

2023

NATIONAL GORDIE DAY SOCIAL MEDIA PLAYBOOK

✿ GORDIE CENTER



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Gordie Center Mission

The mission of the University of Virginia's Gordie Center is to end hazing and substance misuse among college and high school students nationwide. We are dedicated to sharing Gordie Bailey's story to prevent future hazing-related alcohol overdose deaths. The Gordie Center empowers students to transform their campus and community cultures through peer education and bystander intervention using our evidence-informed, student-tested resources. Our APPLE Training Institutes are the leading national substance misuse prevention and health promotion conferences for NCAA student-athletes.

National Gordie Day

- National Gordie Day (NGD) is held annually on the Thursday of National Hazing Prevention Week (NHPW) in September.
- In 2023, NGD is **Thursday, September 28**.
- The goal of NGD is to raise awareness about alcohol overdose and encourage students to intervene when a friend is in distress.
- If you plan to participate in National Gordie Day, please register with the Gordie Center! Following NGD, we will send a survey to participating schools to learn more about your events, and one lucky school who completes the survey will receive a Gordie Center store prize pack!

How to Use

- Welcome to the Gordie Center's National Gordie Day (NGD) Social Media Playbook, which equips you with valuable content, assets, and strategies tailored to addressing hazing and alcohol misuse.
- This guide provides user-friendly content to seamlessly integrate with your existing social media strategy.
- For each topic, review the "What's the Point?" page to gain insights into the purpose of each social media post.
- Feel free to mix and match the Instagram captions for each branch of the timeline. You can find all graphic assets on the [Gordie Center Prevention Toolkit](#) website along with alt text for accessibility. Click on each social media images to directly access that Toolkit asset.
- If you encounter any issues or have inquiries, feel free to reach out to the Gordie Center at gordiecenter@virginia.edu.

Timeline

National Gordie Day (NGD) Teaser
(1st week of September)

NGD Prep & History
(2nd week of September)

Date of Gordie's Death
(September 17th)

NHPW & PUBS Campaigns
(September 25th - 29th)

NGD Post & Giveaway
(September 28th)

NGD Wrap Up
(week after NHPW)

Hashtags

About Hashtags

Harness the potential of hashtags to amplify your posts! We've shared some handpicked hashtags that will turbocharge your engagement. Posts with hashtags secure more than a 12% boost in interactions compared to those without.¹ It's time to level up your Instagram game by including a few hashtags at the end of each post to get more interactions.

1. Nicholson, Christina. "5 Ways to Organically Boost Engagement on Instagram." HuffPost, 21 Sept. 2017, www.huffpost.com/entry/5-ways-to-organically-boost-engagement-on-instagram_b_59642097e4b0deab7c646b41.

#endhazing #preventhazing #pledgetocheck #RememberGordie

#knowthesigns #savealife #makethecall #alcoholeducation

#learnthesigns #gordiecenter #prevention #activebystander

#hiddenharm #saysomething #isithazing #strongertogether

#alcoholsafety #HAZE #NationalGordieDay #savealifemakethecall

#nationalgordieday #PUBS #HazingPrevention #seesomethingsaysomething

#NHPW2023 #HazingHurts #nhpw #empoweredtopreventhazing

Terms to Use

Use:

alcohol overdose

substance misuse

student/people



Instead of:

alcohol poisoning

substance abuse

guy, girl, boy, kids, etc.

PUBS:

Acronym for the signs of alcohol overdose, created by the Gordie Center.

Is It Alcohol Overdose?



Alcohol overdose can have any of these four PUBS signs:

PUKING while passed out

UNRESPONSIVE to pinching or shaking

BREATHING is noisy, slow, shallow, or has stopped

SKIN is blue, cold, or clammy

See even one? Save a life. Call 911!

***UNSURE? Call Poison Control 1-800-222-1222**

Key Performance Indicators (KPIs)

- ❖ Net followers gain/loss
- ❖ Total likes
- ❖ Story views
- ❖ Follower count
- ❖ Follower growth rate
- ❖ Post reach
- ❖ User engagement rate
- ❖ Click-through rate (CTR)
- ❖ Conversion rate

Key Performance Indicators (KPIs) are measures to help you assess the impact and effectiveness of your social media marketing. By monitoring and analyzing KPIs, you can gain insights so you can improve strategies, increase reach, and make a difference!

KPIs are available for each Instagram post as ‘engagements,’ however, some story data will disappear after 24 hours.

