

Know Your Cannabis Social Media Content

Thanks for sharing the Know Your Cannabis campaign via your brand's social channels, helping to bring awareness to the many dangers of unregulated cannabis in Missouri.

When it comes to posting on social media, it's critical that you continue to use your own voice and approach. But below are some sample social media talking points that you may consider when posting information about and relevant to the Know Your Cannabis campaign.

Please consider using **#knowyourcannabis** on these posts.

The Good

- Only licensed dispensaries test every single product to ensure your health and safety.
- Cannabis purchased in a licensed dispensary is 100% grown, manufactured and sold in Missouri and creates jobs for our friends, family and neighbors.
- The only way to tell exactly what's in your cannabis is to purchase it from a licensed dispensary in Missouri.
- Marijuana sold at licensed dispensaries must be sold in childproof packaging and can never be marketed to Missouri children.
- Purchasing marijuana from a licensed dispensary is the only way to help support veterans and local communities that rely on marijuana sales taxes.
- A licensed dispensary ensures that children and youth can't purchase these products.

The Bad

- You simply don't know what you are putting into your body when you purchase cannabis outside of a licensed dispensary.
- Cannabis sold outside a licensed dispensary doesn't have to be tested and may contain harmful chemicals, contaminants, heavy metals, pesticides or poisonous ingredients.
- Unlicensed dispensaries deliberately market and sell their intoxicating products to Missouri children.
- Most cannabis purchase from unlicensed stores is grown outside of Missouri and increasingly overseas.
- Cannabis purchases outside a licensed dispensary robs Missouri veterans and local communities of much needed funding.
- Unlicensed dispensaries sell intoxicating products that deliberately look like popular candies to entice children without proper warnings.