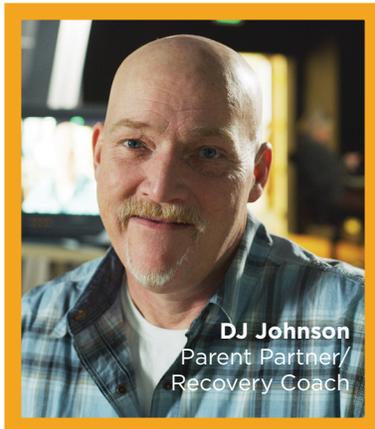




**Fay Pierce**  
Mother, Daughter,  
Sister and Person in Recovery



**DJ Johnson**  
Parent Partner/  
Recovery Coach



**Alexander Annunziata**  
Recovery Coach,  
Peer Support,  
Person in Recovery



# The Doorway Marketing Campaign

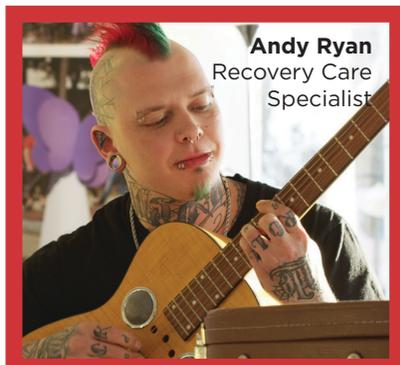
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## PARTNER TOOLKIT

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**Jessica Wheeler**  
Recovery Support  
Specialist



**Andy Ryan**  
Recovery Care  
Specialist



**Ira**  
Certified Recovery  
Support Specialist



# Community Partner Letter

Dear Community Partner,

The New Hampshire Department of Health and Human Services (NH DHHS) as well as the Governor's Commission on Alcohol and other Drugs has contracted with the NH Center for Excellence in Addressing Alcohol and Drugs at the Community Health Institute/JSI Research & Training Institute, Inc. (CHI) to develop, implement, and evaluate a campaign to promote the Doorway NH, the new gateway to services for drug or alcohol services in NH.

The Doorway NH campaign is an awareness campaign that spreads the message that recovery is possible and that help is out there. The Doorway NH campaign bridges the spectrum of substance use disorder and reiterates, "You are not alone. If you are struggling with alcohol, opioid or other drug issues, you're never far from help. For help with drug or alcohol issues visit [www.theDoorway.NH.gov](http://www.theDoorway.NH.gov) or dial 2-1-1."

The priority audiences of this campaign are NH residents who may be dealing with or caring for someone who is having issues with alcohol or drugs. The campaign has a positive focus that encourages those who see it to find hope and ask for help. It also shows the many faces of NH residents in recovery from substance use disorders in their communities as active positive forces.

The main goal of the campaign is to inform the public that the 9 regional Doorways are established throughout the state of NH and are available to help people in identifying and connecting to needed services in their communities. Additional campaign messages inform viewers that:

1. They are not alone - other people have experienced addiction and have found recovery. Recovery is possible and there are many ways to get there.
2. Addiction can happen to anyone, substance use disorder is a disease and anyone can ask for help by visiting a Doorway or by dialing 2-1-1.

In order to be successful in our efforts to raise awareness about this important issue, we are engaging statewide partners, such as your organization, to leverage existing communication channels to reach our audiences. Your organization has the power to help us engage our communities regarding this crucial issue and strengthen the reach of this campaign. This toolkit was designed to help your organization engage in this conversation through social media channels by providing carefully crafted social media messages and other additional resources, found at [www.thedoorway.nh.gov/marketing-campaign](http://www.thedoorway.nh.gov/marketing-campaign).

Thank you for supporting this important work to help NH residents access care for substance use disorders.

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*This toolkit was created by the Community Health Institute with generous funding through a contract with the New Hampshire Department of Health and Human Services. The funds were provided in whole by the US Department of Health and Human Services, Substance Abuse and Mental Health Services Administration.*

# About the Campaign

In January 2019, Governor Chris Sununu, NH DHHS, and grantee organizations launched the Doorways NH. The Doorways initiative includes the availability of 9 physical locations, 2-1-1 for informational and urgent calls 24 hours a day/ 7 days a week/ 365 days a year, and [www.thedoorway.nh.gov](http://www.thedoorway.nh.gov) a state-wide website. The Doorways connect NH residents to opioid use disorder and substance use disorder treatment, recovery, and supportive services throughout in the state.

