**SOCIAL MEDIA WORKSHEET (Antibiotic Awareness week)**NOTES: Please do not use embedded links in your social media posts. Links must be written out and they count toward your character limit.  
These sample posts are geared toward Antibiotic Awareness Week, but many images can be used throughout the year. Please adjust the posts as needed.

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **DATE** | **TWITTER (280 characters MAX)** | **FACEBOOK + INSTAGRAM** | **IMAGE TITLE or LINK** | **ALT Text for Graphic**  **(1,000 Characters Max)** | **Link to Source that Backups the Data in this Post** |
| **11/25 or 12/2  \*SAMPLE ONLY** | #DYK 101 North Carolinians went to the emergency department for decorating-related injuries last holiday season? Be careful while decorating this holiday season!    #InjuryFreeNC #WeAreNCPublicHealth #InjuryAwareness | #DYK 101 North Carolinians went to the emergency department for decorating-related injuries last holiday season? Be careful while decorating this holiday season!    #InjuryFreeNC #WeAreNCPublicHealth #InjuryAwareness | Graphical user interface  Description automatically generated | Image of a man standing on a ladder and losing his balance while hanging lights. A child is looking out the window with a surprised look on their face. NCDHHS logo and #InjuryFreeNC is at the bottom. | <https://injuryfreenc.dph.ncdhhs.gov/DataSurveillance/>   <https://ncdetect.org/>  A link to the specific data is preferred. |
| **11/10**  **Slide 1** | Next week is U.S. Antibiotic Awareness Week! Are you a health care provider or pharmacist? Please take the pledge to support the safe prescribing of antibiotics in North Carolina!  https://forms.office.com/g/AqCR84JGD4  #PledgePrescribePromote #USAAW25 [bit.ly/4bo2Bf1](https://bit.ly/4bo2Bf1) | Next week is U.S. Antibiotic Awareness Week! Are you a health care provider or pharmacist? Please take the pledge to support the safe prescribing of antibiotics in North Carolina!  https://forms.office.com/g/AqCR84JGD4  #PledgePrescribePromote #AntimicrobialResistance. #USAAW25 [bit.ly/4bo2Bf1](https://bit.ly/4bo2Bf1) | *A poster with text overlay  AI-generated content may be incorrect.* | *Image of multiple multicolored hands raised. Text that says “Take the Pledge, Prescribe appropriately, Promote Guidelines. U.S. Antibiotic Awareness week is November 18th-24th”* | [*U.S. Antibiotic Awareness Week (USAAW) Toolkit | Antibiotic Resistance | CDC*](https://www.cdc.gov/antimicrobial-resistance/communication-resources/usaaw.html) |
| **11/13**  **Slide 2** | Everyone has a role in fighting antimicrobial resistance. Working together, through a One Health approach, we must improve the global prescribing and use of antibiotic and antifungal drugs.  https://forms.office.com/g/AqCR84JGD4  #PledgePrescribePromote #USAAW25 bit.ly/4mjtwyE | Everyone has a role in fighting antimicrobial resistance. Working together, through a One Health approach, we must improve the global prescribing and use of antibiotic and antifungal drugs.  Are you a health care provider or pharmacist in North Carolina? Will you take the pledge to support the safe prescribing of antibiotics?  https://forms.office.com/g/AqCR84JGD4  #PledgePrescribePromote #AntimicrobialResistance #USAAW25 bit.ly/4mjtwyE | A group of people putting their hands together  AI-generated content may be incorrect. | *Image of health care providers putting their hands in the middle stacked on top of each other. Text that says “We all play a role in fighting antimicrobial resistance. U.S. Antibiotic Awareness Week is November 18th – 24th” Purple State of North Carolina with the text #PledgePrescribePromote* | *https://www.cdc.gov/antibiotic-resistance/prevention/index.html* |
