This webinar is supported by a generous grant from the Thoracic Foundation

USING SOCIAL MEDIA
MARCH 4, 2020
WEBINAR AGENDA
► #TakeDownTobacco Power Wall Photo Contest
► Online store
► New ways to engage with Take Down Tobacco online
► Final reminders
What is Take Down Tobacco: National Day of Action?

A day of activism that empowers youth and their allies to stand out and speak up against Big Tobacco through on the ground events and online action.

MARCH 18, 2020
Register your event today!

Take Down Tobacco Day of Action Events

Use our interactive map to find events near you. Each red pin represents one event — click the pins for event details or the numbered clusters to zoom in and see more events in one area. Want to see your event on the map? Make sure you register it.

www.takedowntobacco.org
FEATURED ACTIVITY

#TakeDownTobacco Power Wall

- Takes the power back from the industry
- Visual eye-catching display
- Sharing personal reasons to #TakeDownTobacco
- Interactive wall to enhance your existing event
- Be creative!

www.takedowntobacco.org
Each kit includes:

- #TakeDown Tobacco Power Wall Banner
- Sticky notes for participants to write their message
- Whiteboard selfie signs for social media
- Informational cards, instructions, and handouts
- Permanent markers and dry erase markers
- #TakeDown Tobacco stickers

Register and order your free activity kit TODAY to guarantee delivery by March 17.

www.takedowntobacco.org
# TakeDownTobacco Power Wall Photo Contest

**Biggest Impact**
Awarded to the group whose photos demonstrate the boldest, most impactful display
Prize: $250 grant for your group

**Most Creative**
Awarded to the group whose photo shows the best outside-the-box creativity
Prize: $150 grant for your group

**You’re Already A Winner When You #TakeDownTobacco**
Awarded to one randomly selected group whose photo meets all of the entry requirements
Prize: $150 grant for your group

**Super Selfie**
3 winners will be randomly selected from individuals who post photos with a completed Selfie Sign
Prize: $50 Visa gift card
How to enter:

Post your photo on social media (Facebook, Instagram, or Twitter by 11:59pm EST on March 31, 2020 meeting each of the following requirements:

- The caption of the post must include the hashtag #TakeDownTobacco

- The image must be posted on a public social media account. Instagram stories are eligible but must tag @take_down_tobacco

- The account the photo is posted to must follow Take Down Tobacco on the same platform that it was posted

All photos posted with the above requirements will be considered entered into the contest
ONLINE STORE

Check out our online store today to purchase promo items like water bottles, stickers, sunglasses and t-shirts!

Buy your gear today to make sure that it arrives in time for your event!

https://print.firespring.com/ctfk-store.html
GO DIGITAL

1. Go to www.takedowntobacco.org
2. Share why you want to #takedowntobacco
3. Post your reason to our digital wall
4. Share and download your custom graphic to social media
5. Join the thousands of other advocates sharing their story online
GO DIGITAL

Add your story and reason why you take down tobacco to our digital power wall

Share your post/graphic on social media

Join thousands of other advocates and build the momentum

#TakeDownTobacco
Social Media Toolkit for Event Organizers

Overview of building a social media strategy

Template social media plan and guidelines for your day of action

Tips to Take Down Tobacco online

Sample social media posts
Connect with us on social media today

@takedowntobacco
@takedowntobacco
@take_down_tobacco
www.takedowntobacco.org

#TakeDownTobacco
Final Reminders!

Register your event and order your free #TakeDownTobacco Power Wall Kit TODAY!

Take photos and videos at your event

Share on social media with #TakeDownTobacco

Follow-up with the media as necessary

Share your reason why you #TakeDownTobacco at www.takedowntobacco.org

HAVE FUN!
Ask your questions in the chat box

dayofaction@tobaccofreekids.org