For more information on KPIs, go to <https://www.kpi.org/kpi-basics/>


Instagram Insights

How to view Insights on Instagram:

- First, make sure your account is set up as a ‘business’ account. For information on how to set up your account as a business account, go to:

https://www.facebook.com/help/instagram/502981923235522?helpref=faq_content

To view account Insights:

- Go to your profile.
- Tap the Insights action button.
 - You can also go to  in the upper right corner, and tap Insights.
- Tap the metrics under the Overview section or specific content you’ve shared for a more detailed breakdown.

If you recently switched to a business account, you will find Insight metrics for posts after switching (no Insights will be available for posts prior to the switch). Use the dropdown at the top to pick between a selected preset or custom timeframes in the last 90 days. Review Insights BEFORE you begin your campaign to compare with post-campaign results.

To find out more about Instagram Insights, go to https://www.facebook.com/help/instagram/788388387972460?helpref=faq_content

What's the Point?

Introducing a new program to students can be challenging. It may be hard to stand out amongst other campaigns.

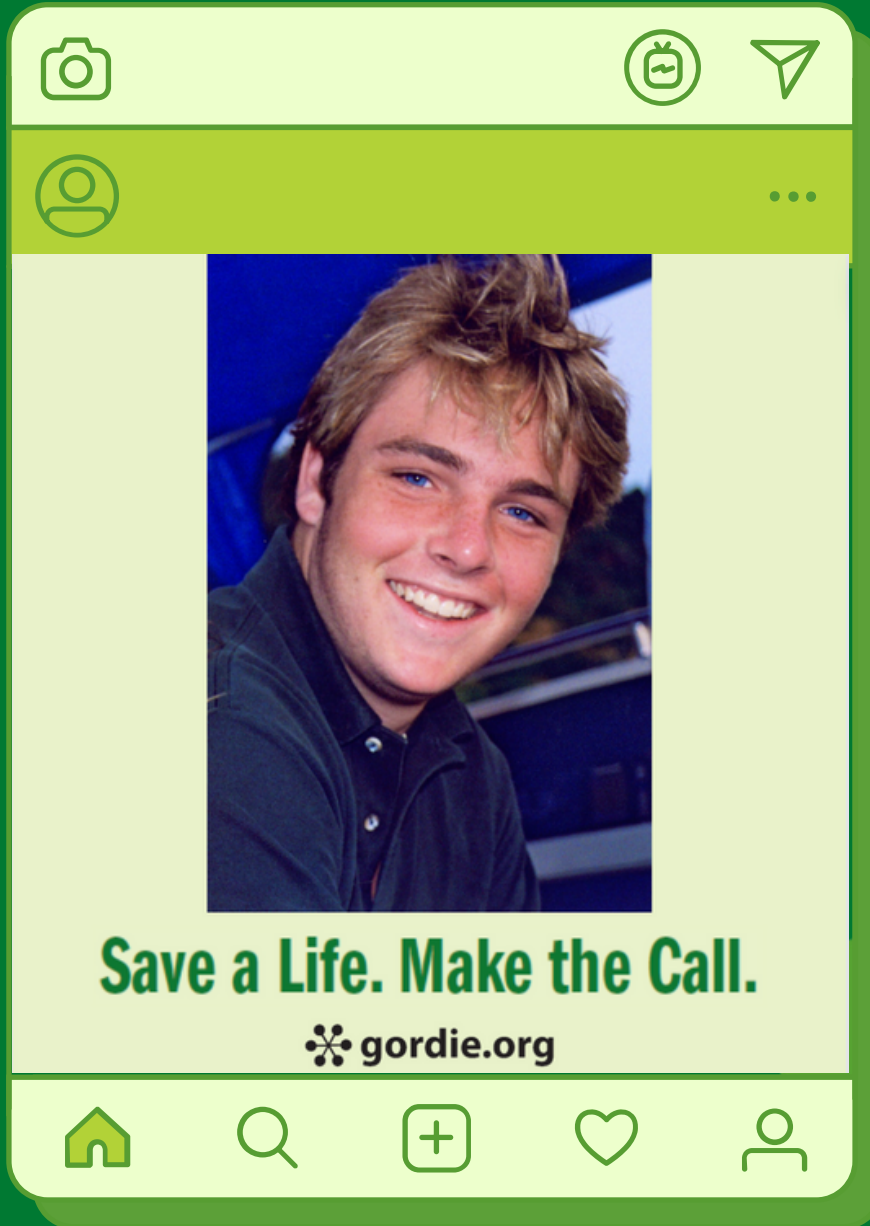
The NGD teaser campaign ignites curiosity and sparks discussions.

