

# SOCIAL MEDIA MESSAGING 2014-2015

FOR USE WITH THE KEEP WHAT YOU'VE EARNED CAMPAIGN

DRINK RESPONSIBLY.

**KEEP WHAT  
YOU'VE EARNED**



# KEEP WHAT YOU'VE EARNED SOCIAL MEDIA MESSAGING 2014 - 2015

## ABOUT THE KEEP WHAT YOU'VE EARNED SOCIAL MEDIA MESSAGING

This social media calendar provides short, concise messaging for DAPAs, ADCOs, PAOs, health educators and Navy leadership to share with Sailors through digital channels from April 2014 – March 2015. These messages will help Sailors make safe, responsible drinking decisions as part of the Keep What You've Earned (KWYE) campaign.

These messages are intended to keep the campaign new and fresh each week, and have been intentionally kept brief for digital consumption (*note: in some cases, a shorter version for Twitter is provided that fits the networks' 140 character limit*).

In the first year since its launch, the KWYE campaign received support from several organizations and individuals via social media. The U.S. Navy, Master Chief Petty Officer of the Navy, the Naval Station Norfolk, Naval Base Guam, Joint Base Pearl Harbor-Hickam, and several other partners and supporters of the Navy and the KWYE mission.

These messages are a great way to reach our target audience and to interact directly with Sailors. Sharing these messages through your social media channels is more impactful than you may realize. Please help us encourage Sailors to drink responsibly and keep what they've earned by sharing the messages provided in this document.

In order to provide messaging that can be posted “as is” to social media sites, hashtags and graphics have been suggested. Additionally, please consider the following hashtags when posting your own alcohol abuse prevention messages to fit your community: #drinkresponsibly #YouveEarnedIt #DontWasteIt #KeepWhatYouveEarned #knowyourlimit #DontDrinkandDrive #drinks smart

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## HOLIDAYS AND SPECIAL OCCASIONS (AWARENESS MONTHS, EVENTS, HOLIDAYS)

The below messaging is meant to be used during certain times of the year (for instance, April is recognized as the National Alcohol Awareness Month). These messages are provided to encourage responsible drinking during Navy events, awareness months, and holidays. Alcohol use and abuse, especially drinking and driving, tend to increase during the holidays. Be sure to share these messages through your social media channels on or around the recommended date.

### April 2014

Month of April	National Alcohol Awareness Month
<b>Post</b>	In honor of Alcohol Awareness Month, don't wait until you've hit rock bottom to get yourself help! If you think you could benefit from treatment, the Navy offers a non-disciplinary self-referral process that allows you to get treatment and remain an active-duty Sailor.
<b>Link</b>	<a href="http://www.public.navy.mil/bupers-npc/support/21st_Century_Sailor/nadap/campaign_events/drinkresponsibly/Pages/TipsforSailors.aspx">http://www.public.navy.mil/bupers-npc/support/21st_Century_Sailor/nadap/campaign_events/drinkresponsibly/Pages/TipsforSailors.aspx</a>

Month of April	National Alcohol Awareness Month
<b>Post</b>	April is National Alcohol Awareness Month. Did you know that 75% of domestic abuse is committed while one or both members are intoxicated? #helpfortodayhopefortomorrow Learn more at:
<b>Link</b>	<a href="http://www.ncadd.org/index.php/for-the-media/press-releases-a-news-articles/318-ncadd-alcohol-awareness-month">http://www.ncadd.org/index.php/for-the-media/press-releases-a-news-articles/318-ncadd-alcohol-awareness-month</a>

