

NIAAA – CADCA Know More Before You Pour Social Media Contest

Dissemination Plan - Template

COALITION BACKGROUND

Briefly share the mission of your coalition.

SOCIAL MEDIA PRESENCE

Share your coalition’s online accounts, handles and number of followers on each platform. (e.g. “XYZ Coalition is on Facebook XYZcoalition, Twitter @XYZcoalition and Instagram @XYZdrugfree.” The detail how many followers you have for each account.)

OUR SUBMISSION CONCEPT

Share how you chose the NIAAA alcohol fact you selected, and why it is important for your community.

TIMING

Discuss the timing or frequency of the post you have created and why (e.g. “We want this graphic to be posted around St. Patrick’s Day because...”)

BUDGET

Outline your plans for the \$1,000 award, should your coalition be chosen. (No budget it required, but it is helpful to see you have considered how you will spend the award. It is recommended that \$250 of the award be used for social media ad placement.)