - DEA](#)

<https://www.facebook.com/DEAHQ>

DEA Instagram Account

[DEA- Drug Enforcement Admin.](#)

<https://www.instagram.com/deahq/>

Social Media Tips:

- Use graphics, photos, and videos to enhance your tweets! A photo is worth at least 1,000 characters on Twitter, with short videos (such as .GIFs) even better!

***NOTE:** Videos with audio will need open captions for the hearing impaired

- Encourage individuals to post photos of themselves wearing red or wearing a red ribbon in support of **#DEARedRibbon**.
- Post photos of your organization's participation in red ribbon events using **#DEARedRibbon!**

SAMPLE TWEETS - Please feel free to use the examples below, copy what you want to use on your social media site(s)

You can start using the sample tweets below today! Use them in their entirety, or modify them for your local audience as needed. Post to your social media site(s) and start spreading the word about Red Ribbon week and its message of "Living Drug Free!"

Remember to go to both @DEAHQ and your DEA Field Division's Twitter feed and retweet or post **#DEARedRibbon** tweets!

In October during Red Ribbon:

Celebrate #DEARedRibbon this October! Get involved and get the word out:

<https://www.justthinktwice.gov/red-ribbon-week>

Learn about DEA Special Agent Enrique Camarena+why we celebrate #DEARedRibbon: <https://dea.gov/kiki-and-history-red-ribbon-week>.

Remember #Kiki by stopping drug abuse in your community- it starts with you! It can start now during #DEARedRibbon week!

https://www.dea.gov/redribbon/RedRibbon_history.shtml

Get #DEARedRibbon resources for your community in the #DEARedRibbon toolkit at <https://www.dea.gov/red-ribbon-toolkit-resources-your-community>

Learn more about #DEARedRibbon by reading the facts here:

[https://www.dea.gov/sites/default/files/2018-09/Fact%20Card%20\(2018\)_508.pdf](https://www.dea.gov/sites/default/files/2018-09/Fact%20Card%20(2018)_508.pdf)

Organizers and Leaders: the #DEARedRibbon Toolkit includes student/parent pledges, graphics, more: <https://www.dea.gov/red-ribbon-toolkit-resources-your-community>

Promote #DEARedRibbon in your school! <https://www.justthinktwice.gov/article/get-word-out-about-red-ribbon>

#DEARedRibbon and #DEATakeBack tweets:

Honor those who have given their all during #DEARedRibbon week by participating in #TakeBackDay Saturday, 10/26! www.deatakeback.com

Say no to drugs during #DEARedRibbon week and say yes to #TakeBackDay 10/26 www.deatakeback.com/

Get Red: Get worked up that so many people are dying of drugs abuse- 68,000 last year. Be part of the solution: #DEARedRibbon #TakeBackDay

Many communities have been hit by the #opioidcrisis. It's time to hit back! Do your part. #DEARedRibbon #TakeBackDay

DON'T "Just say no," do something! Collect Rx meds during #DEARedRibbon in October and dispose of them on #TakeBackDay October 26! www.deatakeback.com #DoYourPart

This #Monday think: How can you keep our kids safe? Wear red 4 #DEARedRibbon +clean out Rx meds 10/26 www.deatakeback.com

Do your part: This week wear red+get a #DEARedRibbon to honor those fallen in the fight against the scourge of drugs. #GoRed4RedRibbon www.dea.gov/redribbon

Straight from the heart: Remember those who gave their all by giving your all this week #DEARedRibbon <https://www.dea.gov/red-ribbon-toolkit-resources-your-community>

Federal, state+local drug law enforcement officers deserve your support today+every day. Stand with them. Wear red. #DEARedRibbon #ThinBlueLine

True Colors: Wearing red during #DEARedRibbon week means something: that you stand w/those who want to end #opioidcrisis+believe drug free is the way to be!
#GoRed4RedRibbon

Specialized Tweets:

DYK @DEAHQ has a Red Ribbon patch for @BoyScout+@GirlScouts? Find out how to earn the #DEARedRibbon patch at <https://www.getsmartaboutdrugs.gov/get-involved/red-ribbon-week-patch-program>.

@BoyScout+@GirlScouts-Take the pledge to be drug free! Click here for more information about the Red Ribbon Patch Program:
<https://www.getsmartaboutdrugs.gov/get-involved/red-ribbon-week-patch-program>

GET INVOLVED: #GoRed4RedRibbon to bring awareness to living a drug-free life by lighting up buildings, landmarks, businesses, and bridges in red! Click for info:
https://www.dea.gov/sites/default/files/2019-08/Go%20Red%20For%20Red%20Ribbon%20Week%20Website%20Flyer%202019_2a_0.pdf

Don't get angry about what's happening w/#opioidcrisis-do something! Wear red, attend/host a #DEARedRibbon event, support #GoRed4RedRibbon & light up your community in red, and participate in #TakeBackDay 10/26! www.dea.gov/redribbon
www.deatakeback.com

Enter the @DEAHQ and @NFP sponsored #RedRibbon photo contest to win an iPad & \$1,000 for your school. Get more info at www.redribbon.org

COLLEGE STUDENTS: Enter the Red Ribbon Week Campus Video PSA Contest to win \$3,000 to support your campus's drug abuse prevention efforts. Find out how @ <https://www.campusdrugprevention.gov/psacontest>

Social media is an important tool, and together we can use it to increase our reach and our impact. Thank you for all you do year round to keep our nation safe from the dangers posed by drugs, and all you are doing to make sure Red Ribbon week is a success!

Thank you for making #DEARedRibbon an incredible success!

Electronic and Internal Communications Section
Office of Public and Congressional Affairs
Drug Enforcement Administration