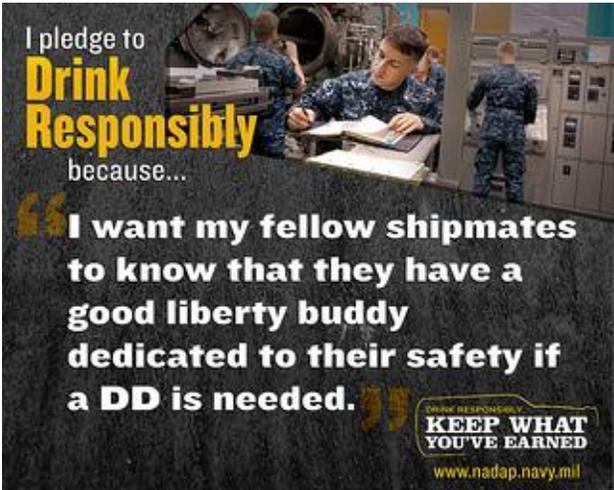
April 4-6	Alcohol Free Weekend
<b>Post</b>	This weekend is Alcohol Free Weekend. Giving up alcohol for one weekend is a small sacrifice to help the more than 18 million of Americans who suffer from alcohol abuse disorders. #helpfortodayhopefortomorrow @NCADDnational
<b>Link</b>	<a href="http://www.ncadd.org/index.php/for-the-media/press-releases-a-news-articles/318-ncadd-alcohol-awareness-month">http://www.ncadd.org/index.php/for-the-media/press-releases-a-news-articles/318-ncadd-alcohol-awareness-month</a>

May 2014

May 11	Mother's Day
<b>Post</b>	Wish your mother a Happy Mother's Day and remember that she taught you to be responsible! Make your mother's proud and always #drinkresponsibly #KeepWhatYouveEarned
<b>Image</b>	
<b>Image Source</b>	U.S. Navy photo by Mass Communication Specialist 2nd Class Joshua T. Rodriguez/Released
<b>Image Link</b>	<a href="http://flic.kr/p/e762dU">http://flic.kr/p/e762dU</a>

Month of May	National Sleep Awareness Month
<b>Post</b>	How have you been sleeping lately? It's National Sleep Awareness Month and we want you to know drinking alcohol disrupts your sleep. It makes it harder to fall asleep and to stay asleep. #getagoodnightsleep #drinkresponsibly To learn more better sleep techniques visit:
<b>Link</b>	<a href="http://www.sleepfoundation.org/">http://www.sleepfoundation.org/</a>
<b>Image</b>	
<b>Image Link</b>	<a href="http://www.flickr.com/photos/nadap_usnavy/8609141689/">http://www.flickr.com/photos/nadap_usnavy/8609141689/</a>

Month of May	National Sleep Awareness Month
<b>Post</b>	When you're tired you're not as prepared to tackle the workday ahead of you. Make sure you get a good night's sleep every night and remember that drinking alcohol at night can leave you groggy the next morning. #workhard #sleephard
<b>Image</b>	
<b>Image Link</b>	<a href="http://www.flickr.com/photos/nadap_usnavy/13307467104/">http://www.flickr.com/photos/nadap_usnavy/13307467104/</a>

May 26	Memorial Day/Kick-Off to 101 Days of Summer
<b>Post</b>	The summer season has finally arrived! Make the pledge to drink responsibly this summer. Why do you drink responsibly? #KeepWhatYouveEarned #drinkresponsibly
<b>Image</b>	
<b>Image Link</b>	<a href="http://www.flickr.com/photos/nadap_usnavy/9614139537/in/photostream/">http://www.flickr.com/photos/nadap_usnavy/9614139537/in/photostream/</a>

**June 2014**

Month of June	The Navy's Drink Responsibly Month
<b>Post</b>	This June marks the Navy's second annual Drink Responsibly Month. Watch the Keep What You've Earned video to learn some basic responsible drinking tips. #drinkresponsibly
<b>Link</b>	<a href="https://www.youtube.com/watch?v=b56h9hg0Bnc">https://www.youtube.com/watch?v=b56h9hg0Bnc</a>

