

Know More Before You Pour Social Media Contest Q & A

- 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. (Please see our template dissemination plan for more guidance.)

- 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 coalition? If so, is that through a membership and how do you check to see if you are a CADCA coalition?**

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

- 4. Our coalition is engaging students in several schools to create images. The images will be in draft form in time for the December 2 submission deadline, is that an issue?**

The reviewers will take into consideration the creativity of the ideas presented and will accept draft versions. Please note your plans for finalizing the image or images in your plan document.

- 5. Our coalition youth have additional creative ideas (like creating You Tube videos) that they wish to do – will these efforts be evaluated as well?**

If a coalition creates a video in association with NIAAA's facts and graphics, to be shared on social media, please send us a link to the video in your communication plan submission.