



**CALIFORNIA TOBACCO
ENDGAME CENTER FOR
ORGANIZING AND ENGAGEMENT**

A project of the American Heart Association.

Social Media for Virtual Day of Action

Amber Valenzuela, MPH, Field Media Advocacy Manager

Jacque Marianno, Digital Strategies Director

Candy Guinea, MFA, TECC Social Media Coordinator

California Tobacco Endgame Center for Organizing and Engagement in collaboration with Tobacco Education Clearinghouse of California

April 1, 2021

Tobacco Endgame Center for Organizing & Engagement

Serving the community organizing and engagement needs of California's tobacco control community.



Technical Assistance

One-on-One/Group Consultation
Coalition Development & Strategy
Media Advocacy

Technical Assistance Portal (see website)



Resources

Organizing Toolkit
Campaign Playbook
Materials Translation



Community Organizing & Engagement

Media Advocacy
Affinity Calls
Webinars
Training



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Technical Assistance Portal: www.organizingtoendtobacco.org/supportgateway

Our Team & Contact Info



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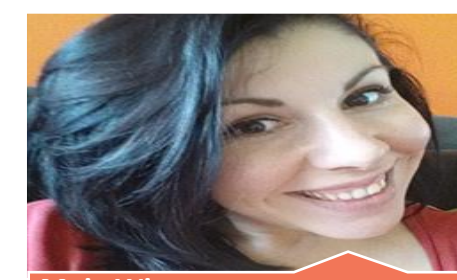
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www.organizingtoendtobacco.org

Submit a Help Request at www.organizingtoendtobacco.org/supportgateway

The California Tobacco Endgame Center for Organizing & Engagement is a project of the American Heart Association. Funded by the California Department of Public Health, Grant Number: 19-10090