Month of June	The Navy's Drink Responsibly Month
<b>Post</b>	Participate in the Navy's second annual Drink Responsibly month by donating one of your weekends to being a designated driver for friends and fellow Sailors. #challengeaccepted #drinkresponsibly
<b>Image</b>	
<b>Image Link</b>	<a href="http://www.flickr.com/photos/nadap_usnavy/9025071151/">http://www.flickr.com/photos/nadap_usnavy/9025071151/</a>

June 21	First Day of Summer
<b>Post</b>	It's summertime! Remember that it's easier to become dehydrated in warmer weather. Make sure to alternate alcoholic beverages with water. #funinthesun #drinkresponsibly
<b>Image</b>	
<b>Image Link</b>	<a href="http://www.flickr.com/photos/nadap_usnavy/9027297656/">http://www.flickr.com/photos/nadap_usnavy/9027297656/</a>

**July 2014**

July 4	Independence Day
<b>Post</b>	Happy Independence Day! If you plan to drink on July 4, DON'T drink and drive. Use this link to find safe ride program in your area, or talk to your command DAPA to see if your base already has a safe ride program in place. #gethomesafely #dontdrinkanddrive
<b>Link</b>	<a href="http://duijusticelink.aaa.com/for-the-public/aaas-role/public-education/sober-ride">http://duijusticelink.aaa.com/for-the-public/aaas-role/public-education/sober-ride</a>

Month of July	Weekends
<b>Post</b>	Headed to the beach? There are plenty of places to walk to in beach towns, so leave your car at home! #drinkresponsibly #havefun
<b>Image</b>	
<b>Image Link</b>	<a href="http://www.flickr.com/photos/nadap_usnavy/8601415604/">http://www.flickr.com/photos/nadap_usnavy/8601415604/</a>

### August 2014

Last week of August	End of Summer
<b>Post</b>	As the summer months draw to end, many of us will be hosting and attending barbeques and end of summer activities. If you're a host, make sure you have non-alcoholic beverages available. If you want to spice things up, offer mocktails like the ones seen here: <a href="http://allrecipes.com/recipes/drinks/mocktails/">http://allrecipes.com/recipes/drinks/mocktails/</a> #friendsdontletfriendsdrivedrunk #takethekeys
<b>Link</b>	<a href="http://allrecipes.com/recipes/drinks/mocktails/">http://allrecipes.com/recipes/drinks/mocktails/</a>

### September 2014

Month of September	National Recovery Month
<b>Post</b>	It's National Recovery Month—are you or someone you know struggling with an alcohol problem? The Navy's first priority is your health and safety—we're here to support you. Contact your local DAPA or visit <a href="http://www.med.navy.mil/sites/nhrota/sarp/Pages/default.aspx">http://www.med.navy.mil/sites/nhrota/sarp/Pages/default.aspx</a> for more information on the Navy's self-referral program. #NationalRecoveryMonth
<b>Link</b>	<a href="http://www.med.navy.mil/sites/nhrota/sarp/Pages/default.aspx">http://www.med.navy.mil/sites/nhrota/sarp/Pages/default.aspx</a>

Sept. 1	Labor Day Weekend
<b>Post</b>	<p>If you're hosting a Labor Day party this weekend, remember that you could be held liable for anyone who drives after drinking at your party. Ask your friends how they plan on getting home safe before they start drinking.            #friendsdontletfriendsdrivedrunk #takethekeys</p>
<b>Image</b>	
<b>Image Link</b>	<a href="http://www.flickr.com/photos/nadap_usnavy/8601483262/">http://www.flickr.com/photos/nadap_usnavy/8601483262/</a>

**October 2014**

Oct. 13	Navy's Birthday
<b>Post</b>	<p>In celebration of the Navy's birthday, remember to keep yourself and your shipmates safe. Instead of going out drinking, celebrate the Navy's heritage of family and friends with good food and company.</p>
<b>Image</b>	
<b>Image Link</b>	<a href="http://www.flickr.com/photos/nadap_usnavy/8600384109/">http://www.flickr.com/photos/nadap_usnavy/8600384109/</a>

