**Choose You Social Media Calendar Content**

*Post 1*

Facebook: As a college student, Carter chooses a substance-free life to stay in shape, focus on his classes and sleep better at night. 🎒  
  
See more of Carter’s story: [**dhhs.ne.gov/chooseyou**](http://dhhs.ne.gov/chooseyou)

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Instagram: As a college student, Carter chooses a substance-free life to stay in shape, focus on his classes and sleep better at night. 🎒  
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**#ChooseYou** **#DrugFree** **#Sober**

*Post 2*

Facebook: They say you’re the sum of the five people closest to you. ⬇️

When you’re substance-free, investing in positive relationships with others who share similar lifestyles can help you stick to healthy habits.

If you’re recovering from addiction, it may be tempting to fall back into old routines and stay close to your usual social circles. However, you should try to stay away from any triggers and make conscious changes in your habits – like changing your route to work.

Find more resources: [**dhhs.ne.gov/chooseyou**](http://dhhs.ne.gov/chooseyou)

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*Post 3*

Facebook: Most substances have negative effects on mental health and can heighten depression, anxiety, fear, paranoia and insomnia. ⬇️  
  
Living substance-free allows for you to truly discover yourself and get to know the real you.  
  
See more stories and resources: [**dhhs.ne.gov/chooseyou**](http://dhhs.ne.gov/chooseyou)

Instagram: Most substances have negative effects on mental health and can heighten depression, anxiety, fear, paranoia and insomnia. Addiction causes feelings of worthlessness, helplessness and self-doubt. ⬇️  
  
Living substance-free allows a medical professional to treat any underlying psychological issues without any added barriers. It also allows for you to truly discover yourself and get to know the real you.  
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*Post 4*

Facebook: Why are more Nebraskans choosing to live substance-free? ⬇️  
  
According to NPR, it can take 8 years or longer after addiction to achieve long-term remission - even with high-quality treatment and medical care.  
  
Your time is a valuable gift. See more stories and resources: [**dhhs.ne.gov/chooseyou**](http://dhhs.ne.gov/chooseyou)

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*Post 5*

Facebook: As a grandparent, Janice chooses a substance-free life to be present for her grandkids and enjoy each moment. 👩‍👦‍👦  
  
See more of Janice’s story: [**dhhs.ne.gov/chooseyou**](http://dhhs.ne.gov/chooseyou)

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*Post 6*

Facebook: Sticking to “no” in social situations involving substances can be challenging. Picture yourself at a sporting event or concert. You may feel pressure – directly or indirectly – to partake. ⬇️  
  
Before you get to the event, it’s important to recognize your risks. Consider the location, who will be there, what time of day, your stress level and any previous experiences in similar circumstances.  
  
Thinking about what to expect can help you plan how to respond and practice saying “no.”  
  
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*Post 7*

Facebook: Addiction can lead to physical health issues just as easily as mental health issues. ⬇️  
  
Drugs and alcohol affect the brain and other vital organs. Choosing to live substance free allows for a healthier lifestyle and more rewarding gains with exercising and eating habits.  
  
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*Post 8*

Facebook: Why are more Nebraskans choosing to live substance-free? ⬇️  
  
Substance use is the third largest cause of death in the nation. Nebraskans are taking steps to lead healthier lives.  
  
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*Post 9*

Facebook: As a young professional, Jowe chooses a substance-free life to pursue both his career ambitions and athletic goals.  
  
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*Post 10*

Facebook: An important part of staying substance free is understanding your triggers – both externally and internally. ⬇️  
  
Some common triggers include:  
  
🔷 Stress  
🔷 Emotional distress  
🔷 Environmental factors (like advertising)  
🔷 People in your life who are using  
🔷 Relationship issues  
🔷 Job or financial issues  
  
See more stories and resources: [**dhhs.ne.gov/chooseyou**](http://dhhs.ne.gov/chooseyou)

Twitter: An important part of staying substance free is understanding your triggers – both externally and internally. ⬇️  
  
Some common triggers are stress, relationship issues, financial issues and more.  
  
See more stories and resources: [**dhhs.ne.gov/chooseyou**](http://dhhs.ne.gov/chooseyou)

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*Post 11*

Facebook: We're proud to see Visit Omaha win Best in Show with their island booth - designed with an Old Market style by our Creative Director, Daryl Anderson.  
  
Thanks to our partners at Renze for making the Old Market mobile.

*Post 12*

Facebook: When you live substance free, you’re living in the moment. ⬇️  
  
Drugs and alcohol affect the memory, which can make it difficult to remember important events like birthdays and holidays.  
  
Especially as one ages, the ability to cherish each moment is invaluable.  
  
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*Post 13*

Facebook: Why are more Nebraskans living a substance free life? ⬇️  
  
Studies show addiction can start young. Key risk periods for substance abuse occur during major transitions in children's and adolescent's lives, including social situations like moving or parent’s divorcing.  
  
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*Post 14*

Facebook: As an artist, Anne chooses a substance-free life to be present for every moment in the creative process. 🎨  
  
See more of Anne’s story: [**dhhs.ne.gov/chooseyou**](http://dhhs.ne.gov/chooseyou)

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*Post 15*

Facebook: Exercise is a great way to stay healthy and also to stay substance free. ⬇️  
  
Whether it’s walking, running, yoga, swimming, weightlifting or something different, exercise boosts your endorphin levels and helps create a positive mindset.  
  
Regular exercise is a great habit to form – especially if you’re substance free.  
  
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