Start with 'Who Was Gordie' Instagram post (see page 10), and follow up a few days later with the 'Remember Gordie' teaser Instagram stories on days 2, 3, and 4 (see page 11).

Post in early September to spark interest and discussion before rolling out the next set of posts preparing for National Gordie Day.

National Gordie Day Teaser Campaign

NGD Teaser Post



CAPTION: #WhoWasGordie?
#SaveALife #MakeTheCall

Gordie Teaser IG Story

1.



2.



Gordie Bailey was a freshman at the University of Colorado. He and 26 pledges were hazed. They were told to drink 4 handles of whiskey and 6 bottles of wine in just 30 minutes.

3.



After, Gordie was visibly intoxicated and left to "sleep it off" at the fraternity house.

He was found dead the next morning face down on the floor. He was only 19.

No one checked on him.
No one called for help.

4.



Save a Life.
Make the Call



Learn PUBS to know when to make the call

What's the Point?

Promoting National Gordie Day to students and allowing ample time for organizations to register and prepare for NHPW and NGD is essential. By sharing the NGD prep posts, students and organizations can learn about NGD and help support it. If you wish to provide more background information to students about Gordie Bailey and the Gordie Center before NGD and the date of Gordie's passing, we encourage you to post the Gordie Center History content.

Gordie Day Prep

National Gordie Day Approaching

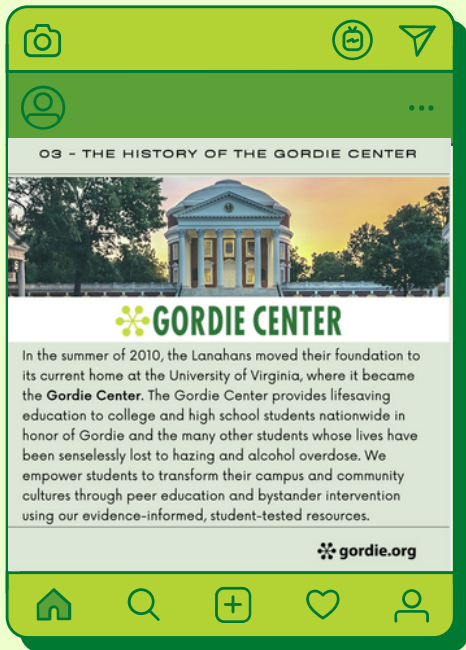
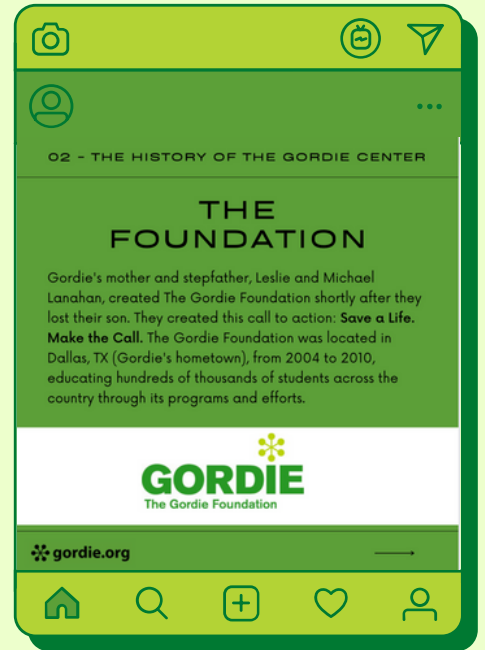
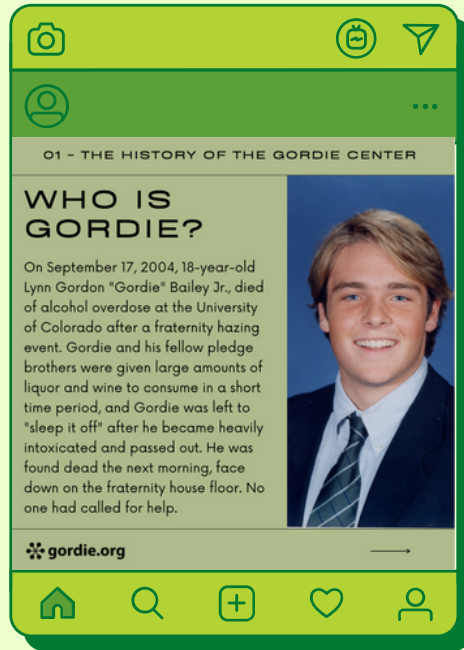


