

BY **DIANOVA INTERNATIONAL**

25 ANNIVERSARY

SOCIAL MEDIA KIT

dianova 

Social Networking Sites

Posts to disseminate in Facebook, Instagram, LinkedIn, Twitter

1. FACEBOOK

Post 1



The non-medical use of prescription drugs is a growing public health issue. It's a common addiction that is often overlooked. During the COVID-19 lockdown, the consumption of these drugs increased dramatically in many countries. Let's raise awareness and paint a better future together!

At Dianova, we celebrate 25 years of activity, 25 years of actions aimed at preventing and treating addictions and thus helping people with addiction disorders, their environment and society as a whole. Thank you for helping us make it possible.

[#addi_Actions](#) [#addictions](#) [#Dianova25Years](#)

1. FACEBOOK

- Post 2



Don't gamble with your life; make real, conscious choices and take a second bite at the cherry every day of your life 🍒.

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1. FACEBOOK

- Post 2



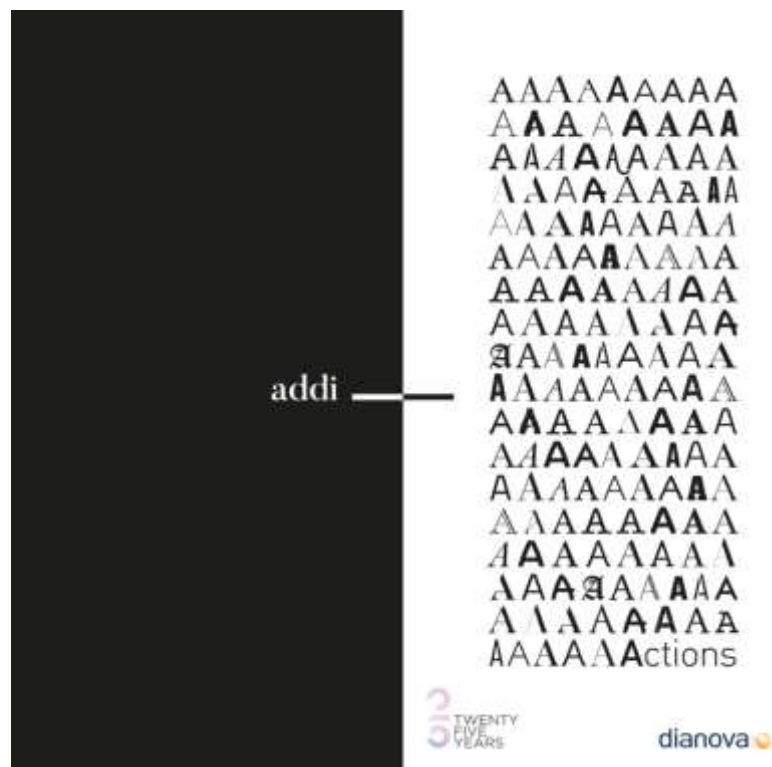
Addiction disorders are a matter of public health that affects each and everyone of us. Being aware of it is to be part of the solution already, and don't forget, there are far better things ahead than any you leave behind.

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1. FACEBOOK

- Post 3



There is no one right way to do things in life. That's why at Dianova, we take into account each people's needs and expectations when addressing addiction problems

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1. FACEBOOK

- Post 5



Do you know what Prince, Bobby Brown Jr., and Demi Lovato have in common? At some point they all had a brush with Fentanyl. This synthetic opioid, 50 times stronger than heroin, is prescribed to treat severe pain. It is also one of the drugs responsible for North America's greatest tragedies: the current overdose epidemic.

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2. TWITTER

- Post 1



Stress, depression, anxiety, eating disorders, sleep problems... All these symptoms are caused by technology addiction. Team sports are a possible step towards a more fulfilling life. Find the one you like best and go for it!

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2. TWITTER

- Post 2



Addictions don't discriminate by gender, unfortunately, society often does. Women with drug dependence tend to struggle more financially and to be more socially stigmatized than men. To address the addiction problem, more actions are needed.

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2. TWITTER

- Post 3



2
5
TWENTY
FIVE
YEARS

dianova 🍷

1,758. That's the number of actions carried out by Dianova this week to prevent and treat addictions across the world.

25 years of actions aimed at helping people with addiction disorders, their environment and society as a whole. Thank you for helping us make it possible.

