



Pass it on!

A Real CA Cannabis social media toolkit from the Department of Cannabis Control

The Real CA Cannabis campaign is everywhere right now – millions of consumers are seeing billboards, digital ads, radio ads, and posts from social media influencers about the importance of buying cannabis directly from legal retailers in California. We want to ensure that you can take full advantage of this increased consumer awareness by tying your business directly to the Real CA Cannabis campaign on social media.

That being said, we understand the challenges cannabis businesses face when sharing content about your shop and its products on social media, as each platform has its own set of guidelines and restrictions, making it complicated to know what content is allowed and what will be removed.

This toolkit is designed with flexibility in mind, offering a range of content options that cater to different comfort levels when it comes to posting cannabis-related content that will likely invite different levels of post scrutiny by the platforms. Whether you prefer to keep your messaging subtle or are ready to engage more directly with your audience, this guide provides strategies for each approach. From general messaging that emphasizes your commitment to legal compliance, to content that directly references cannabis, this toolkit has you covered.

By selecting the content level that best fits your business needs and comfort level, you can confidently engage with your audience while ensuring that your posts align with both platform requirements and the content that your customers are used to seeing from your account.

Creating your own posts

We get it, consumption is personal! If you prefer to speak to your own cannabis experiences and why it's important to only buy from licensed retailers, then please follow a few do's and don'ts. After all, Real CA Cannabis is a state educational campaign, so naturally there are a couple guidelines that we encourage all campaign supporters to follow.

- Do's**
 - Be sensitive: Everyone experiences cannabis differently and utilizes it for various reasons. Please only speak to your own personal experiences using cannabis.
 - Inform your followers! Share why it is important to purchase cannabis from a licensed, legal retailer—educating consumers is the purpose of Real California Cannabis!
 - Include a call-to-action: Find legal dispensaries at <https://bit.ly/4dVfRcq>
- Don'ts**
 - Don't include minors (anyone under 21) or pets.
 - Don't use language that contains any health-related statement that is untrue in any particular manner or tends to create a misleading impression as to the health effects of cannabis consumption.
 - Don't post content that displays nudity or undergarments.
 - Don't use offensive or profane language.

LEAST POST SCRUTINY



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Post Copy

We're proud to be a #RealCA retailer! Support California's local businesses by choosing licensed shops. Want to make sure your local shop is Real? Learn more at the link in our bio. 🌿 #ShopLocal #ShopSmart

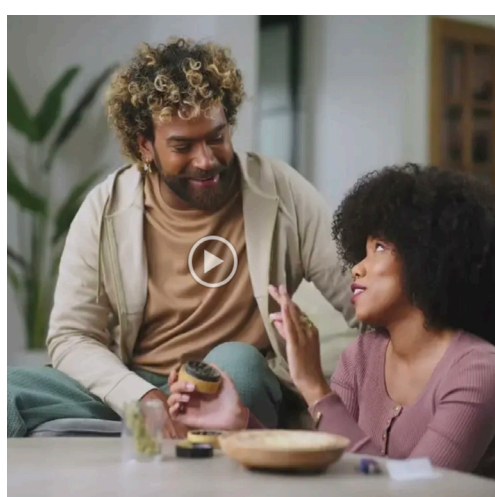


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You can rest easy knowing that we are a #RealCA retailer! When you get your favorite 🌿 products 🌿 from us, you know they're legit because we're verified by the DCC! Check out the link in our bio to learn more. #ShopLocal #ShopSmart

MODERATE POST SCRUTINY



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Just a few clicks will tell you if your go-to shop's products are regulated and tracked from seed to sale to protect consumers. Find #RealCA 🌿 at licensed dispensaries using the DCC's new search tool. Find it at our link in bio.

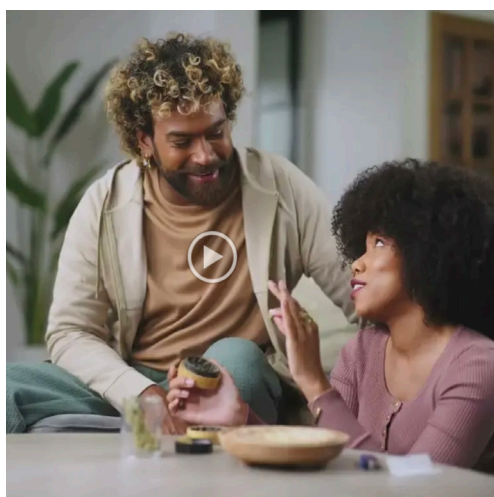


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High-quality products accurately labeled for your confidence. That's #RealCA 🌿 Use the DCC's new search tool to find licensed retailers like us at the link in our bio.

MOST POST SCRUTINY



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Just a few clicks will tell you if your go-to shop's products are regulated and tracked from seed to sale to protect consumers. Find #RealCACannabis 🌿 at licensed dispensaries using the @cacannabisdept's new search tool. Find it at our link in bio.



DOWNLOAD

Post Copy

Only licensed dispensaries sell high-quality products that are regulated and sourced in California. #RealCACannabis 🌿 helps you find them. Use the @cacannabisdept's new search tool at the link in bio.