CAPTION: Countdown to National Gordie Day! Get ready to make a lasting impact in preventing alcohol overdose. Access a free, comprehensive PowerPoint presentation containing all the essential information mentioned in this post. It's a valuable resource not only for National Gordie Day, but also to educate your peers on the risks of alcohol overdose and hazing. Find it at:

<http://www.gordie.org/act/campaigns/national-gordie-day>

(or conveniently located in our Linktree!). Let's stand against hazing, promote alcohol education, and make National Gordie Day and National Hazing Prevention Week truly remarkable! ❤️ #endhazing #alchooleducation #rememberGordie #nationalgordieday #nhpw

Gordie Center History



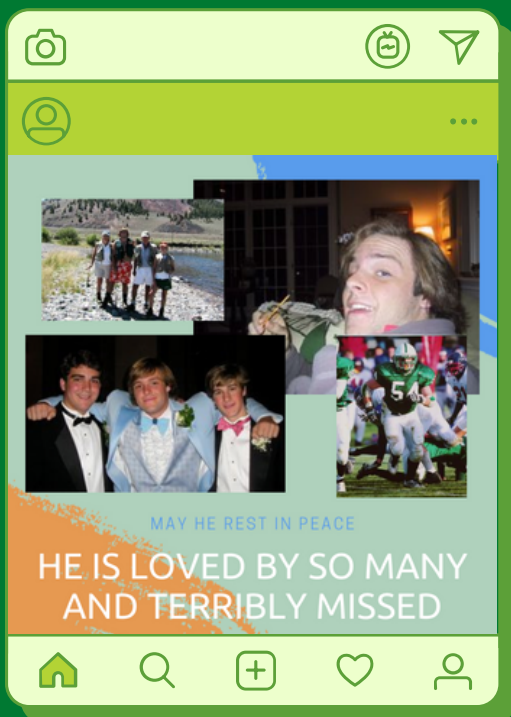
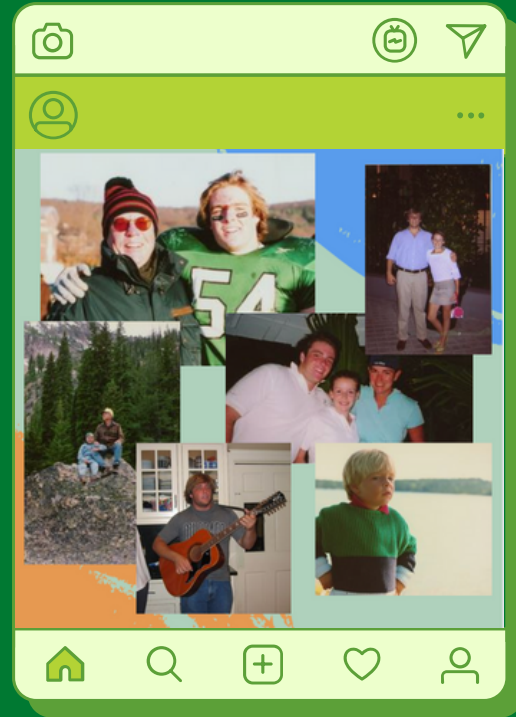
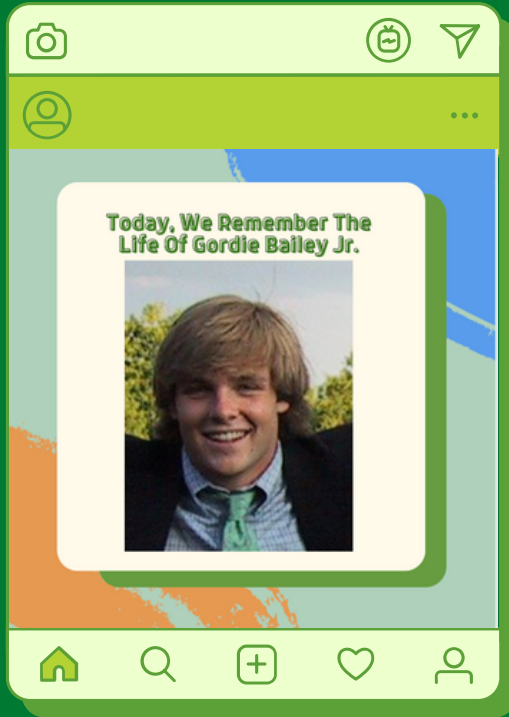
CAPTION: Today, we take you on a journey through the history of the Gordie Center, dedicated to preventing alcohol overdose and hazing. Join us as we celebrate the milestones, impactful initiatives, and unwavering dedication that has shaped the Gordie Center into what it is today. Let's work together to spread awareness and fostering a safer, healthier future. ❤️
 #GordieCenter #endhazing #savealife
 #makethecall #seesomethingsaysomething

