



Know More Before You Pour Social Media Contest FAQ

1. Should each submission be completed separately? Or are you able to upload multiple graphics with one dissemination plan?

Each coalition should submit one plan, with up to three graphic ideas.

2. Do we need an exact budget proposed? Or a general outline of how funds will be used?

NIAAA has suggested that the \$1,000 go toward coalition communications, with \$250 to be used for placement specifically. In your plan, please share your ideas on the \$250 placement of your campaign graphic(s) (e.g. Facebook, Twitter, and/or Instagram advertising and boosted posts).

3. Does the coalition need to be a CADCA member coalition?

The coalition does not need to be a CADCA member to participate. However, CADCA membership is part of the scoring system.

4. Can a coalition use facts other than the 10 provided in creating their graphics?

No, coalitions are only to use the 10 facts provided.

5. How do coalitions use the provided facts in creating their social media graphics?

The facts provided are to be used as a foundation for a coalition's social media graphics. Coalitions are encouraged to be creative and develop unique messaging based on the fact.

6. Are coalitions free to use images of their choice when creating their social media graphics?

Coalitions are encouraged to use their creativity and imagination when developing their social media graphics. The only restriction is that the imagery must be free for public use and not be copyrighted or trademarked.