Oct. 31	Halloween
<b>Post</b>	This Halloween, protect yourselves and others in the community by preventing friends from getting behind the wheel after drinking—particularly on Halloween night when drinking rates are high and kids are out after dark trick-or-treating.
<b>Image</b>	
<b>Image Link</b>	<a href="http://www.flickr.com/photos/nadap_usnavy/8610247618/">http://www.flickr.com/photos/nadap_usnavy/8610247618/</a>

Oct. 31	Halloween
<b>Post</b>	Don't let your Halloween turn scary. Designate a sober driver this Halloween.
<b>Image</b>	
<b>Image Link</b>	<a href="http://www.flickr.com/photos/nadap_usnavy/13108984745/">http://www.flickr.com/photos/nadap_usnavy/13108984745/</a>

November 2014

Nov. 27	Thanksgiving
<b>Post</b>	Did you know: Thanksgiving break is the most deadly four-day holiday period on American roads. Be aware of other drivers on the road that may be impaired. And be thankful for family and friends. #givethanks #drivesafe
<b>Image</b>	
<b>Image Link</b>	<a href="http://www.flickr.com/photos/nadap_usnavy/8600324935/">http://www.flickr.com/photos/nadap_usnavy/8600324935/</a>

Nov. 27	Thanksgiving
<b>Post</b>	Set an example for your friends and family his holiday. Drink responsibly, every time: Plan ahead for a safe ride home, don't try to "keep up" with others, and know your limit, before you get there #KeepWhatYouveEarned
<b>Image</b>	
<b>Image Link</b>	<a href="http://www.flickr.com/photos/nadap_usnavy/9617398954/">http://www.flickr.com/photos/nadap_usnavy/9617398954/</a>

**December 2014**

Month of December	On or Around December Holidays
<b>Post</b>	Give the gift of being a designated driver (DD) this holiday. Serving as a DD shouldn't be taken lightly. The DD can't just be whoever is the least drunk. If you are the DD, be responsible and pay close attention to factors that could influence your ability to drive.
<b>Image</b>	
<b>Image Link</b>	<a href="http://www.flickr.com/photos/nadap_usnavy/13109088863/">http://www.flickr.com/photos/nadap_usnavy/13109088863/</a>

Month of December	On or Around December Holidays
<b>Post</b>	Don't let holiday stress drive you to the bar. Instead, go for a run, talk to friends, and stay positive. #KeepWhatYouveEarned #runforfun (Photo by MC3 Brian Morales)
	
<b>Image Link</b>	<a href="http://www.defenseimagery.mil/imagery.html#a=search&amp;s=111216-N-YB753-027&amp;guid=28bbb2ae1426e0aaa6cfec90e81efc7ee61dc59a">http://www.defenseimagery.mil/imagery.html#a=search&amp;s=111216-N-YB753-027&amp;guid=28bbb2ae1426e0aaa6cfec90e81efc7ee61dc59a</a>

### January 2015

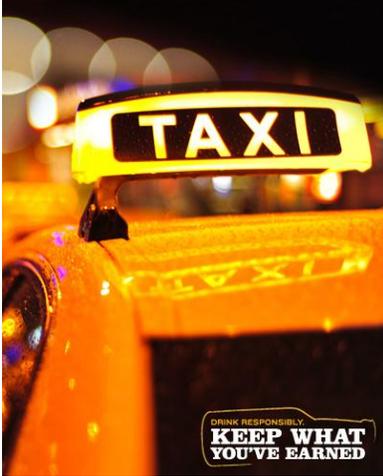
January 1	New Year's Day
<b>Post</b>	The new year is about setting goals. Want to cut back your drinking? Small changes can make a big difference in reducing your chances of having an alcohol-related incident. Whatever strategies you choose, give them a fair trial.
<b>Link</b>	<a href="http://rethinkingdrinking.niaaa.nih.gov/Strategies/TipsToTry.asp">http://rethinkingdrinking.niaaa.nih.gov/Strategies/TipsToTry.asp</a>