The Doorway NH connects individuals to the help they are looking for, from screening and evaluation, to treatment, including medication-assisted treatment, to long-term recovery supports. By calling 2-1-1, visiting [www.theDoorway.nh.gov](http://www.theDoorway.nh.gov), or walking into their local Doorway, NH residents experiencing alcohol or drug issues or looking for information for someone they care about will be connected to the services or information they need.

The Doorway NH Campaign exists to educate the public about these services available around the state. This campaign is designed to help and inform anyone affected by alcohol or drug issues including: people of any age experiencing a substance use disorder; parents, family and friends of those experiencing drug or alcohol problems; health care, safety, and other system staff; and people who may not have an understanding of the way that substance use disorder can reach anyone, from any walk of life. The campaign focuses on the stories of six individuals who are from NH and are leaders in their communities - they are each recovering from substance use disorders and helping others to find hope and recovery.

## **CAMPAIGN AIM**

The campaign is a statewide, multi-pronged effort aimed at increasing awareness and utilization of the nine Doorway locations in NH.

## **CAMPAIGN OBJECTIVES**

1. Increase awareness of OUD and SUD treatment and recovery services available in NH via The Doorway.
2. De-stigmatize addiction and increase understanding around opioid use disorder and substance use disorder.
3. Increase the amount of NH residents seeking regional access to treatment and recovery services and finding a path to recovery in their communities.

## 6 Things You Can Do

Here are six you can do to help promote the Doorway Campaign

1. **USE** this campaign toolkit to engage with your audience. Full toolkit is downloadable at [www.thedoorway.nh.gov/marketing-campaign](http://www.thedoorway.nh.gov/marketing-campaign).
2. **SHARE** Doorway NH content on your organization's social media channels: Provided in this toolkit are carefully crafted campaign messages that can be copied and shared on all social media channels along with downloadable images to accompany each post. To share the message, simply copy and paste the text into your chosen social media outlet.
3. **PREPARE** your social media managers for responding to comments and questions you receive on your campaign posts: Included in this toolkit are best practices for talking about substance misuse online. Ask your staff to familiarize themselves with these and follow them when posting about or responding to comments regarding drugs and alcohol, including opioids.
4. **DISTRIBUTE** The Doorway campaign materials. Campaign materials are available for download at [www.thedoorway.nh.gov/marketing-campaign](http://www.thedoorway.nh.gov/marketing-campaign). We encourage you to download and print these posters and distribute them around your community. You can also order materials to be printed and delivered to you through the order form here [www.thedoorway.nh.gov/marketing-campaign](http://www.thedoorway.nh.gov/marketing-campaign).



5. **INSTALL** a widget on your website that links directly to our campaign website. Instructions can be found at [www.thedoorway.nh.gov/marketing-campaign](http://www.thedoorway.nh.gov/marketing-campaign).
6. **INFORM** your audience by posting campaign content on your website or through your organization's blog or newsletter. Included in this toolkit is draft language that can be adapted for use on your organization's website or newsletter. You can also include a link to the Doorway in your email signature; instructions on how to do this are included in this toolkit.

## Example of Web or Newsletter Content

### **Finding Hope through Recovery: You Are Never Alone and Never Far From Help. The Doorway-NH Campaign**

For many people in New Hampshire (NH), drug and alcohol problems are a daily reality. Help is available through the nine Doorway NH locations. Whether they are seeking help for themselves, or a loved one, or are simply looking for information and resources related to drugs or alcohol, the Doorway is the right place.

In response to NH's opioid crisis, the State of New Hampshire's Department of Health and Human Services has created a compelling outreach and awareness campaign for The Doorway-NH. The campaign promotes services and resources available at The Doorway NH, by sharing the moving stories of recovery and hope from New Hampshire residents: <https://www.youtube.com/channel/UCrQw6Y5cnw16l-WQk2njg4Q/videos>. These stories can share the information and help alleviate stigma for people and families experiencing a drug or alcohol related problems. The campaign promotes that, "Just like Alex, Fay, DJ, Andy, Jessica and Ira, you are not alone. Help is available to you. Find a Doorway near you for help now."