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2. TWITTER

- Post 4



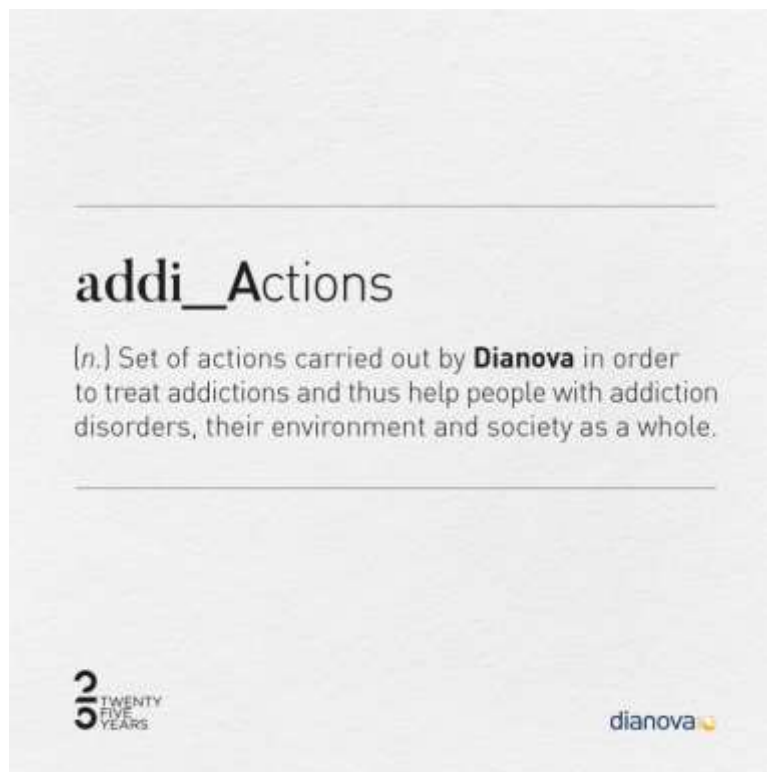
Place bets on yourself, not on a game of chance. Invest in your dreams, not in loaded dice. Waste no more time. Take back control and address your gambling problem.

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2. TWITTER

- Post 5



*And we've been doing it for over 25 years.
Thank you for helping us out and making it possible.*

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3. INSTAGRAM

- Post 1



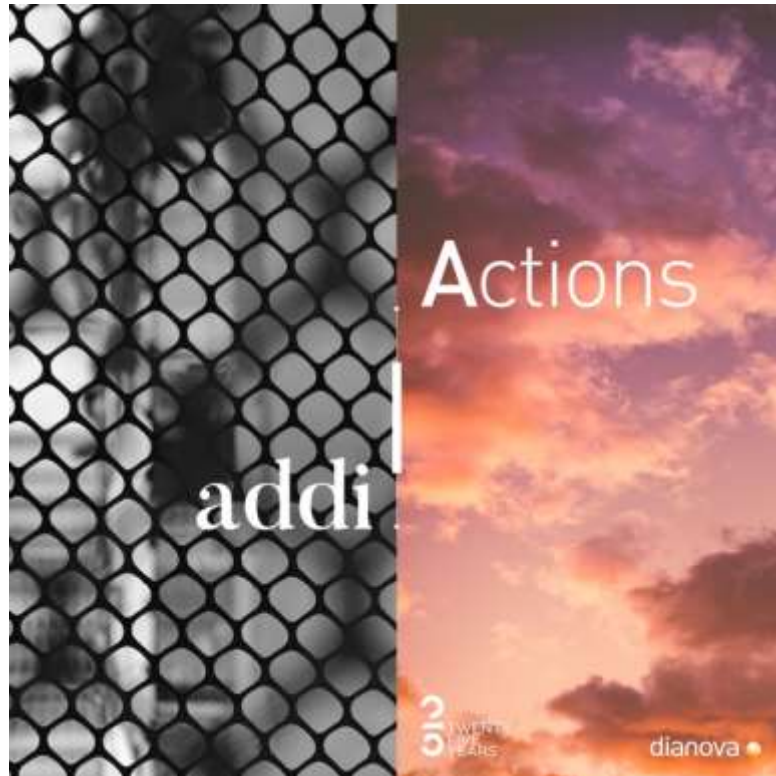
The harmful use of alcohol is responsible for more than 5% of all deaths worldwide and a causal factor in over 200 diseases.