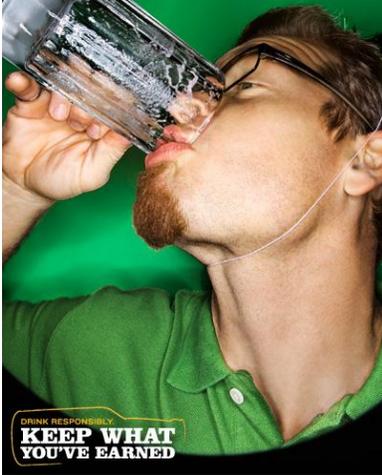
February 2015

Feb. 1	Super Bowl Weekend
<b>Post</b>	Super Bowl Sunday is infamously known as a big “house party” day. The cops know this too. Remember to #drinkresponsibly
<b>Image</b>	
<b>Image Link</b>	<a href="http://www.flickr.com/photos/nadap_usnavy/13307106575/">http://www.flickr.com/photos/nadap_usnavy/13307106575/</a>

Feb. 14	Valentine's Day
<b>Post</b>	Celebrate Valentine's Day by saving the life of a loved one. Be your Valentine's DD tonight. #drinkresponsibly
<b>Image</b>	
<b>Image Link</b>	<a href="http://www.flickr.com/photos/nadap_usnavy/8600387565/">http://www.flickr.com/photos/nadap_usnavy/8600387565/</a>

**March 2015**

Mar. 17	St. Patrick's Day
<p><b>Post</b></p>	<p>Big plans this weekend for St. Patty's? If you don't have a designated driver, plan ahead by saving the number for a few cab companies in your phone.                      #dontdrinkanddrive #KeepWhatYouveEarned</p>
<p><b>Image</b></p>	
<p><b>Image Link</b></p>	<p><a href="http://www.flickr.com/photos/nadap_usnavy/13109088613/">http://www.flickr.com/photos/nadap_usnavy/13109088613/</a></p>

Mar. 17	St. Patrick's Day
<b>Post</b>	Don't rely on the luck of the Irish to get home safely from your St. Patrick's Day celebration. The cops can tell when you've been drinking and driving. Plan ahead for a safe ride home #drinkresponsibly
<b>Image</b>	
<b>Image Link</b>	<a href="http://www.flickr.com/photos/nadap_usnavy/13109088163/">http://www.flickr.com/photos/nadap_usnavy/13109088163/</a>

### MESSAGES BY TOPIC

The below messaging is organized by topic relating to the responsible use of alcohol. Topics include: self-referrals, mobile app promotion, alcohol safety, and Keep What You've Earned messaging.

#### Self-Referrals and Seeking Help

	Self-Referral
<b>Post</b>	If you think that a friend or shipmate needs help controlling their drinking, don't wait until they hit rock bottom—talk to them about your concerns. Remember that you can always ask your Command DAPA or SARP counselor for advice—they're the experts. Shipmates look out for one another and keep each other safe.
<b>Link</b>	<a href="http://www.public.navy.mil/bupers-npc/support/21st_Century_Sailor/nadap/campaign_events/drinkresponsibly/Pages/TipsforSailors.aspx">http://www.public.navy.mil/bupers-npc/support/21st_Century_Sailor/nadap/campaign_events/drinkresponsibly/Pages/TipsforSailors.aspx</a>

Seeking Help	
<b>Post</b>	If your drinking habits affect your ability to show up for work on time and do your job, it's probably time to talk to someone. You can start by talking to your command DAPA, and remember that self-referral and command-referral are the best ways to get home before you have an incident.
<b>Link</b>	<a href="http://youtu.be/pLw-FnJiXM">http://youtu.be/pLw-FnJiXM</a>

