“LOOKS CAN DECEIVE” – FACEBOOK AD 1

MESSAGE COPY (72 CHARACTERS—BEST PRACTICE IS 90 CHARACTERS OR LESS)
Teens are less likely to drink when parents are involved in their lives.

LINK HEADLINE (25 CHARACTERS OR LESS)
It may not look like it,

LINK DESCRIPTION (30 CHARACTERS OR LESS)
but your teen is listening.

“LOOKS CAN DECEIVE” – FACEBOOK AD 2

MESSAGE COPY (82 CHARACTERS—BEST PRACTICE IS 90 CHARACTERS OR LESS)
82% of WA teens whose families talk with them about not using alcohol don’t drink.

LINK HEADLINE (25 CHARACTERS OR LESS)
It may not look like it,

LINK DESCRIPTION (30 CHARACTERS OR LESS)
but they care what you think.
“LOOKS CAN DECEIVE” – FACEBOOK AD 3

MESSAGE COPY (90 CHARACTERS—BEST PRACTICE IS 90 CHARACTERS OR LESS)
85% of teens say their parents set clear rules on alcohol
Talk to yours about not drinking

LINK HEADLINE (25 CHARACTERS OR LESS)
It may not look like it,

LINK DESCRIPTION (30 CHARACTERS OR LESS)
but they’re paying attention.

“LOOKS CAN DECEIVE” – FACEBOOK AD 4

MESSAGE COPY (89 CHARACTERS—BEST PRACTICE IS 90 CHARACTERS OR LESS)
Studies show WA teens are less likely to drink when adults talk to them about alcohol use.

LINK HEADLINE (25 CHARACTERS OR LESS)
It may not look like it,

LINK DESCRIPTION (30 CHARACTERS OR LESS)
but they want your guidance.