Social Media Campaign Proposal – Outline

Example

I. **Introduction**

    1. Binge drinking is popular among college students and viewed as a necessary part of college culture. While binge drinking may be popular and thought of as a social norm, it is problematic for young adults.

    2. Binge drinking is viewed as part of college culture and believed it to be a necessary element to academic success

        a. Young adults, ages 20-27 were most vulnerable to heavy alcohol consumption due to stressors (Paswan et al., 2015)

II. **Selecting a social media platform: Instagram**

    1. Cirillo et al. (2022) reported approximately 80% of individuals use Facebook, while Instagram has 1.3 billion users globally

        a. LaBrie et al. (2021) highlighted that Instagram was the most likely destination for glamorizing alcohol

    2. Explicit alcohol pictures were most common on Instagram, which would reach a large audience throughout Maryland (Cirillo et al., 2022)

        a. Approximately 47% of Maryland college students binge-drink (CBS Baltimore, 2014)

III. **Identification of at least one evidence-based program that will serve as a model for the final social media campaign**

        a. Internet-based therapy allows college students to e-mail or chat in real-time with therapists through Telehealth app. (Blankers et al., 2011)

            1. Offers more privacy and confidentiality versus in-person sessions (Longe, 2016)

2. Available 24/7 throughout Maryland

IV. **Health promotional strategies**

    a. The campaign would foster a supportive environment

        1. Instagram will encourage collaboration among students to stay sober or minimize drinking

        2. Colleges would offer low-cost internet-based therapy sessions and free WIFI

V. **Campaign message**

    1. To bring awareness of alcohol abuse and binge drinking to college students and the negative consequences that occur

        a. There will be posts incorporated to prevent underage drinking for those under 21, such as consequences, which include poor academic performance

        b. There will also be posts to reduce binge drinking among individuals 21 and older, such as jail time and legal difficulties

    2. Additional consequences: DUIs, alcohol poisoning, unintended pregnancy, and sexual assault

        a. Nelson et al. (2005) emphasized that alcohol dependence could be caused from binge drinking

VI. **Plans to measure success of the campaign**

    1. Instagram likes, number of followers, and number of direct messages will be the determinant

    2. Measure success by website traffic and engagement per follower (comments and likes) (Kindness, 2023)

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