Seeking Help	
<b>Post</b>	If you're not sure if your drinking habits are a problem, complete the anonymous alcohol screening at: <a href="http://www.militarymentalhealth.org/blogscreen">www.militarymentalhealth.org/blogscreen</a> . At any point, if you recognize that alcohol has become too big of a player in your life, talk to your chaplain, doctor, Drug and Alcohol Program Advisor (DAPA), or command leadership.
<b>Image</b>	
<b>Image Link</b>	<a href="http://www.flickr.com/photos/nadap_usnavy/9262300281/">http://www.flickr.com/photos/nadap_usnavy/9262300281/</a>

Self-Referral	
<b>Post</b>	If you think you might have a drinking problem, don't hesitate to get help. Self-referrals allow you to get help before a problem becomes an incident—or worse, you endanger the lives of the ones around you. You can start by talking to your command DAPA. Commanding Officer, doctor, or chaplain.
<b>Link</b>	<a href="http://www.public.navy.mil/bupers-npc/support/21st_Century_Sailor/nadap/campaign_events/drinkresponsibly/Pages/TipsforSailors.aspx">http://www.public.navy.mil/bupers-npc/support/21st_Century_Sailor/nadap/campaign_events/drinkresponsibly/Pages/TipsforSailors.aspx</a>

### Mobile Application Promotion

Pier Pressure	
<b>Post</b>	Looking for something to pass the time when you're bored? Check out the Navy's new mobile game, "Pier Pressure." Visit your iTunes or Google Play app store to download now, and post your high score in the comments below! #pierpressure
<b>Image</b>	
<b>Link</b>	<a href="http://www.youtube.com/watch?v=njBi3GCLpbk&amp;feature=youtu.be">http://www.youtube.com/watch?v=njBi3GCLpbk&amp;feature=youtu.be</a>

Pier Pressure	
<b>Post</b>	Download Pier Pressure to access alcohol-related resources 24/7, including a blood alcohol content (BAC) calculator and local taxi search. Available for Apple and Android devices. Watch the video trailer to learn more. #drinkresponsibly #pierpressure
<b>Image</b>	
<b>Link</b>	<a href="https://www.youtube.com/watch?v=YcBkSiFNgwU">https://www.youtube.com/watch?v=YcBkSiFNgwU</a>

Pier Pressure	
<b>Post</b>	Download the Navy's first mobile game developed just for Sailors: "Pier Pressure!" Do you have what it takes to fulfill your Navy mission? Prove it and watch as you move up the ranks. But don't let a night out with friends get you sidetracked. Will you earn rank... or a reputation? #pierpressure
<b>Image</b>	
<b>Link</b>	<a href="http://www.public.navy.mil/bupers-npc/support/21st_Century_Sailor/nadap/campaign_events/drinkresponsibly/Pages/PierPressure.aspx">http://www.public.navy.mil/bupers-npc/support/21st_Century_Sailor/nadap/campaign_events/drinkresponsibly/Pages/PierPressure.aspx</a>

Pier Pressure	
<b>Post</b>	Looking for a little friendly competition? Download the Navy's new mobile app, "Pier Pressure," and host a competition within your barracks to see who can get the highest score over the weekend. Don't forget to let us know who wins on Monday! #pierpressure
<b>Image</b>	
<b>Link</b>	<a href="http://www.public.navy.mil/bupers-npc/support/21st_Century_Sailor/nadap/campaign_events/drinkresponsibly/Pages/PierPressure.aspx">http://www.public.navy.mil/bupers-npc/support/21st_Century_Sailor/nadap/campaign_events/drinkresponsibly/Pages/PierPressure.aspx</a>

