

## My Turning Point (Alcohol Platform) Example Social Media Messages

Please use bit.ly – this will allow us to track direct clicks from social media:

<https://bit.ly/MTPalcohol>

### Emojis to use:



### Hashtags:

#AlcoholAwareness

#MyTurningPoint

### Further ideas:

Adjust consider “your friends/family” for referrals

### Example social media messages:

Take some time for yourself to help understand how alcohol may be impacting your day to day. My Turning Point is a free platform with support, resources and advice related to alcohol and wellbeing. It is available whenever you are. <https://bit.ly/MTPalcohol>

Have you noticed an increase in your drinking habits and want to make a change? My Turning Point is a good place to start. The free support service has advice and guidance to help you better understand your relationship with alcohol. Take a look <https://bit.ly/MTPalcohol>

You can use My Turning Point whenever is convenient for you. Take half an hour for yourself and help to understand how alcohol may be impacting your day to day and get the support you might need. <https://bit.ly/MTPalcohol>

A lot has changed over the last couple of years. If this includes your relationship with alcohol, then know you are not alone. My Turning Point can help you manage your drinking and receive support and advice. Ready when you are. <https://bit.ly/MTPalcohol>

What does your evening look like? If you’ve noticed an increase in how much you drink, or that you’re drinking more regularly, My Turning Point can help. The free platform provides info and advice about alcohol and wellbeing. <https://bit.ly/MTPalcohol>

Start to feel more energised/like you have a clearer mind/more in control... your alcohol consumption might be affecting you day-to-day. Visit My Turning Point to help to understand your relationship with alcohol and get support if you need it. <https://bit.ly/MTPalcohol>

Over time, alcohol can become a depressant. However, support is available if you'd like to learn more about your relationship with alcohol and how to manage your drinking. My Turning Point is a free platform for Leicestershire residents. It is available whenever you are. <https://bit.ly/MTPalcohol>

**Festive season:**

Getting ready for the festive season can feel non-stop. If you are feeling like it is affecting your drinking habits and wellbeing, take the time to explore My Turning Point. The free platform can support you to lower your alcohol intake. <https://bit.ly/MTPalcohol>

As we enter the festive season, you might notice an increase in your drinking. My Turning Point is a free platform that helps you understand how to manage your intake and provides support when you need it. <https://bit.ly/MTPalcohol>

The best gift you can give yourself is understanding your own wellbeing. If you have noticed you're drinking more than usual, and it is affecting your day-to-day, take the time to visit My Turning Point for advice about alcohol and personal support. <https://bit.ly/MTPalcohol>