

**OVERVIEW** The accompanying customizable Instagram post is intended for usage on school-managed Instagram accounts. The post assists in promoting the Students Stick Together social norming campaign and drives viewers to online resources where alternatives to misusing prescription stimulants and more information can be found.

The text and images included are intended to be used together. Please follow your school's social media policy and use the instructions below for successful deployment online.

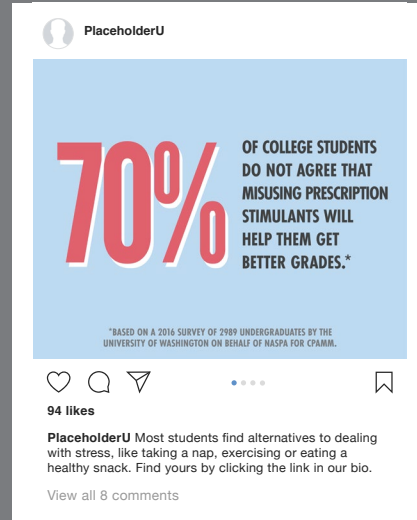


Image 1



Images 2-4

## HOW TO USE

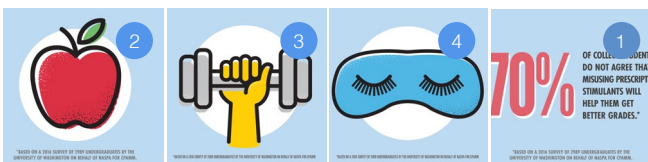
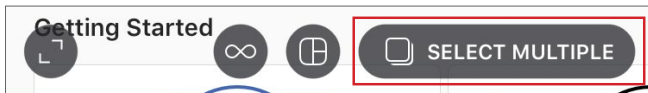
### 1. MAKE A POST

Tap the “+” icon box on your school’s managed Instagram account using a smartphone.



### 2. UPLOAD IMAGES

Upload all four accompanying images as a carousel. Tap “Select Multiple” to upload a series. Always start with the statistic image first. Tap “Next”.

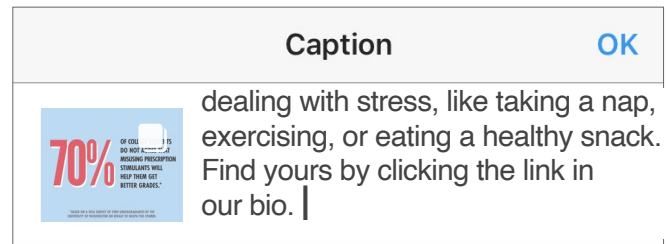


### 3. CHOOSE “NORMAL” FILTER

Choose the “Normal” filter for all images and tap “Next”.

### 4. INSERT TEXT

Insert the text provided in the accompanying document.



### 5. SHARE

In the upper right corner, tap “OK”, and then “Share”.

### 6. ADD BIO LINK

Add a school-specific URL to your Instagram account’s bio to drive viewers to a relevant student health website or related page helping to manage stress and find helpful study tips. To do this, tap “Edit Profile” on your account page and insert the URL in the “Website” field.

If you do not have a school-specific URL, you can drive viewers to [jedfoundation.org](http://jedfoundation.org), [naspa.org](http://naspa.org) or [CPAMM.org/students](http://CPAMM.org/students).

