

Ophea-Gram

Activity

Resource: Ideas for Action

Grade(s): 1 2 3 4 5 6 7 8 9 10 11 12

What Is it All About?

Use social media to spread the word about the effects of cannabis (e.g., impacts, influences, local issues, community supports, and resources). Run this activity as part of an Ophea Healthy School challenge.

Why Do It?

Instagram is a quick and engaging platform for getting your message across with a captivating picture and caption. It can easily be shared on your school social media account.

How Do We Do It?

Ask for permission to take over the school's social media accounts for a day.

Work with your adult ally to prepare your posts and hashtags ahead of time for approval.

Include photos with your posts – remember that you must have consent from anyone in the photos.

Post often, and ask everyone to share with the hashtags.

Ask other volunteers to make short posts that may include videos, sayings, or tips about substance use and misuse.

Work with your adult ally and school administration in advance to create a plan to respond to potential offensive or inappropriate posts.

Ideas for Use in a Variety of Settings

Using available technology, work with your team to decide on the messages you want to promote and to prepare the posts and hashtags. Decide on how you will work as a team to post and share.

Use technology to reach out to other volunteers and community members to be part of your event by following and liking your posts and/or making short posts that may include videos, sayings, or tips about substance use and misuse.

What Else Do We Need?

- A device to capture pictures or record short video clips and create the message
- Photos and messages to share
- Hashtags

How Do We Get Creative?

Print posts and display them around the school as visual reminders.

Use this activity as a kickoff to a longer-term social media campaign.

Assemble all of the posts to create a YouTube video to share with others.

Run this activity as part of a larger school event.