# National Save CBD Day Campaign

On August 8th, U.S. Hemp Roundtable and its members will turn National CBD Day into National Save CBD Day. With the continued threat to the hemp industry across the nation, we are leveraging this moment to increase awareness of the

Even if customers know about the Mary Miller amendment, they may not fully understand the detrimental consequences of this language that is continuing to be used in various bills. To spread the word on the disastrous impacts of changing the definition of hemp federally, we’ll share our stories and those of our communities on why it’s so important to #SaveCBD - all at the same time.

**This campaign aims to utilize real voices of our members and their customers to share why it’s so important to #SaveCBD.**

## Our Ask

On August 8th, we are asking all our members to flood social media with your stories and stories of your staff, vendors, and customers who would be impacted by a federal ban on hemp. Utilize your own digital and social media channels to share these stories, keeping in mind best practices for your channels and audiences.

We ask that at minimum you share the standard graphics we’ve included in this kit. But, we think we can make an even bigger impact by sharing real people and stories. If you’d like to post something a little more personal in video or quote card format, consider answering or asking participants at least one of these questions:

* Why is it so important to #SaveCBD and hemp?
* What would a national hemp and CBD ban mean for you?
* If the current Mary Miller amendment is passed, how would it impact you?
* What is something you wish people knew about the current Mary Miller amendment?

### **The Details**

1. **Post your videos on August 8th, 2024.** We want to create a big splash on National CBD Day, so we all need to post on this day. You can post on any and all channels you have. Feel free to make this a series and continue this type of content after August 8th as well.
2. **Use the hashtag #SaveCBD in your social and email content.** To create the biggest impact, we want to all use the same hashtag to bolster our message. Feel free to use other hashtags as appropriate for your channels.
3. **Direct people to** [**this link**](https://hempsupporter.com/bill/urgent-call-to-hemp-supporters-tell-congress-to-save-hemp-now/) **using the following general call to action**: *Your access to hemp and CBD is in jeopardy. Take federal action now.*
4. **Tag U.S. Hemp Roundtable on social channels so we can share from our owned channels**
   1. [Facebook](https://www.facebook.com/hemproundtable/): @hemproundtable
   2. [Instagram](https://www.instagram.com/hemproundtable/): @hemproundtable
   3. [X](https://twitter.com/HempRoundtable): @hemproundtable
   4. [LinkedIn](https://www.linkedin.com/company/hemproundtable/): @hemproundtable
   5. [YouTube](https://www.youtube.com/channel/UCvcccSlnC-G0sCZCYh_r28Q): US Hemp TV
5. **Support and amplify others**. As appropriate for your channels, like, comment, and share others who are joining in on the #SaveCBD campaign to your owned channels to help bolster our message.

### **Graphics**

Graphics will be attached to the email and also shared in the [member dashboard](https://hempsupporter.com/account-dashboard/?t=dashboard) for you to download and share. We have created standard graphics (not edible) and quote cards (editable) for you to use. They have also been resized to fit the following platforms and formats:

* Instagram Post & Story
* Facebook Post
* LinkedIn Post
* X Post

#### How to save editable graphics in PowerPoint

*\*Note: The bottom may seem to have a lot of negative space, but it will scale down when you export and post.*

* Select “file”
* Select “export”
* Change file format to PNG
* Select “Save current slide only”
* Hit export

### **Content Thought Starters**

If you’re interested in going a step further than sharing the pre-made graphics, we’ve provided a few content thought starters below. These are meant to help get your creative juices flowing or spark an idea. We have included which social platforms we feel these are best suited for, but you have creative agency to use on any platform - you know your audience best. Feel free to use any of these verbatim or tweak them as you see fit.

* **Instagram Reel or TikTok Video Content**: Ask each of your staff members (or even a handful of customers) the same question: “If a national hemp ban went into effect today, what would that mean for you?” Put this question at the top of the video to introduce the content, then clip together their answers. [Here’s](https://www.tiktok.com/t/ZTNuX1DmN/) one example of this format, and [here](https://www.tiktok.com/t/ZTNuXLqQM/) is another.
* **Instagram Reel or TikTok Video Content**: Man on the street style interviews like [this](https://www.instagram.com/reel/C9SpnPkPb2A/?igsh=azA5b25jcWN1cm9m) or [this](https://www.instagram.com/reel/CwYRr0IJEZq/?igsh=MTZ5YzNzczIxMXJzcQ==). There are many ways to set this one up, but here is one example. Ask customers if they’ve heard of the Mary Miller amendment. Clip together a bunch of “No” answers, and then cut to someone knowledgeable about the amendment saying “Not many people know about the Mary Miller amendment, and that’s a problem - because it would effectively kill the entire hemp industry… etc.”
* **Instagram, Facebook, or X Post:** Ask participants why it’s so important to #SaveCBD. Take the most salient quote and include on our quote cards below to share as a static post.
* **LinkedIn Post**: Share your own story and how the Mary Miller amendment would impact your small business, family farm, or own personal wellness (as you are comfortable).