Sharable resources are available to download, order, and use by Regional Public Health Networks, health care facilities, law enforcement agencies, businesses, schools, and other community-based organizations at the Doorway website campaign page: [www.thedoorway.nh.gov/marketing-campaign](http://www.thedoorway.nh.gov/marketing-campaign).

## Engaging with the Campaign Online

The Doorway campaign social media accounts are:

Channel	Handle	URL
Facebook	@AnyoneAnytimeNH	<a href="https://www.facebook.com/TheDoorwayNH">https://www.facebook.com/TheDoorwayNH</a>
Twitter	@DoorwayNH	<a href="https://twitter.com/DoorwayNH">https://twitter.com/DoorwayNH</a>
YouTube	The Doorway NH	<a href="https://bit.ly/2mljoMS">https://bit.ly/2mljoMS</a>
Instagram	@TheDoorwayNH	<a href="http://www.instagram.com/TheDoorwayNH">www.instagram.com/TheDoorwayNH</a>

Facebook, Instagram, and Twitter all support the use of hashtags to track conversations that are happening around different topics on their channels. Make sure you are using relevant hashtags in your posts to join in on the conversations already taking place and increase the visibility of your content.

The official hashtag for the Doorway NH campaign is #TheDoorwayNH. We ask that you include it in all digital engagement. Social media posts often include multiple hashtags. Some additional hashtags that we recommend combining are:

#RecoveryIsPossible

#TheDoorwayNH

#Recovery

#RecoveryFriendly

#RecoveryCommunity

#OpioidAwareness

#OpioidEpidemic

#NH

## **General Facebook Information**

### How to Post a Status

1. You can post a status update from your News Feed or organization's Page. Click on the Facebook logo in the upper left-hand corner to get to your News Feed. Click on the name of your organization in the upper right-hand corner to get to your Page. (If you are signed in as yourself, instead of the organization, you may need to switch by clicking the down arrow in the upper right-hand corner and selecting your organization under "your pages:")
2. Click your cursor in the box that says, "What's on your mind?"
3. Type your message. When done, click "Post".

### How to Post a Link on Facebook

1. You do not actually have to have the link in your message in order to link people to the website.
2. Copy and paste or type the link into the "Update Status" box.
3. Wait a few seconds.
4. Once information about the website shows up under the text box (you will see the name of the website and a little picture from the site), you can delete the link and type your message. The information will remain and will still link viewers to the website.

For the posts in this toolkit, you can just copy and paste the posts (including the links after the post) into the "Update Status" box. Once the information about the website loads (you will see the name of the website and a thumbnail picture from the site), you can then delete the link from the post. You can also leave the link in the post if you wish.

### How to Post a Picture or Video on Facebook

From a link:

1. Any picture or video that is already online can be linked to just like posting any other link (see above for instructions).

From your computer:

1. If you would like to post a picture or video that is saved on your computer to Facebook, click on "Photo/Video" in the status box.
2. Choose "Upload Photo/Video."
3. Click "Browse" and select the file you would like to upload.
4. Add text in the box above the picture or video and click "Post."

#### *How to Invite friends to "Like" a Page*

1. Go to the Facebook page you want them to "like" while you are logged in as yourself
2. Scroll to the top of the Posts and you will see a box in the right column that says "Invite Your Friends to Like This Page". Enter names of those you wish to invite.

#### How to Mention Another Facebook Page

Mentioning another organization in your post puts your post on their Timeline and all of their followers' News Feeds.

1. When you want to mention the organization, type an @ sign, followed by the organization's name (without any no spaces). Click on the correct organization's name when it pops up under your post.

#### How to Like Another Facebook Page

1. Once on the Page of the organization you want to Like, click the Like button on the right-hand side, under their Cover.
2. You can also Like an organization directly from the search results by clicking the Like button next to the organization in the search results.