What's the Point?

On September 17th, the date of Gordie's passing in 2004, we invite you to share this post to honor Gordie's memory and raise awareness about the importance of looking out for one another, knowing the signs of alcohol overdose, and fostering a safer and more supportive community for everyone.

Date of Gordie's Death

Date of Gordie's Death (Sept. 17)



CAPTION: Today, we reflect on the impact of Gordie Bailey's life, which was tragically cut short on this day 19 years ago. His story serves as a powerful reminder of the consequences of hazing and alcohol overdose. We remember Gordie for his infectious laughter and warm hugs, and we wish he were still here with us. Every day, his story continues to save lives. Let's honor his memory by looking out for one another and taking action. Together, we can make a difference: Save a life. Make the call. #rememberGordie #endhazing #savealife

What's the Point?

During NHPW, which takes place from September 25th to September 28th, we recommend kickstarting your engagement by posting the first Instagram update a few days before the week commences. On the official start day of NHPW (September 25th), share the second post. Throughout NHPW, share the Instagram campaign centered around the PUBS pledge, encouraging everyone to be vigilant and watch out for signs of alcohol overdose in their peers. Together, let's promote a safer environment and foster a culture of care and responsibility.

National Hazing Prevention Week

NHPW

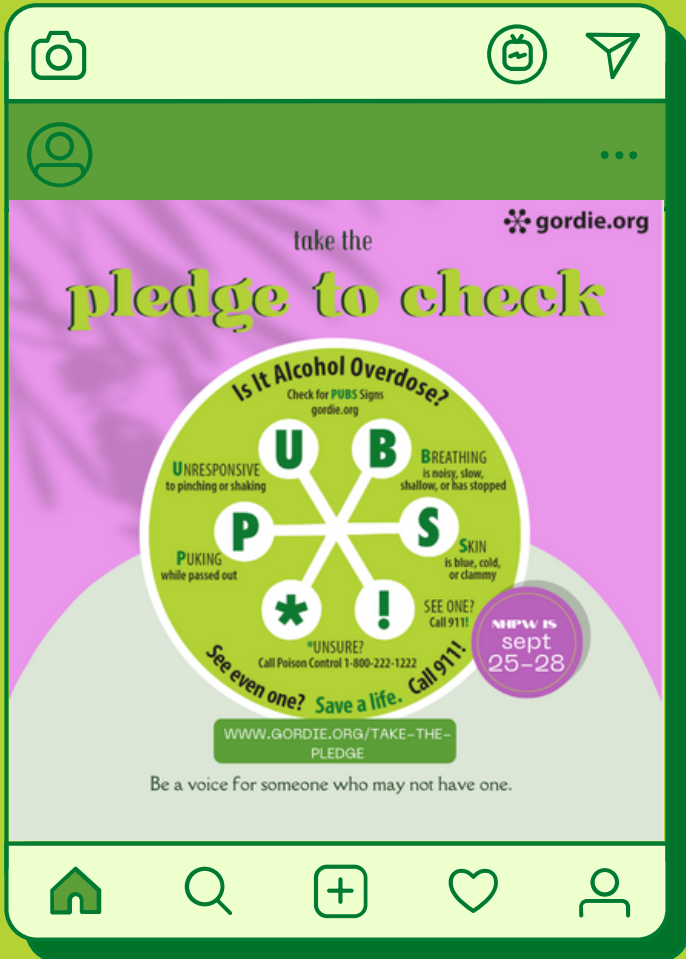


CAPTION: National Hazing Prevention Week is just around the corner (starting Sept. 25th)! Stay tuned for posts highlighting ways you can contribute to #endhazing. Join us in making a difference! #NHPW2023