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Learning Objectives

Become familiar with tobacco control social media tools and resources

Learn how to schedule posts on social media

Discover best practices for social media campaigns

Understand where VDOA-specific social media posts are and how to use them

Review the social media schedule for Virtual Day of Action

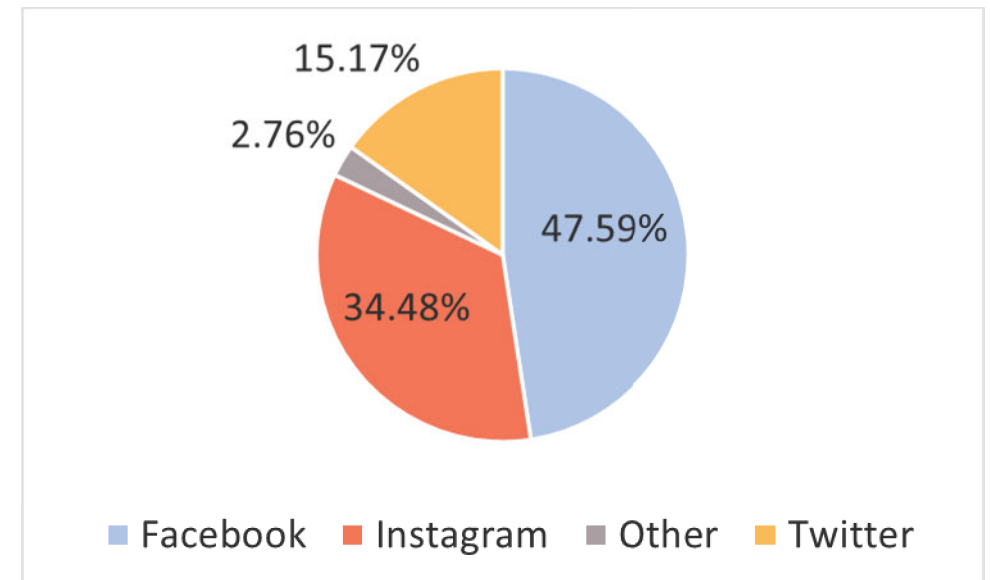
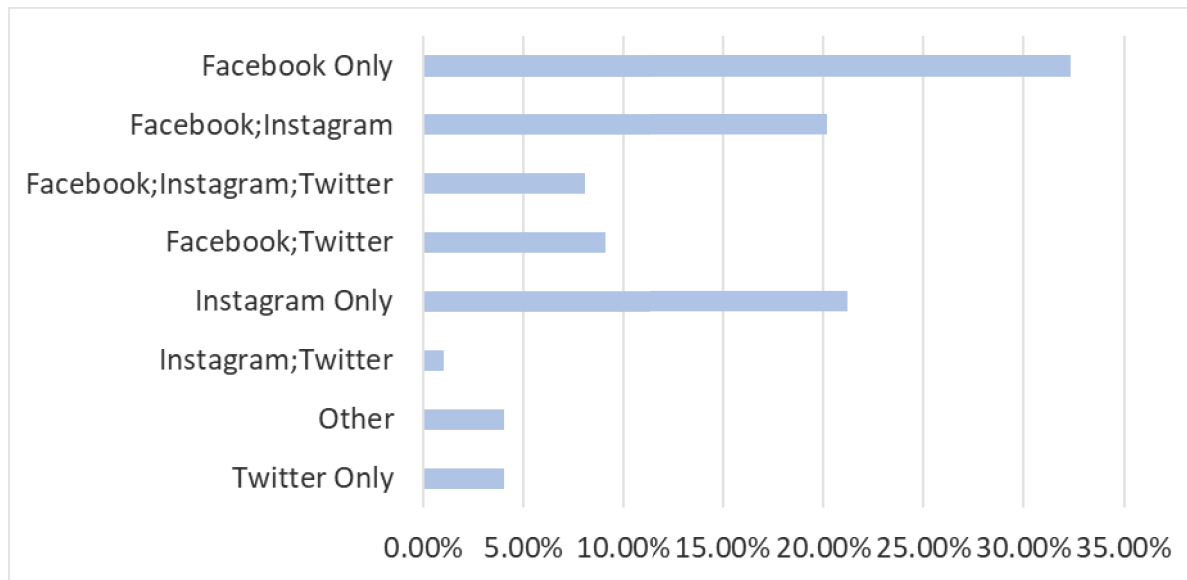
Learn tips for training others on social media for Virtual Day of Action



Question Time!

Poll Question

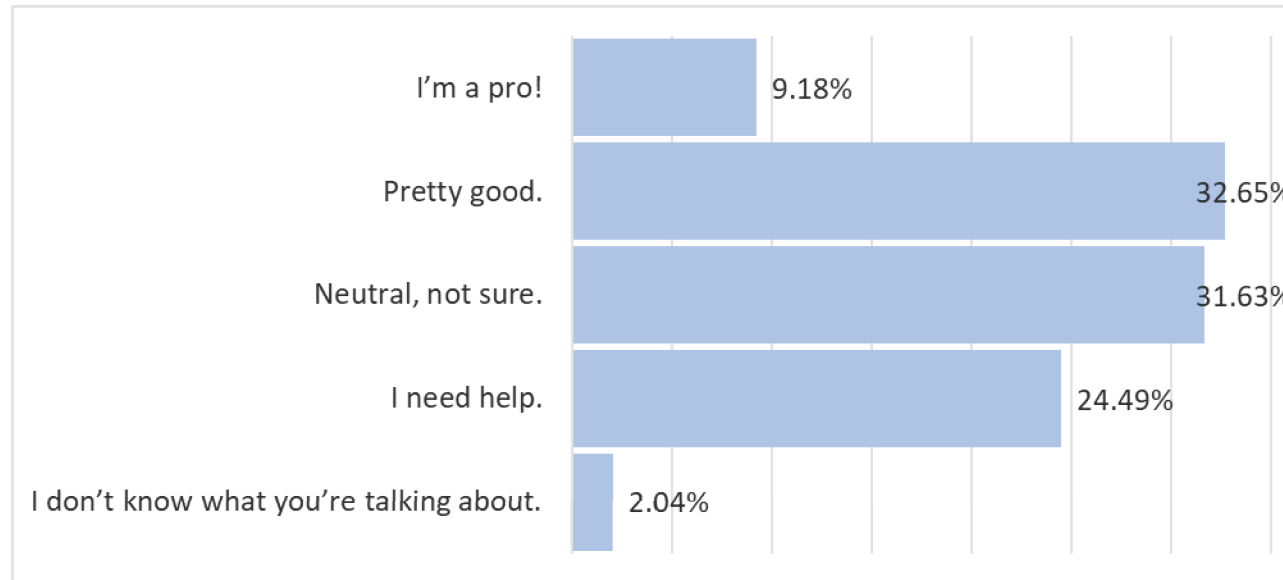
Which **social media platform** are you planning on using for Virtual Day of Action?



