



## **See Your Selfie (in Recovery)**

This year, as part of Recover Day across Canada, we are introducing the **See Your Selfie (in Recovery)** campaign to stimulate all those who are celebrating, in one way or another, the experience of being in recovery. These pictures will help to capture any moment that's special to you and share it with others.

We are asking all those who wish to – to take a selfie picture of how you are celebrating your recovery. Whether it is at a Recovery Day event, at home, out with others or at any time where you feel that this is a moment you want to share.

We will post your picture on our Faces and Voices of Recovery Website ([www.facesandvoicesofrecovery.ca](http://www.facesandvoicesofrecovery.ca)) in a special gallery that all can see to find encouragement, empowerment and fellowship.

It's as simple as this:

1. Take a selfie picture or have someone take a picture of you.
2. Store the picture on your camera or have someone send you an electronic copy.
3. Email or text the picture, along with any words you might like to go with it (e.g. a caption or phrase), to [www.facesandvoicesofrecovery.ca](http://www.facesandvoicesofrecovery.ca). Include your name if you like. Or you can just send the pic.
4. Visit our gallery at our site to see yourself and all those who are sharing their moment.

By doing so, you will not only help celebrate a special moment in Recovery for you but also help to share in the celebrations for everyone in Recovery.



## Sample Messaging for Social Media

Social media such as Facebook, Twitter, Instagram and others are great ways to let friends, family and those with a common interest know about important events in your life. Participation in a Recovery Day could be one of those events.

Faces and Voices of Recovery Canada is introducing a campaign to celebrate Recovery Day as well as your journey in recovery throughout the year. We are suggesting that you take a selfie picture and post it on our website to capture a special moment for you.

Our campaign is called **See Your Selfie (in Recovery)**. You can post your picture on our site ([click here](#)) and you can promote the campaign to all your social media contacts so that they can either participate or promote the campaign to their circle of friends.

You can pick a selfie of yourself or someone from our Gallery and post it on your timeline, or comment as a tweet or share the picture on Instagram with a comment on Recovery.

Every time you choose to share a picture related to Recovery Day, you are helping someone else to get the help they need and helping us address the stigma that still remains on this subject.

Remember to add in hashtags to make your post more visible. Below are some suggestions:

#RECOVERYMATTERS  
#FAVORCANADA  
#Breakthestigma  
#recoverycommunity  
#celebratingrecovery  
#Selfie  
#AddictionAwareness

Check our resources page for other images you can use to post on social!





## **See Your Selfie (in Recovery) Sample Press Release**

SEE YOUR SELFIE (in recovery) is a year long campaign to promote the recognition of those in recovery from drug and alcohol addiction as well as the RECOVERY DAY celebrations held across the country in September each year.

Recovery participants are encouraged to take a selfie picture and post it in the photo gallery at [www.facesandvoicesofrecovery.ca](http://www.facesandvoicesofrecovery.ca) where they can be seen by all. This campaign will not only help address the stigma associated with being in recovery but also help empower all those who are engaged in the recovery experience.

Please help your viewers, listeners or readers to learn more about recovery and support our campaign.

For more information, please visit our [website](#).

[insert local group information and contact methods]