CAPTION: National Hazing Prevention Week is here! Let's join forces to #endhazing once and for all. Visit our website to gain insight on hazing and discover the steps to prevent it. Together, we can create a safer, more inclusive environment. ❤️
 #NHPW #strongertogether
 #savealife #pledgetocheck
 #empoweredtopreventhazing



PUBS Pledge



CAPTION: Gear up for National Hazing Prevention Week—have you taken the Pledge to Check? Join us to #endhazing and promote #alchooleducation. Make a commitment to ensure a safer environment for everyone. Together, let's make a difference and pledge to use #PUBS! #pledgetocheck #savealife #makethecall

What's the Point?

On National Gordie Day, September 28th, we encourage you to share one of the several impactful NGD campaigns. These campaigns serve as meaningful reminders of Gordie's legacy and advocate for putting an end to hazing and preventing alcohol overdose. These posts help students develop a deeper connection with Gordie's story and understand the real consequences of alcohol overdose, making it a relatable issue for them. Let's unite in honoring Gordie's memory and working towards a safer and more responsible environment for all.

Options for NGD:

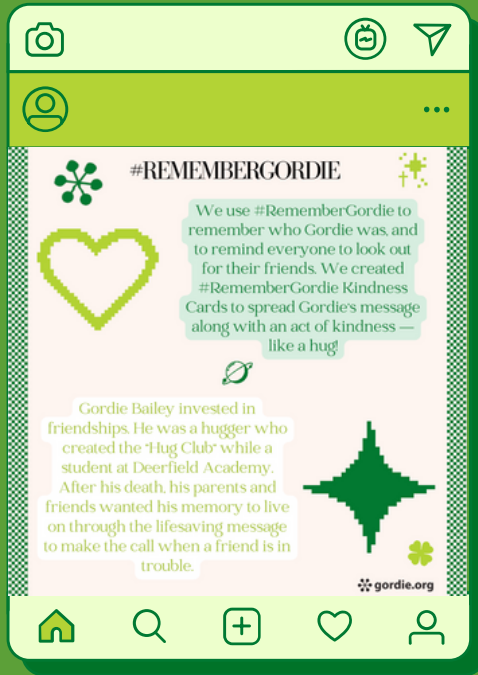
#RememberGordie Instagram Campaign

National Gordie Day Instagram Campaign #1

National Gordie Day Instagram Campaign #2

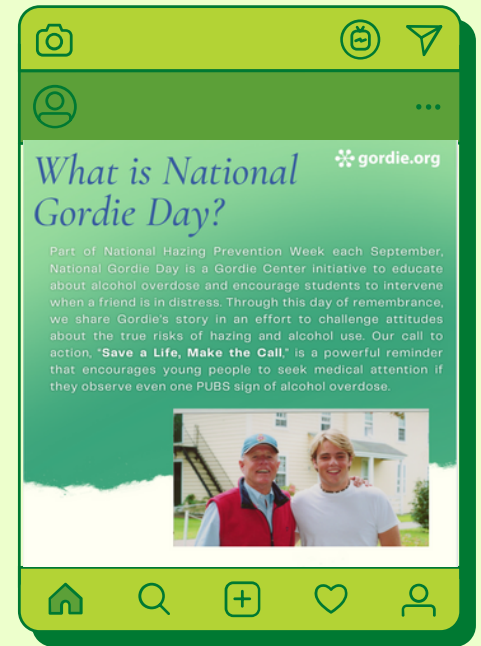
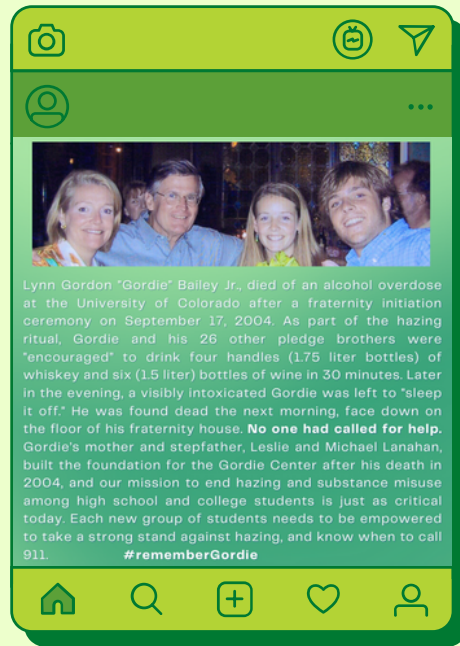
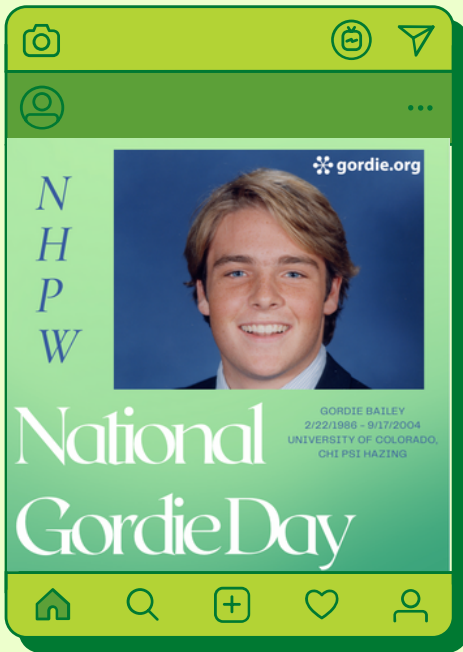
National Gordie Day

