



# **TAKE DOWN TOBACCO**

## **NATIONAL DAY OF ACTION**



**SOCIAL MEDIA TOOLKIT FOR EVENT ORGANIZERS**  
**3.18.2020**

# What is Take Down Tobacco: National Day of Action?

Take Down Tobacco, a fresh take on Kick Butts Day, is the Campaign for Tobacco-Free Kids' signature platform for empowering people to stand up and speak out against the tobacco industry. On March 18, 2020, youth activists, educators, parents, health advocates, and concerned citizens come together to organize events that raise awareness of the problem of tobacco use in their community, encourage youth to reject the tobacco industry's deceptive marketing and stay tobacco-free, and urge elected officials to take action to protect kids from tobacco.

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# Building a Social Media Strategy

Take Down Tobacco National Day of Action is an excellent opportunity to post on social media to share your message with friends, family and your community. It's also a great chance to network and meet fellow anti-tobacco advocates. Check out these tips for building an effective online strategy:

## Building a Foundation

Like any communications program you launch, starting with a solid, strategic foundation is key.

You must understand **A)** how social media will help you achieve your goal and **B)** what resources you need to succeed.

Social media can help win advocacy campaigns by leveraging one or more of the following four drivers. It's important that as you begin your campaign, you identify which will help you succeed and prioritize them accordingly.

1. Increase public awareness (educating people about your issue)
2. Generate public action (asking people to sign petitions, attend events, etc.)
3. Engage decision makers and key opinion leaders (identifying influencers and engaging online or offline)
4. Engage traditional media (build relationships with key journalists, pitch stories, etc.)

## Key Messages

As you're likely aware, there are several priority issues in the fight against tobacco. This year, the primary focus of Take Down Tobacco is calling on policymakers to ban all flavored tobacco products, including flavored e-cigarettes and menthol cigarettes, to stop the youth e-cigarette epidemic and further drive down tobacco use.

There are also other local policies such as implementing smoke-free laws that apply to all public places and workplaces and raising taxes on tobacco products — just to name a few!

It's important to research the issues that are a priority in your community and focus on one so you can communicate a clear and simple message to your audience.

Once you've picked your issue, it's also especially important that your facts are accurate. You can find a variety of fact sheets and resources for each issue at <https://www.tobaccofreekids.org/us-resources>

## Setting Useful Goals

How will you measure the success of your social posts? Are you just trying to educate people or are you encouraging them to take action? These are the most common metrics you can measure:

- Reach: The total amount of people who saw your post.
- Clicks: The amount of people who click on a link that you're promoting.
- Engagement: The total amount of likes, comments and shares on a post.

Make sure that your goals are realistic, and don't be disappointed if you don't meet them. It's impossible to know what will go "viral," and the data will help you tailor your message in the future.

## Social Media Guidelines

### Facebook

- Post approximately **once a day** before your event, approximately twice on the day of your event, and at least once after.
  - People should know that the day is coming and what the impact of your event looked like
- Include a **photo, graphic or link** with every post. **Videos** are also very successful on Facebook.
- Copy should be short and have one clear message. Most people won't spend more than a few seconds looking at your post, so get creative to grab their attention.
- If you're going to be busy on the day of your event, you can learn how to schedule a post on your Facebook page [here](#).

### Twitter

- Tweet **1-2 times** per day leading up to the event and, **2-3 times** during your event (this can include responses and retweets), and at least once after.
- **Reply and engage** with people who reply positively to your posts
  - You may encounter people on Twitter who disagree with your message (many of which are bots and internet trolls). Instead of wasting your time arguing with them, you can block, mute or simply ignore the trolls. You can also make your profile private, but your reach will be limited to your existing followers.
- **TweetDeck** is a great free platform for scheduling Twitter posts, making lists of influencers and supporters, and following the rest of the conversation around Take Down Tobacco.

- Include **images** in tweets as much as possible. Images outperform text-only tweets by nearly 100%
- Use **hashtags** in each tweet, but don't go overboard. This year's hashtag is #TakeDownTobacco

## Instagram

- Post **one to two** times on the day of your event
- Put a **link in your profile** if you want to direct people to a petition, news story, fact sheet, etc.
- Use **at least one** hashtag per post
- Build your **Instagram story** by giving followers a behind-the-scenes look at preparations for the event and share pictures of the event itself. Share as many stories as you want throughout the day.

# Tips to Take Down Tobacco Online

## 1. Connect with Us

Connect with us on social media on [Facebook](#), [Twitter](#), and [Instagram](#) to hear the latest Take Down Tobacco updates and see what youth around the country are doing to stand out and speak up against Big Tobacco. Tag us anytime to let us know how things are going. We're listening!

Facebook - @TakeDownTobacco

Twitter - @TakeDownTobacco

Instagram - @Take\_Down\_Tobacco

Don't forget to also connect with our main page @TobaccoFreeKids

## 2. Share Your Message

Share images and videos to social media that showcase how you take down tobacco with the hashtag #TakeDownTobacco and you'll be displayed in our online gallery. The gallery helps to connect all the Take Down Tobacco events and showcases all of our incredible progress in the fight against tobacco.

## 3. Post to our digital power wall

You can join the fight and take a stand digitally through our digital wall. Go to [TakeDownTobacco.org](#), enter your statement on why you #TakeDownTobacco to our digital wall to have it featured on a rolling display, and share your customized graphic to social media.

## 4. Appoint a Social Media Specialist

Appoint one person on your event planning team to be your social media specialist. Give this person the responsibility of posting during your event preparations and at your event. Make sure to have a back-up person ready too, just in case!