Pier Pressure	
<b>Post</b>	The Pier Pressure mobile game challenges you to a game of shufflepuck on your phone! Download the new app to see how your skills compare. #pierpressure #canyouhandleit
<b>Image</b>	
<b>Link</b>	<a href="http://www.public.navy.mil/bupers-npc/support/21st_Century_Sailor/nadap/campaign_events/drinkresponsibly/Pages/PierPressure.aspx">http://www.public.navy.mil/bupers-npc/support/21st_Century_Sailor/nadap/campaign_events/drinkresponsibly/Pages/PierPressure.aspx</a>

**Alcohol Safety**

Know Your Limit	
<b>Post</b>	Know your limit. Don't allow yourself to get near the point of blacking out. If you experience blurred vision or slurred speech, you've already gone too far. A good rule of thumb is to time out your drinks one per hour, and alternate with water or soda.
<b>Image</b>	
<b>Image Link</b>	<a href="http://www.flickr.com/photos/nadap_usnavy/9614506183/">http://www.flickr.com/photos/nadap_usnavy/9614506183/</a>

Know Your Limit	
<b>Post</b>	Fact or fiction: "I can stop drinking anytime I want to." Maybe you can, but it's just an excuse to keep drinking. #knowyourlimit #drinkresponsibly

Know Your Limit	
<b>Post</b>	Responsible drinking is all about knowing your limit. Keep track of your drinking, and set a drinking limit before you start. For example, you may decide to have no more than 3 drinks per week or 2 drinks per night. #knowyourlimit #drinkresponsibly

Stress Drinking	
<b>Post</b>	Using alcohol to ease stress will inevitably add to it! Success rarely comes without struggle—or stress. Seeking help is sign of strength, and finding effective ways to navigate stress and drink responsibly can help you Keep What You've Earned. #YouveEarnedIt #DontWastelt

Topic		Tips for Drinking Responsibly
<b>Post</b>	If you're trying to stop drinking or reduce the amount you drink, remember to avoid "triggers." If certain people or places encourage you to drink, even when you don't want to, try to avoid them. You can also lean on your friends, family, and command ADCO for support.	
<b>Link</b>	<a href="http://rethinkingdrinking.niaaa.nih.gov/Support/SelfHelpStrategiesForQuitting.asp">http://rethinkingdrinking.niaaa.nih.gov/Support/SelfHelpStrategiesForQuitting.asp</a>	

		Drunk Driving
<b>Post</b>	Using a designated driver is a great way to be safe when you're out drinking. The person who is the designated driver swears off alcohol for the event and promises to get everyone home safely.	

		Alcohol Content Calculator																											
<b>Post</b>	Not all drinks are created equal! Depending on the recipe, you can have one, two, or more "standard" drinks in one cocktail or mixed drink. Click on the link below to see the results for some popular cocktails.																												
<b>Image</b>	<p><b>Mojito</b></p> <table border="1"> <thead> <tr> <th>Ingredients</th> <th>Amount</th> <th>% alc/vol</th> </tr> </thead> <tbody> <tr> <td colspan="3"><b>Alcohol ingredients</b></td> </tr> <tr> <td>White rum (80 pr</td> <td>2 fl. oz.</td> <td>40 %</td> </tr> <tr> <td><b>SUBTOTAL</b></td> <td>2 fl. oz.</td> <td></td> </tr> <tr> <td colspan="3"><b>Non-alcohol ingredients</b></td> </tr> <tr> <td>Lime juice</td> <td>2 fl. oz.</td> <td></td> </tr> <tr> <td>Club soda</td> <td>2 fl. oz.</td> <td></td> </tr> <tr> <td><b>SUBTOTAL</b></td> <td>4 fl. oz.</td> <td></td> </tr> <tr> <td><b>TOTAL</b></td> <td>6 fl. oz.</td> <td></td> </tr> </tbody> </table>		Ingredients	Amount	% alc/vol	<b>Alcohol ingredients</b>			White rum (80 pr	2 fl. oz.	40 %	<b>SUBTOTAL</b>	2 fl. oz.		<b>Non-alcohol ingredients</b>			Lime juice	2 fl. oz.		Club soda	2 fl. oz.		<b>SUBTOTAL</b>	4 fl. oz.		<b>TOTAL</b>	6 fl. oz.	
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<b>TOTAL</b>	6 fl. oz.																												
<b>Link</b>	<a href="http://rethinkingdrinking.niaaa.nih.gov/ToolsResources/CocktailCalculator.asp">http://rethinkingdrinking.niaaa.nih.gov/ToolsResources/CocktailCalculator.asp</a>																												