#### How to Like Another Facebook Page as Your Facebook Page

1. Click the arrow next to a circular gear at the bottom right of a page's cover photo. Select "like as your page." Select which page you want to "like" as and hit save.

### How to Share a Post From Another Organization

1. Find a post you would like to share. This can be from your News Feed or the organization's Page.
2. Click "Share" under the Post.
3. Choose how you would like to share the post. i.e. On your own timeline, on a friend's timeline, on a page you manage
4. Enter your own text into the pop up box and click Share Link/Album/Status/Etc. (exact wording will vary based on type of content sharing).

## **General Twitter Information**

### How to Tweet

Note: A tweet can be sent from your Home tab or the Tweet button in the upper right-hand corner of your screen.

#### To Tweet From Your Home Tab

1. Type your text in the box that says "What's Happening" and click Tweet. Remember, Tweets must be 140 characters or less, including spaces. Links will be automatically shortened.

#### To Tweet Using the Tweet Button

1. Click the Tweet button on the upper right-hand corner of your screen. Remember, Tweets must be 280 characters or less, including spaces, special characters, pictures and urls. Links will be automatically shortened.
2. Type your text in to the pop up box and click Tweet.

### How To Include a Hashtag in Your Tweet

1. To include a hashtag in your tweet, just add a pound sign (#) before a word with no spaces.

### How To Monitor a Hashtag

1. To monitor a hashtag, click the search bar in the upper left-hand corner of your screen.
2. Type the keyword or hashtag you would like to monitor in the search box. A list of Tweets containing the word or hashtag will come up.

### How To Mention Another Twitter User

1. When you want to reference another Twitter user in your Tweet, just include their handle. A handle is the user's unique identifier that starts with an at sign.
2. Start typing the handle with the @ sign. Options will populate. Select the correct user you would like to mention.
3. If the Twitter user is the first thing you type, make sure to put punctuation in front of the user name. Most people use a period. EX: .@TheDoorwayNH This keeps the tweet from being viewed as "private" by Twitter.

### How to Follow Another Twitter User

1. Search for a Twitter user by handle or name on the Connect tab by entering the handle or name into the search box.
2. Click the Follow button next to the appropriate search result.
3. The Follow button can also be found when you are on the user's page.

### How to Retweet

1. Hover over the Tweet you would like to Retweet.
2. Click the retweet button that looks like two moving arrows.
3. Mobile applications of Twitter as well as third party applications like HootSuite and Tweetdeck will allow you to modify a retweet if so desired.

## General Instagram Information

Instagram does not allow users to create posts directly on a laptop or desktop computer. The only way to create posts or share stories is through the app on a mobile device or tablet, or by using a social media management platform such as Hootsuite. In order to post from your mobile device or through a management platform, the image you want to share needs to be saved on your device.

If you use Hootsuite for social media management, this article explains how to schedule an Instagram post: <https://blog.hootsuite.com/how-to-schedule-instagram-posts/>

### How to post to an Instagram feed on the Instagram App

1. Open the Instagram app on your device.
2. Tap the "+" button on the bottom center of the screen.
3. Select the photo you would like to use from your camera roll and then edit it anyway you'd like.
4. Write a caption including any hashtags you wish you include. You can also include a location in your post or tag another account on this screen.
5. If you have multiple accounts, choose which one(s) you want to share this post on. You can also cross-post to other social media channels on this screen.
6. Once finished, hit the share button on the top right hand corner of the screen.

### How to post an Instagram Story on the Instagram App

1. Open the Instagram app on your device.
2. Click your profile picture in the top left hand corner of the screen that says "your story."
3. Take a picture, record a video, or choose image/video from your camera roll by clicking the small square in the left hand corner of the screen.
4. Edit the picture any way you'd like by tapping the pen icon in the top right corner of the screen
  - a. Add text by tapping the "Aa" icon in the top right corner of the screen
  - b. Add hashtags, locations, GIFs, or stickers, by tapping the square emoji icon in the top right corner of the screen
  - c. Add filters by tapping the round emoji icon in the top right corner of the screen

## Social Media Messages

Pair these messages with the social images below on your various social media channels. Keep in mind that the character limit for twitter posts is 280, so a few of these messages might be too long for that specific platform.