| **11/18**  **Slides 3-8** | Happy U.S. Antibiotic Awareness Week! Here are 5 things to know about how you can help fight antibiotic resistance!  #AntimicrobialResistance #USAAW25 [bit.ly/4bo2Bf1](https://bit.ly/4bo2Bf1)  #PledgePrescribePromote | Happy U.S. Antibiotic Awareness Week! Here are 5 things to know about how antibiotic resistance:   1. Antibiotic resistance occurs when germs defeat drugs designed to kill them. 2. Antibiotic resistance can affect people at any stage of life. 3. Healthy habits can protect you from infections and help stop germs from spreading. 4. Antibiotics save human and animal lives. 5. Antibiotic resistance has been found in all regions of the world.   #AntimicrobialResistance #USAAW25 [bit.ly/4bo2Bf1](https://bit.ly/4bo2Bf1)  #PledgePrescribePromote | A close-up of a hand  AI-generated content may be incorrect. | *Image of a person pouring antibiotics into their hand out of a prescription pill bottle. Text that says “It’s U.S. Antibiotic Awareness Week! Here are 5 things to know about Antibiotic Resistance.” Purple State of North Carolina with the text #PledgePrescribePromote* | [Antibiotic Resistance: Five Things to Know](https://www.cdc.gov/antimicrobial-resistance/media/pdfs/5-Things-To-Know-508.pdf) |
| **11/19**  **Slides 9-10** | It’s U.S. Antibiotic Awareness Week! Know how to safely travel to help prevent antibiotic resistance.  #AntimicrobialResistance   #USAAW25 [bit.ly/3V9nDrT](http://bit.ly/3V9nDrT)  #PledgePrescribePromote | It’s U.S. Antibiotic Awareness Week! Know how to safely travel to help prevent antibiotic resistance.   * Get vaccinated * Research travel advisories * Check for health alerts * Use antibiotics and antifungals appropriately * Keep your hands clean * Be aware of where your drinking water comes from * Eat food that is fully cooked * Practice safer sex   #AntimicrobialResistance   #USAAW25 [bit.ly/3V9nDrT](http://bit.ly/3V9nDrT)  #PledgePrescribePromote | A person with a backpack  AI-generated content may be incorrect. | *Image of a person looking at flight times in an airport while wearing a hiking backpack. Text that says “Safe travel and antibiotic resistance.” Purple State of North Carolina with the text #PledgePrescribePromote* | [*https://www.cdc.gov/antibiotic-resistance/communication-resources/usaaw.html*](https://www.cdc.gov/antimicrobial-resistance/communication-resources/usaaw.html) |
| **11/22**  **Slides 11-12** | Learn how to protect yourself and your family from antibiotic resistance!  #AntimicrobialResistance #USAAW25 [bit.ly/4bo2Bf1](https://bit.ly/4bo2Bf1)  #PledgePrescribePromote | Learn how to protect yourself and your family from antibiotic resistance! Follow these tips:   * Know your risks, ask questions, & take care * Clean your hands * Get vaccinated * Be aware of changes in your health * Use antibiotics appropriately * Practice healthy habits around animals * Prepare food safely * Stay healthy when traveling * Prevent STDs   #AntimicrobialResistance #USAAW25 [bit.ly/4bo2Bf1](https://bit.ly/4bo2Bf1)  #PledgePrescribePromote | A child lying in a bed with a hand touching the forehead  AI-generated content may be incorrect. | *Image of a child sick in bed with an adult checking to see if their forehead is warm. Text that says “Protect yourself and your family from antibiotic resistance.” Purple State of North Carolina with the text #PledgePrescribePromote* | *https://www.cdc.gov/antibiotic-resistance/media/pdfs/Actions-Protect-Yourself-508.pdf* |
| **11/24**  **Slides 13-14** | Protect your pets and your family from antibiotic resistance! Practice healthy habits, keep up with your pet’s vaccines, and talk to your vet.  #AntimicrobialResistance. #USAAW25  http://bit.ly/45rwCLa  #PledgePrescribePromote | Protect your pets and your family from antibiotic resistance! Practice healthy habits, keep up with your pet’s vaccines, and talk to your vet. Together we can help fight antibiotic resistance!  #AntimicrobialResistance. #USAAW25 bit.ly/45rwCLa  #PledgePrescribePromote | A dog sitting in grass with a hand and text  AI-generated content may be incorrect. | *Image of a dog in a field and owner’s hand picking of feces. Text that says “Animal health and antibiotic resistance.” Purple State of North Carolina with the text #PledgePrescribePromote* | *https://www.cdc.gov/antibiotic-resistance/communication-resources/usaaw.html* |