### Keep What You've Earned

The Right to Relax	
<b>Post</b>	You've earned the right to relax and have some fun—just don't let your decisions this weekend destroy everything you've worked for.
<b>Link</b>	<a href="http://youtu.be/b56h9hg0Bnc">http://youtu.be/b56h9hg0Bnc</a>

You've Earned Your Pay	
<b>Post</b>	Losing half a month's pay is just one potential consequence of getting a DUI/Al. You've earned your pay—don't lose it. #KeepWhatYouveEarned
<b>Link</b>	<a href="http://youtu.be/qrqTYvyBzdw">http://youtu.be/qrqTYvyBzdw</a>

Work Hard, Play Smart	
<b>Post</b>	Another week of hard work and dedication has come to an end! Make smart decisions this weekend #workhard #playsmart
<b>Image</b>	
<b>Link</b>	<a href="http://www.flickr.com/photos/nadap_usnavy/13307255723/">http://www.flickr.com/photos/nadap_usnavy/13307255723/</a>

Save Money	
<b>Post</b>	Trying to save money? The average cost of a case (24-pack) of beer is \$15. If you bought a case of beer every weekend you'd spend \$780/year. #YouveEarnedIt #DontWastelt
<b>Image</b>	
<b>Image Link</b>	<a href="http://www.flickr.com/photos/nadap_usnavy/9614490355/">http://www.flickr.com/photos/nadap_usnavy/9614490355/</a>

Pledge to Drink Responsibly	
<b>Post</b>	I pledge to drink responsibly because: "I have worked too long and too hard to get where I am today." #KeepWhatYouveEarned
<b>Image</b>	
<b>Image Link</b>	<a href="http://www.flickr.com/photos/nadap_usnavy/9617429228/in/photostream/">http://www.flickr.com/photos/nadap_usnavy/9617429228/in/photostream/</a>

Burn off the Beer	
<b>Post</b>	Did you know: 1 IPA beer is 195 calories. To burn that one beer off you would need to do about 200 burpees! (photo by LCpl. Javarre Glanton) Calculate your calories at:
	
<b>Link</b>	<a href="http://rethinkingdrinking.niaaa.nih.gov/ToolsResources/CalorieCalculator.asp">http://rethinkingdrinking.niaaa.nih.gov/ToolsResources/CalorieCalculator.asp</a>

Losing Weight	
<b>Post</b>	Alcoholic beverages supply plenty of calories but very few nutrients, which may lead to unwanted weight gain. If you want to lose weight, changing your drinking habits might be a good place to start! #biggestloser #drinkresponsibly
<b>Link</b>	<a href="http://rethinkingdrinking.niaaa.nih.gov/ToolsResources/CalorieCalculator.asp">http://rethinkingdrinking.niaaa.nih.gov/ToolsResources/CalorieCalculator.asp</a>

Self-Control and Discipline	
<b>Post</b>	Drinking responsibly shows that you are capable of self-control and discipline. Those are skills you use every day in the Navy. Be proud to be a Sailor and drink responsibly. #drinkresponsibly #navypride
<b>Image</b>	
<b>Link</b>	<a href="http://www.flickr.com/photos/nadap_usnavy/13307466154/">http://www.flickr.com/photos/nadap_usnavy/13307466154/</a>