



Addiction Awareness Week 2024

Social Media Toolkit

Get involved with this year's #AAW24 using your own social media channels

During the week of 30th November - 7th December, Taking Action On Addiction will be running our annual Addiction Awareness Week campaign.

Addiction Awareness Week is the cornerstone of the Taking Action on Addiction campaign. Now in its fourth year, it provides an intense focus on addiction and recovery, and its impact on people, families, and society. By spotlighting real stories through new research, events, and compelling storytelling, we can challenge the stigma and enable more people to speak openly about their experiences.

This year, our campaign message is 'Addiction Affects Everyone, BUT Recovery Is Possible'.

With your help, we want to spread this message far and wide.

How you can support #AAW24

As we celebrate Addiction Awareness Week, we would appreciate any support you could provide on relevant channels and platforms.

Below you will find some social packs that you can adapt and use to create your own posts, as well as all the handles to our social media channels, which we will be actively posting on in the lead-up to and during the campaign week.



Our social platforms:

You can find us on the following social media channels:



The main campaign hashtag for Addiction Awareness Week is **#AAW24.**

Some secondary hashtags that can also be used are **#AddictionAwarenessWeek2024** **#AddictionAffectsEveryone** **#RecoveryIsPossible** **#TakingActionOnAddiction.**

Sharing our content from these channels in the lead-up to and during AAW24 would be greatly appreciated.

Alongside our content, you might also want to add your own words, or use some of our suggested copy here:

- We're proud to support this year's #AAW24 campaign led by @TakingActionOnAddiction to highlight their key message: Addiction Affects Everyone BUT Recovery Is Possible.



- Addiction Affects Everyone BUT Recovery Is Possible. This year, I'm supporting @TakingActionOnAddiction during Addiction Awareness Week to challenge the stigma surrounding addiction and enable more people to speak about their experiences. #AAW24
- This Addiction Awareness Week, we want to challenge the stigma surrounding addictions and show that recovery is possible. Visit @TakingActionOnAddiction for more information. #AAW24

Assets:

Social packs for the AAW24 event can be found below.

Landscape: [AAW24 Public Social Pack Landscape Stills](#)

Square: [AAW24 Public Social Pack Square Stills](#)

The first three slides in both of the packs are to be used **without any adjustments**, so you can just download these and upload them to your social platforms.

However, there are opportunities for you to add your own images and/or videos to the other slides where there is a landscape or circular frame added.

Feel free to add images or text to the templates in these instances, but we do ask that you do not make any amendments to the fonts or colours used in the packs.

If you have any questions, please contact communications@forwardtrust.org.uk