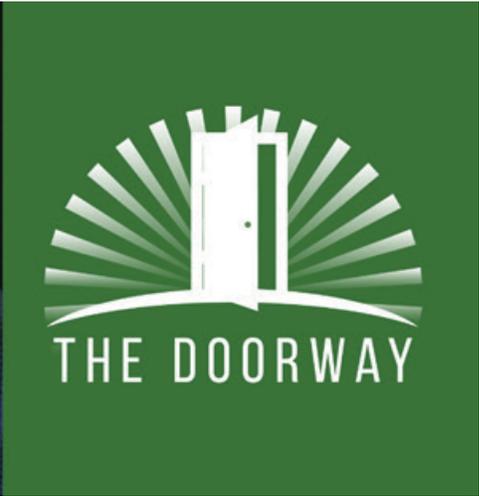
1. YOU ARE NOT ALONE. If you are struggling with alcohol or drug issues, you're never far from help. For help with drug or alcohol issues visit [www.theDoorway.NH.gov](http://www.theDoorway.NH.gov) or dial 2-1-1.
2. For anyone looking for help with alcohol or drug issues, recovery is real, it's great, and it's available TODAY. [www.thedoorway.nh.gov](http://www.thedoorway.nh.gov) #Recovery #TheDoorwayNH
3. You are not alone, and you're never far from help. If you or someone you know is experiencing alcohol or drug related issues visit [www.thedoorway.nh.gov](http://www.thedoorway.nh.gov) or dial 2-1-1 now. #TheDoorwayNH
4. Do you or someone you know have alcohol or drug issues? Visit [www.thedoorway.nh.gov](http://www.thedoorway.nh.gov) for more information. You are not alone. #TheDoorwayNH
5. If someone you know is experiencing a substance related issue help is available now. dial 2-1-1 or visit [www.thedoorway.nh.gov](http://www.thedoorway.nh.gov). #TheDoorwayNH
6. For many people in New Hampshire, drug and alcohol problems are a daily reality. Help is available through The Doorway NH . Whether you are seeking help for yourself or a loved one, or are simply looking for information and resources related to drugs or alcohol, the Doorway is the right place. Visit [www.thedoorway.nh.gov](http://www.thedoorway.nh.gov) #TheDoorwayNH
7. You are not alone. Through The Doorway NH, you will be connected to support, guidance, community, and access treatment, recovery, and self-sufficiency services. Whether you are seeking help for yourself or a loved one, or are simply looking for information on resources related to alcohol or drug issues, the Doorway is here to help. Visit [www.thedoorway.nh.gov](http://www.thedoorway.nh.gov) #TheDoorwayNH
8. If you or someone you know is looking for help with alcohol or drug issues, please visit [www.thedoorway.nh.gov](http://www.thedoorway.nh.gov) or dial 2-1-1. You will be connected with support. #TheDoorwayNH
9. Do you know someone facing challenges with drugs or alcohol? The Doorway is here to help. Find a Doorway near you now at [www.thedoorway.nh.gov](http://www.thedoorway.nh.gov). You will be connected with support and services. #TheDoorwayNH
10. If you or someone you know are struggling with alcohol or drug issues, recovery is possible. Visit [www.thedoorway.nh.gov](http://www.thedoorway.nh.gov) or dial 2-1-1 to find services near you. Help is available now. #TheDoorwayNH