Question Time!

Poll Question

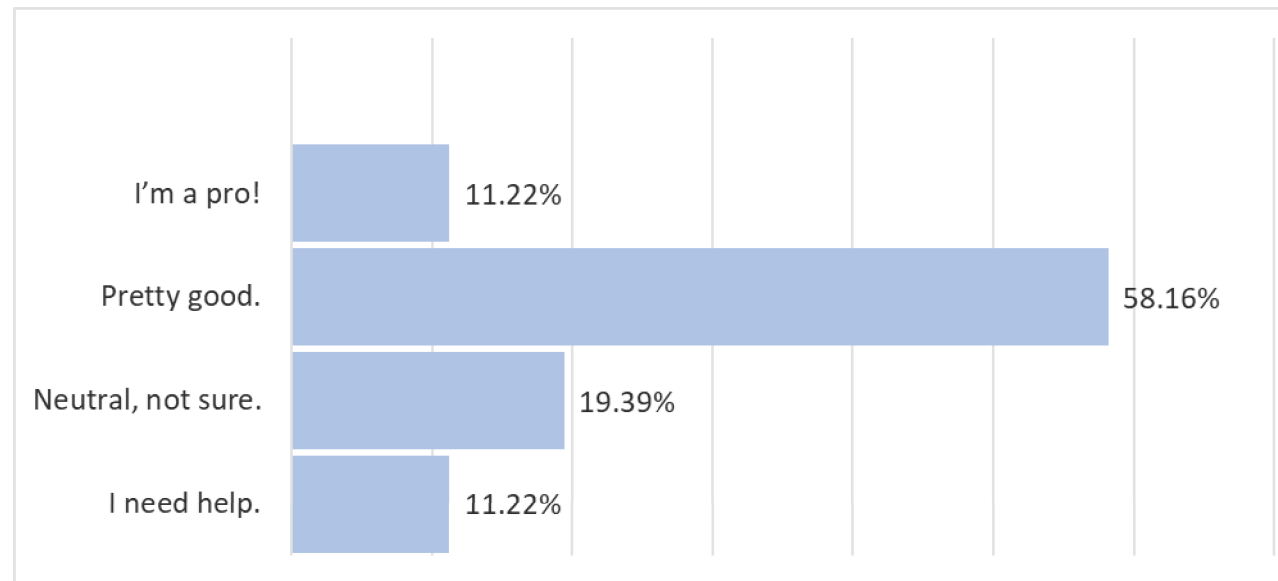
How confident are you in using **social media**?



Question Time!