#RememberGordie Instagram Campaign



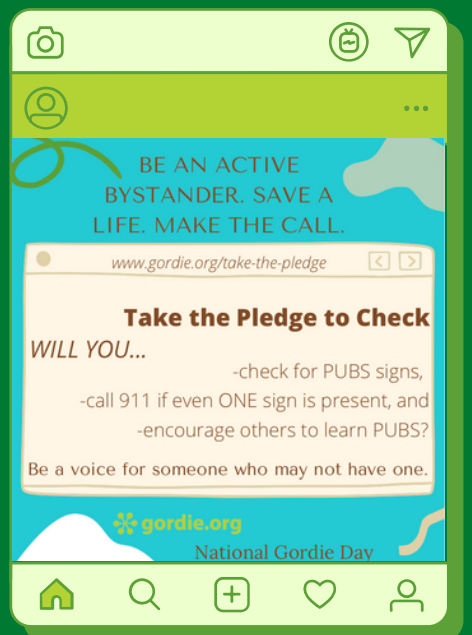
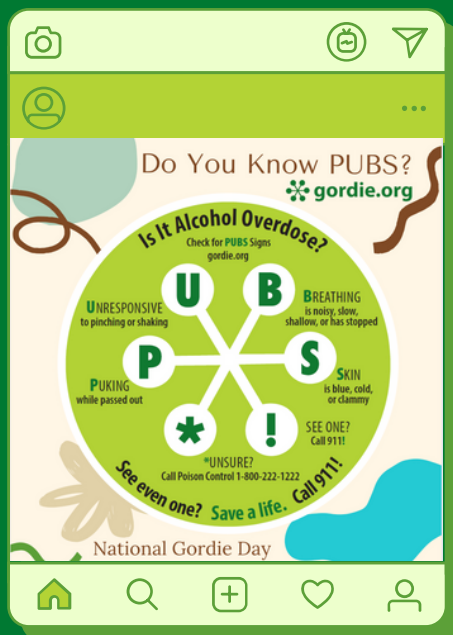
CAPTION: Join us in recognizing National Gordie Day! Let's unite to honor Gordie and raise awareness about the critical signs of alcohol overdose through PUBS. Enhance your knowledge of PUBS and take the Pledge to Check today, contributing to a lifesaving cause. Together, we can make a difference! #savealife #makethecall #PUBS #pledgetocheck #RememberGordie

National Gordie Day Instagram Campaign #1



CAPTION: Today is not just Day 4 of National Hazing Prevention Week -- it's also National Gordie Day! Swipe left to learn about Gordie's tragic story and what makes this day so important. Join us in saying NO to hazing and let's #RememberGordie together! #endhazing #NHPW2023 #PUBS #pledgetocheck #savealife #nationalgordieday

National Gordie Day Instagram Campaign #2



What's the Point?

Social media contests can foster awareness of hazing and alcohol overdose issues and increase engagement with your campus prevention efforts.

If you decide to run a social media contest, consider:

What prizes will entice students on your campus to participate?

Who will monitor your account for questions and track participation?

