



Real CA Cannabis



Department of
Cannabis Control
CALIFORNIA

Social Toolkit

Thank you for helping to raise awareness about Real CA Cannabis! In this toolkit you will find two clips from our PSA video as well as two static social media posts to share on your channels. Our goal is to spread the word about Real CA Cannabis statewide and empower cannabis consumers to use our search tool to quickly and easily find and verify licensed dispensaries near them.

How-To

Each post below is designed to be shared on Facebook, Instagram, X, and/or TikTok. Here is how to post using this document:

1. Copy and paste the post copy onto the social media platform. Please make sure to remove any portions of the post copy that are not applicable to the platform. For example: Remove references to a “link in bio” on all platforms other than Instagram.
2. Download the image or video you plan to post and upload to the platform. You can find all assets [here](#).
3. Tag our account in the image and/or post copy, and include our campaign hashtag
4. Link to the [Real CA Cannabis website](#) in the post copy (or in your account bio if posting on Instagram)
5. Share!

We recommend waiting a few days between each post so the content stretches further. Likewise, try to avoid sharing both PSA video clips back to back.

Public Service Announcement Video

PSA Video

Post copy:

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 Real CA 🌿 at licensed dispensaries using the Department of Cannabis Control's new tool. Find it at our link in bio.

Link in bio URL:

<https://real.cannabis.ca.gov/licensed-retailers/>

Tag us:

- Instagram/Facebook/X: @cacannabisdept
- [LinkedIn Profile](#)

Hashtags:

- Instagram/Facebook: #RealCA 🌿 link in your Instagram bio, please also remove that piece from the post copy and share the link via Instagram Stories and Highlights.

Video assets



*Please do not upload the video to YouTube. Use only on Facebook, Instagram, X, or TikTok.

Video clips (only share one at a time):

- [Download 15 sec. video](#)
- [Download 30 sec. video](#)



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Still Photos

Real CA Cannabis Please Stand Up

Post copy:

Make sure your local shop sells Real CA 🌱 High-quality products you can trust. Use the Department of Cannabis Control's new tool at the link in bio.

Alternative copy:

Only licensed dispensaries sell high-quality products that are regulated and sourced in California. Real CA 🌱 helps you find them. Use the Department of Cannabis Control's new tool at the link in bio.

Link in bio URL:

<https://real.cannabis.ca.gov/licensed-retailers/>

Tag us:

- Instagram/Facebook/X: @cacannabisdept
- [LinkedIn Profile](#)

Hashtags:

- Instagram/Facebook: #RealCA 🌱
- TikTok: #RealCACannabis



[Download in-feed graphic \(1080x1080px\)](#)



[Download reels_graphic \(1080x1920px\)](#)



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The Grass is Greener in California

Post copy:

High-quality products accurately labeled for your confidence. That's Real CA 🌿. Use the Department of Cannabis Control's new tool to find licensed retailers at the link in bio.

Link in bio URL:

<https://real.cannabis.ca.gov/licensed-retailers/>

Tag us:

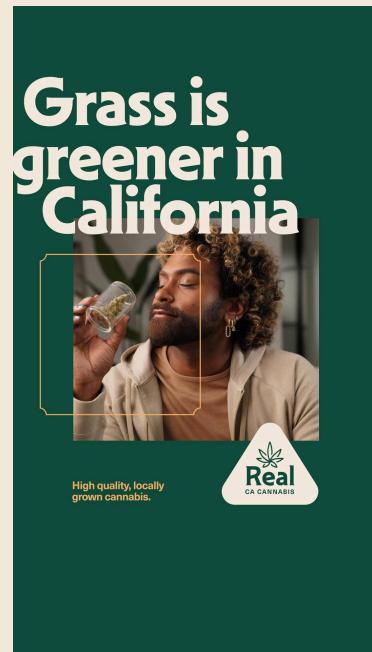
- Instagram/Facebook/X: @cacannabisdept
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Hashtags:

- Instagram/Facebook: #RealCA 🌿
- TikTok: #RealCACannabis



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