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3. INSTAGRAM

- Post 2



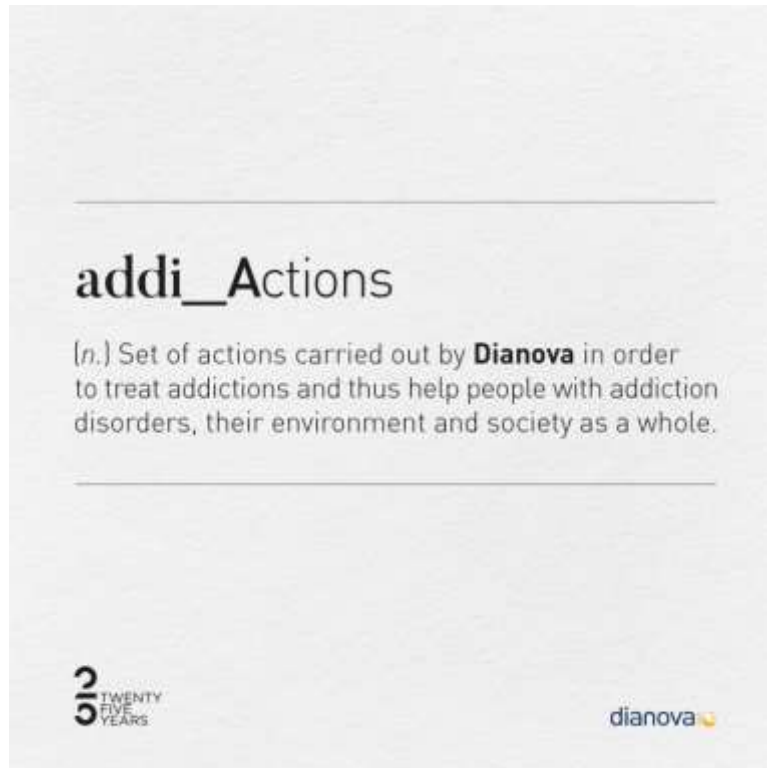
The good news: on average, women use less drugs than men. The bad news: they are much more vulnerable to these drugs' effects and they have to face more difficulties to find adequate treatment services than men.

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3. INSTAGRAM

- Post 3

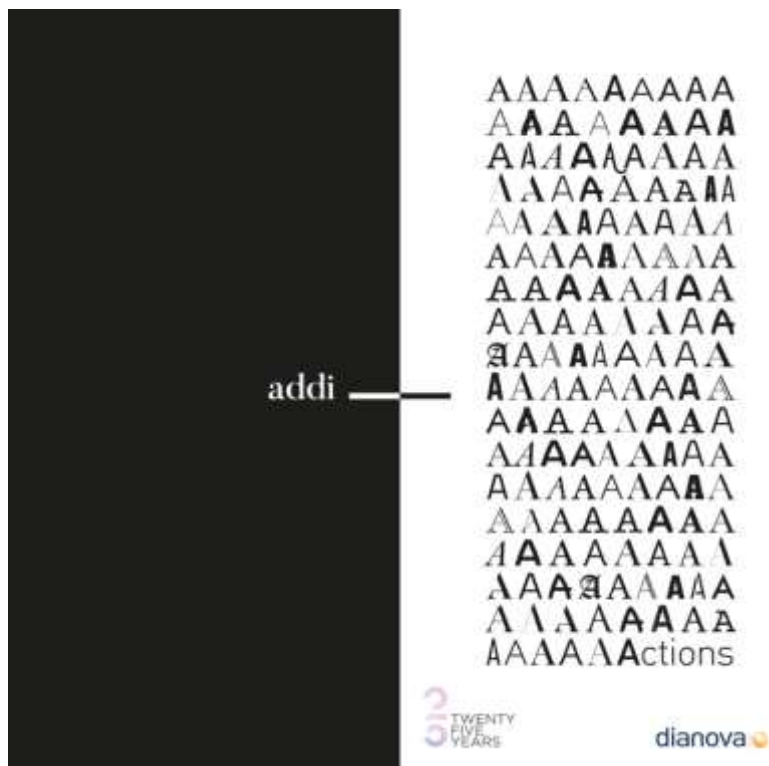


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3. INSTAGRAM

- Post 4



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3. INSTAGRAM

- Post 5



There are different ways to open a padlock. Find the one that suits you best.

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3. INSTAGRAM

- Post 6



'It's their problem' or 'Why don't they change?' Assuming that people are able of overcoming their addiction problems by themselves implies that they have the tools and resources to do so. It's not the case. Far from it. As a society, addictions affect us all

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4. LINKEDIN

- Post 1



Addiction disorders are a public health problem, therefore as a society they affect each and every one of us.

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4. LINKEDIN

- Post 2



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4. LINKEDIN

- Post 3



Check your dictionaries! New term available: Addi_Act. Addictions can be addressed in multiple ways. Each person can find their own path. Every action matters. Spread the word, and let's Addi_Act!

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4. LINKEDIN

- Post 4



Around the world, people are struggling with all sorts of addiction problems. Luckily, there are also countless different actions to address them. Find the one that suits you best and take action!

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VISUALS

ANIMATIONS

OPTION 1: File Name > addiActions 3 - As _v02.mp4

OPTION 2: File Name > addiActions 6 - Gegants _v01.mp4

OPTION 3: File Name > addiActions 7 - Diagonal _v01.mp4

ADVERTISEMENT SPOT

Short videos of 10s. Horizontal format (Twitter, LinkedIn, Facebook, YT) and Vertical (Instagram).

OPTION 1: BIER.mp4

OPTION 2: ROULETTE.mp4

OPTION 3: STONE.mp4

OPTION 4: ONE-ARM-BANDITS.mp4

(2 more videos will be available soon)