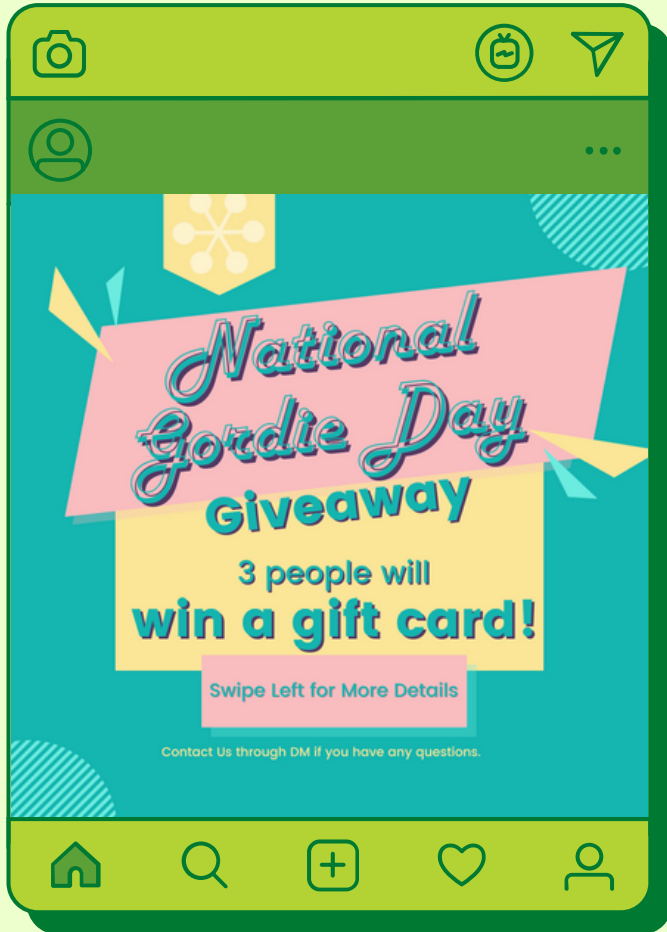
Social Media Contest

NGD Giveaway Prep



CAPTION: 📣 Get ready for our #NationalGordieDay Instagram competition, tomorrow - National Gordie Day - from noon to midnight! Whether your account is private or public, we've got you covered. For the 12 hours of the competition, either switch your account to public or simply take screenshots and DM them to us. Tune in for the specific details tomorrow! Feel free to send us a DM if you have any questions throughout the duration of the contest. Let's unite to #endhazing and honor Gordie's memory! ❤️ #RememberGordie #CompetitionTime #NationalGordieDayGiveaway

NGD Giveaway



CAPTION: 📣 Calling all [insert your school name] students! Join us in recognizing #NationalGordieDay and #NHPW with an exciting Gift Card Giveaway! Here's how you can participate: Starting at noon today, repost any hazing prevention post from our account onto your story and tag us for each entry. At midnight, we will randomly select 3 lucky winners. Don't hesitate to reach out with any questions via DM. Together, let's #endhazing! #NHPW2023 #RememberGordie #empoweredtopreventhazing

What's the Point?

In the week following NHPW and NGD, share photos of the campaigns and activities conducted to promote the events on your school's social media page.







Showcasing the impact made at your school will encourage continued discussions around hazing and alcohol overdose prevention.

By highlighting these efforts, you can engage your school community, creating a sense of involvement and responsibility in raising awareness and ensuring a safer environment for everyone. Let's amplify the message and inspire others to join in our mission!

After NGD

After National Gordie Day

After NGD, there are several actions you can take to effectively conclude your activities, obtain feedback, and demonstrate your progress.

-  Create a photo/video montage for social media.
-  Share success stories on social media.
-  Create a post-event newsletter summarizing achievements, feedback, the importance of NGD and NHPW, etc. to send to stakeholders and people who participated.
-  Create a summary of events, achievements, and outcomes.
-  Document lessons learned, what went well, what could be improved, including what to change and what to keep the same for the following years.
-  **Complete the National Gordie Day Evaluation form.**

Thank you for participating in National Gordie Day!

send us

When you complete the [post NGD survey](#), you could win a Gordie Center store prize pack! Most crucially, your feedback is so important to us! It allows us to:

- Gather inspiration from your events and innovative approaches, sharing them with other schools around the country!
- Identify which resources resonate the most with different schools and focus on their promotion, while streamlining or phasing out less-utilized items.

Your feedback plays a pivotal role in enhancing the Gordie Center's campaigns and materials for your benefit!

Your feedback!