## Social Media Images

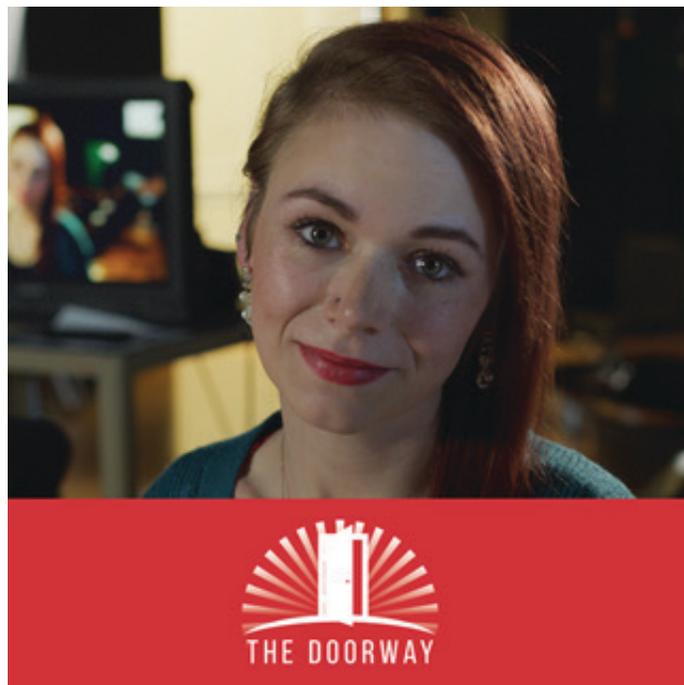
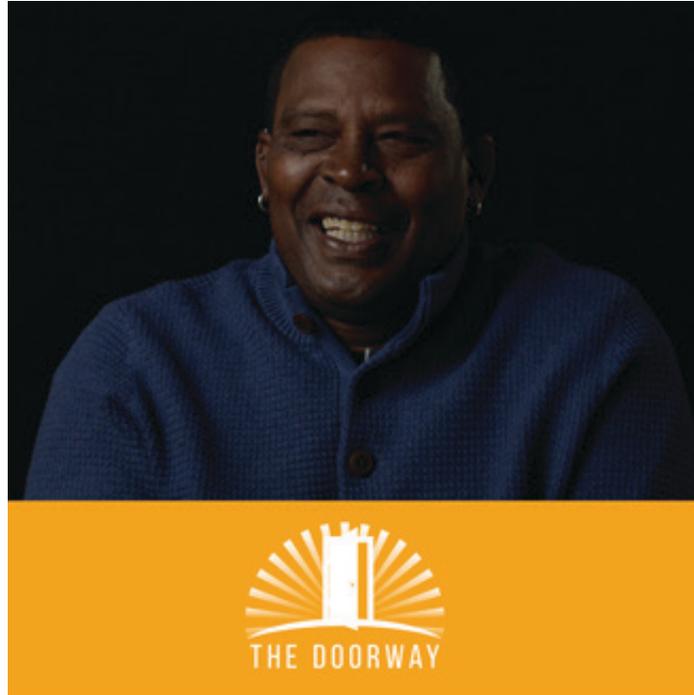
Pair these images with the messages on page 10 to help your social media posts stand out. The various images are the correct size for the social media channels indicated. Click the accompanying link for each image to download them and share on your various platforms.

### Facebook/Twitter





## Instagram Feed



## Instagram Story

### **YOU ARE NOT ALONE.**

If you are struggling with alcohol or drug issues, you're never far from help.

Find a Doorway near you. For help with drug or alcohol issues visit

**[www.TheDoorway.NH.gov](http://www.TheDoorway.NH.gov)**  
or **dial 2-1-1.**



### **YOU ARE NOT ALONE.**

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### **YOU ARE NOT ALONE.**

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**[www.TheDoorway.NH.gov](http://www.TheDoorway.NH.gov)**  
or **dial 2-1-1.**



## Best Practice Guide

**Including High-Quality Images:** Included in the campaign message section of this toolkit is an image bank of approved campaign images for you to use in your posts. You should always include high quality, appropriate images in your social media posts. Images formatted as a PNG file type, like the ones provided, display the best on desktop and mobile devices. Never use graphic or violent images in your social media posts.

**Using Correct Terminology:** It is important to use person-first language when discussing substance misuse in order to reduce stigma and show respect for people who are struggling. Use terms such as “Person with an alcohol or drug issue,” and “Person experiencing addiction.”

**Linking to the Doorway:** Through the Doorway NH, anyone seeking assistance with a substance use disorder will be connected to support, guidance, community, and access treatment, recovery, and self-sufficiency services. Whether they are seeking help for themselves, or a loved one, or are simply looking for information on resources related to alcohol and other drug issues, The Doorway is here to help.  
[www.thedoorway.nh.gov/](http://www.thedoorway.nh.gov/)

**Accurately Depicting your Local Population:** New Hampshire is home to a diverse population, so make sure your images and language choices accurately depict the many different cultures represented in NH. This will ensure that your messages are reaching across all populations.

