

Social Media Guide

Social Media Guide

OVERALL INFORMATION

Campaign Hashtags:

#MIOralHealthMatters

#MIOralHealth

Campaign Visuals:

The stock imagery and graphics referenced in the following posts are available for download here.

[Click here](#)

Campaign Branding:

Color Palette: Blues and teals to evoke water and trust.

Fonts: Clean sans-serif (e.g., Open Sans, Lato).

Icons: Droplets, smiles, toothbrushes, water towers.

Tone: Friendly, factual, community-oriented.

GENERAL AWARENESS

Facebook/LinkedIn Post Copy:

Clean water protects more than thirst. It protects smiles. Community water fluoridation helps prevent cavities across all ages. It's one of the simplest and safest ways to strengthen public health and reduce costs. Learn more at [\[insert website\]](#).

X (Twitter) Post Copy:

Every sip counts! Fluoridated water prevents tooth decay safely and effectively for everyone. 💧

Additional Post Copy Options:

1. Clean water protects more than thirst. It protects smiles. Community water fluoridation helps prevent cavities for everyone, every day. Science-backed, safe, and cost-effective.
2. Fluoride in water = fewer cavities, fewer dental bills, and healthier communities. It's one of the simplest ways to make oral health accessible to all.
3. Every sip counts! Fluoridated water protects teeth from decay, whether you're 5 or 75. A lifetime of smiles starts with safe and easy community water fluoridation.

Visuals:

1. Photo of tap water and a toothbrush.
2. Infographic showing reduced cavity rates

Social Media Guide

KIDS AND FAMILIES

Facebook/LinkedIn Post Copy:

Strong teeth start early and at the tap! 🦷 Kids who grow up drinking fluoridated water have fewer cavities and healthier smiles that last a lifetime.

X (Twitter) Post Copy:

Fluoride in your water = fewer cavities for kids and communities. Simple, safe and backed by science.

Additional Post Copy Options:

1. Strong teeth start early, and prevention lasts a lifetime. Kids who grow up drinking fluoridated water have stronger, healthier teeth and fewer cavities!
2. Parents: You can't always see fluoride at work, but it's always in your water, working hard behind the scenes. From your tap to your child's smile, fluoridated water keeps decay away.

Visuals:

1. Smiling child brushing teeth.
2. Family drinking water at dinner.

Social Media Guide

ACCESS FOR ALL

Facebook/LinkedIn Post Copy:

Access to oral healthcare shouldn't depend on income or zip code. Community water fluoridation ensures everyone benefits, especially children, seniors, and those without regular dental care.

X (Twitter) Post Copy:

Fluoridation = fairness. Shared benefits, equal protection, healthier communities.

Additional Post Copy Options:

1. A simple step toward healthier communities: Fluoridation benefits everyone, especially those without regular access to dental care. Shared benefits, equal protection.
2. Access to oral healthcare shouldn't depend on income or zip code. That's why community water fluoridation is so important — it reaches everyone.

Calls to Action:

1. **Specific:** Tell [insert legislator, elected official, etc.] to support policies that keep fluoride in your local water system.
2. **General:** Support policies that keep fluoride in your local water system.

Visuals:

1. Map or access-themed graphic.
2. Smiling diverse community members.

Social Media Guide

SCIENCE AND SAFETY

Facebook/LinkedIn Post Copy:

Decades of research. Millions of smiles. Community water fluoridation is backed by the @American Academy of Pediatrics, the @American Dental Association, and the @World Health Organization as one of the safest and most effective ways to prevent cavities.

Get the facts from the experts at [\[insert website\]](#).

X (Twitter) Post Copy:

Fluoridation works, and the science is clear. 75+ years of research confirm that fluoride in our water is safe, effective and equitable.

Get the facts from the experts at [\[insert website\]](#).

Additional Post Copy Options:

1. Decades of research. Millions of smiles. Water fluoridation has more than 75 years of scientific evidence proving it's safe, effective, and beneficial for all ages.
2. Community water fluoridation is a safe and effective way to prevent tooth decay. The science is clear and trusted by experts at the @American Academy of Pediatrics, the @American Dental Association, and the @World Health Organization.

Visuals:

1. Microscope or lab-style background.
2. "Trusted by science" badge or quote graphic.

Social Media Guide

LOCAL ACTION

Facebook/LinkedIn Post Copy:

Your voice matters. Support your local leaders and encourage them to maintain and expand water fluoridation, a small investment with lifelong benefits. Together, we can protect what works.

Sign up to learn more & stay informed [\[insert website\]](#).

X (Twitter) Post Copy:

Healthy communities start with informed leaders. Help spread science-based information and encourage your local leaders to support policies that protect access to fluoridated water.

Additional Post Copy Options:

1. Your voice matters. Support your local leaders and encourage them to maintain community water fluoridation, a small investment with lifelong benefits.
2. Protect what works! Ask your city or county officials to continue supporting fluoridation, because prevention starts with policy.

Call to Action:

Tag your city or county health department to show support!

Visuals:

1. City hall or water tower photo.
2. Local community event.

Social Media Guide

MYTH-BUSTING SERIES

Facebook/LinkedIn Post Copy:

Slide 1: Myth: Fluoride isn't safe.

Slide 2: Fact: Decades of studies show fluoridation is safe and effective.

Slide 3: Trusted by the AAP, ADA, and WHO.

Slide 4: Learn more at [\[link\]](#).

X (Twitter) Post Copy:

MYTH: Fluoride is risky.

FACT: Over 75 years of research prove it's safe, effective and equitable.

Visuals:

1. Clean, simple myth-vs-fact design.
2. Use checkmarks and X icons for contrast.

Social Media Guide

COMMUNITY STORIES AND HUMAN CONNECTION

Facebook/LinkedIn Post Copy:

“My family struggled with dental bills until our town fluoridated its water. Now my kids rarely get cavities.”

Stories like this show how public health investments create real change, one smile at a time. 💧 🦷

Call to Action:

Share your story with us!

Visuals:

1. Real community members or smiling families (with permission).