## 5. Create an Event

Create a Facebook event for your event and invite friends and any key decision-makers in your community. This is a great way to publicize your event because when your friends RSVP, it will appear in their newsfeeds.

## 6. Make it Visual



KickButts 2017!! #tobaccokills #awareness #kickbuttsday #sbcc #outreach @asap\_sbcc



Free at 12:30 today? Come to the State Capitol for our Kick Butts Day rally for smoke-free cars! #breathealoha #kickbuttsday

Love taking pictures? Great! Fill your feed with photos before, during, and after your event. Be sure to use the hashtags! Document your event preparation and the event itself through pictures and videos. Visual content is always more interesting and engaging. The higher-quality the photos, the better. These photos can be posted before and during your event and [sent to the media](#).

## 7. Increase your Impact

To increase your reach, tweet at well-known or important people in your community and ask them to retweet. For example, you could tweet at your city council members, athletes, news anchors, social media personalities, etc.



## Sample Social Media Messages

Below is sample language for Facebook, Twitter and Instagram. This is just a starting point. We highly encourage you to alter, personalize and get creative with your posts!

### ***Hashtags, Handle & Address***

- **#TakeDownTobacco**
- **Twitter: @TakeDownTobacco | Instagram: @Take\_Down\_Tobacco**
- **@tobaccofreekids**
- **[www.takedowntobacco.org](http://www.takedowntobacco.org)**

### ***Facebook***

Today is Take Down Tobacco National Day of Action! I'm proud to stand with thousands of fellow advocates around the country who are standing up to stop the tobacco industry from targeting kids with flavored products like e-cigarettes, cigars and menthol cigarettes.

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Today is Take Down Tobacco National Day of Action! I #TakeDownTobacco because more than a quarter of my classmates are vaping and tobacco kills 480,000 people in the U.S. every year. What are your reasons for taking down tobacco?

### ***Twitter***

Today is @TakeDownTobacco Day! I'm proud to stand with @tobaccofreekids and thousands of youth across the country to say enough to tobacco companies targeting us with products like flavored e-cigs, flavored cigars, and menthol cigarettes.  
#TakeDownTobacco

Today is @TakeDownTobacco National Day of Action! I #TakeDownTobacco because more than a quarter of my classmates are vaping and tobacco kills 480,000 people in the U.S. every year. What are your reasons for taking down tobacco?

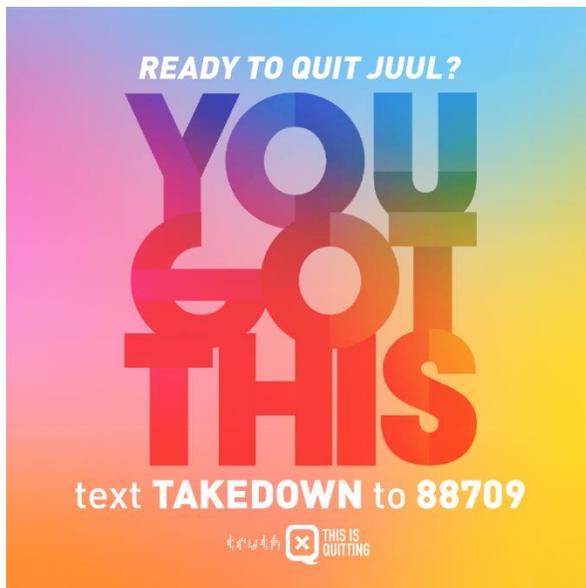
### ***Instagram***

Today is @TakeDownTobacco National Day of Action! I #TakeDownTobacco because more than a quarter of my classmates are vaping and tobacco kills 480,000 people in the U.S. every year. What are your reasons for taking down tobacco?

## **Graphics for Social Media**

We have a brand new tool on [takedowntobacco.org](http://takedowntobacco.org) that makes it super easy to generate a graphic with your reason to Take Down Tobacco. Check it out today! For logos, facts sheets and other resources, please visit [takedowntobacco.org/resources](http://takedowntobacco.org/resources).

## **Youth Quitting Resource**



Truth Initiative has developed a “peer to peer” approach in its work that lets young people be encourage to quit smoking or vaping by their peers. This is Quitting is powered by truth is also primarily geared toward youth.

Text **TAKEDOWN** to 88709 for an easy-to-use, confidential-to-use text to quit program.

### **Sample social media posts-**

#### ***Youth & Young Adult Audience-***

Ready to quit JUUL? You’ve got this. And we’ve got your back. Text TAKEDOWN to 88709 for an easy-to-use (and free) support system at your fingertips.

Quitting JUUL doesn’t have to suck. We’ve got your back with an easy, confidential (and free!) text-to-quit service. Text TAKEDOWN to 88709.

It’s easier to quit vaping when you have an enormous support system. We’ve got that \*and\* an easy-to-use, confidential text-to-quit service. Text TAKEDOWN to 88709.

### ***Adult Audience-***

In response to the youth vaping epidemic, @truthinitiative created This is Quitting, a free text message e-cigarette quit program. Youth and young adults can access the program by texting TAKEDOWN to 88709.

Young e-cigarette users are 4x more likely to start smoking cigarettes than their peers who don't vape. But quitting e-cigarettes is possible. Youth and young adults can text TAKEDOWN to 88709 to join This is Quitting, a free text-to-quit program from @truthinitiative.

3 million+ young people use e-cigarettes, like JUUL, which means they're all at risk for nicotine addiction — but there are ways to help. Youth and young adults can text TAKEDOWN to 88709 to join This is Quitting, a free text-to-quit program from @truthinitiative.