**Writing Clear and Concise Messages:** It is important to remember that every person seeing your content has a different vocabulary base. It is generally best practice for all online content to be as short and concise as possible while also getting your message across accurately. The link below provides some great tips on how to accomplish this.  
<https://contentmarketinginstitute.com/2018/10/boost-content-readability/>

**Using Reputable Sources:** All articles, materials, and images should be shared from reputable, fact-based sources like the Doorway website. All direct quotes used should be properly quoted and cited.  
<https://guides.library.jhu.edu/evaluate/social-media>

**Promoting 2-1-1 NH:** Anyone located in NH can get information about alcohol and other drug issues or be connected to community resources by dialing 2-1-1 or visiting the 2-1-1 website. 2-1-1 is an easy-to-remember telephone number that connects callers, at no cost, to information about critical health and human services available in their community. Visitors to 2-1-1’s website can search its online database of community services that contains information for over 1,800 health and human service providers and 4,500 service locations. <https://211NH.org/>

## Online resources



[www.thedoorway.nh.gov/](http://www.thedoorway.nh.gov/)

You are not alone. For many people, addiction is a daily reality. We can help. Whether you are seeking help for yourself or a loved one, or are looking for information, you've come to the right place. Wherever you live and wherever you are on your journey, The Doorway will connect you to the supports and services that are right for you.



<https://www.dhhs.nh.gov/dcbcs/bdas/>

The Bureau of Drug and Alcohol Services (BDAS) spearheads the state's plans to reduce alcohol and other drug misuse and develops, supports and evaluates initiatives ensuring the delivery of effective and coordinated prevention, treatment and recovery support services.



<https://nhcenterforexcellence.org/>

The Center for Excellence provides technical assistance, disseminates data and information, and promotes knowledge transfer to support the effectiveness of communities, practitioners, policymakers, and other stakeholders working to reduce alcohol and other drug misuse and related consequences in New Hampshire.



<https://www.samhsa.gov/>

The Substance Abuse and Mental Health Services Administration (SAMHSA) is the agency within the U.S. Department of Health and Human Services that leads public health efforts to advance the behavioral health of the nation. SAMHSA's mission is to reduce the impact of substance abuse and mental illness on America's communities.



<http://www.naminh.org/>

NAMI New Hampshire is a grassroots organization working to improve the quality of life for all by providing support, education and advocacy for people affected by mental illness.

Comprised of a network of affiliate chapters and support groups, staff and volunteers, NAMI NH provides information, education and support to all families and communities affected by mental illness.



<http://nhrecoveryhub.org/>

The goal of the New Hampshire Recovery Hub is to offer New Hampshire residents a reliable source of information and resources at any stage of their recovery journey. This is a project by New Hampshire Department of Health and Human Services, Bureau of Drug and Alcohol Services and Statewide Peer Recovery Services Facilitating Organization at Harbor Homes, Inc.

## Including the Campaign in your Email Signature

A great way to promote the campaign is to have a link to the Doorway website in your email signature. The link you will want to include in your signature is:

[www.thedoorway.nh.gov/](http://www.thedoorway.nh.gov/)

Here is what a link will look like in your email signature:

[If you or someone you know is experiencing alcohol or drug related issues Find a Doorway near you or call 2-1-1](#)

Below are step-by-step guides that will walk you through how to include this link in your email signature depending on your email service provider.

Outlook:

<https://www.extendoffice.com/documents/outlook/1313-outlook-add-link-to-signature.html>

Gmail:

<https://yourbusiness.azcentral.com/hyperlink-website-gmail-signature-4873.html>

Yahoo:

<https://debwork.com/blog/how-to-add-or-update-email-signature-yahoo/>

For more information on The Doorway Campaign,  
email [DoorwayCampaignInfo@jsi.com](mailto:DoorwayCampaignInfo@jsi.com).

To order campaign related materials,  
visit <https://bit.ly/2nSjBrA>