Poll Question

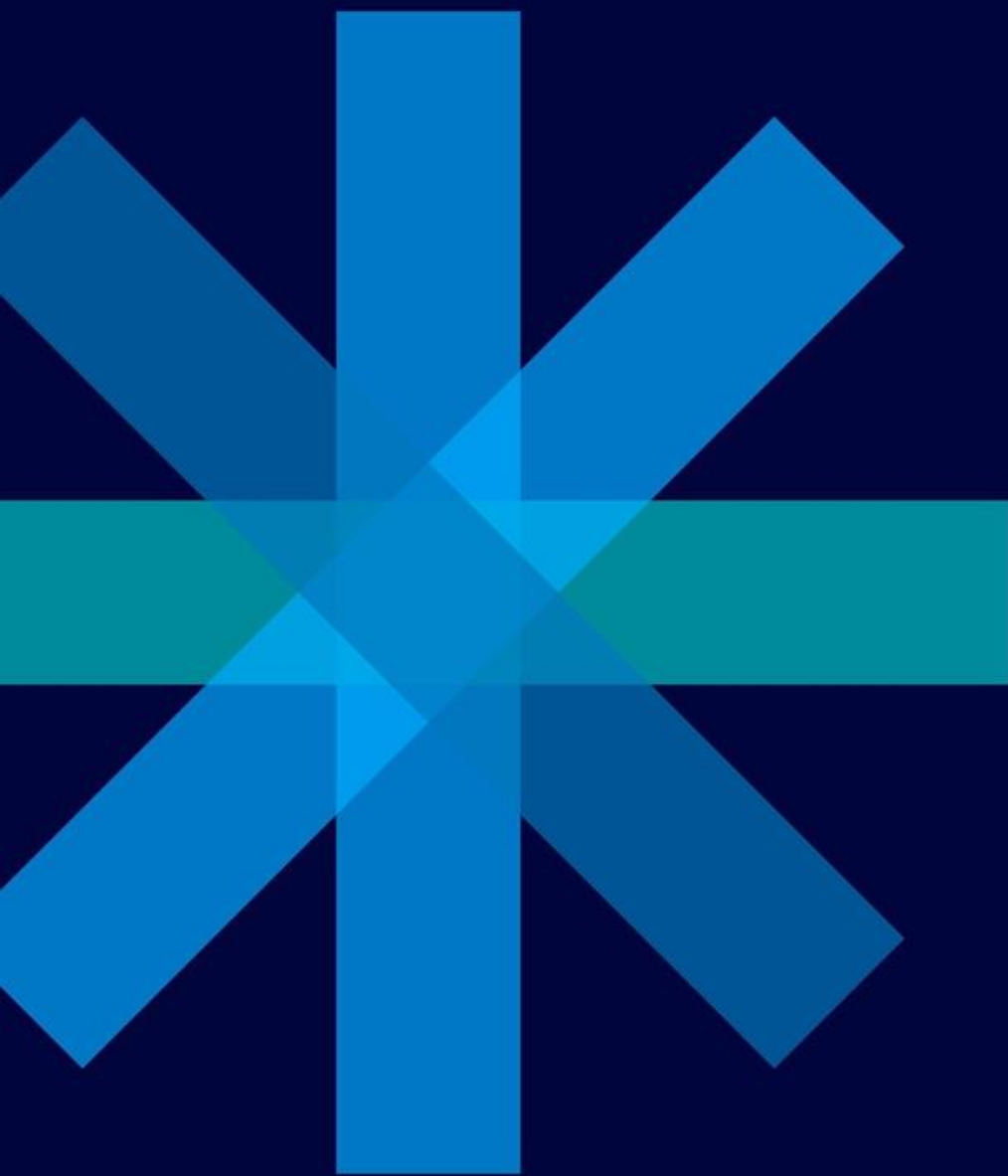
How confident are you in **scheduling social media posts?**



A stylized sun graphic on the left side of the slide. It features a solid orange circle at the bottom left, with several short, curved orange lines above it, suggesting rays. The background is split into an orange left half and a white right half by a curved line.

Tobacco Education Clearinghouse of California

Candy Guinea, MFA, TECC Social Media Coordinator



tecc

Tobacco Education
Clearinghouse
of California

I & E Virtual Day of Action 2021

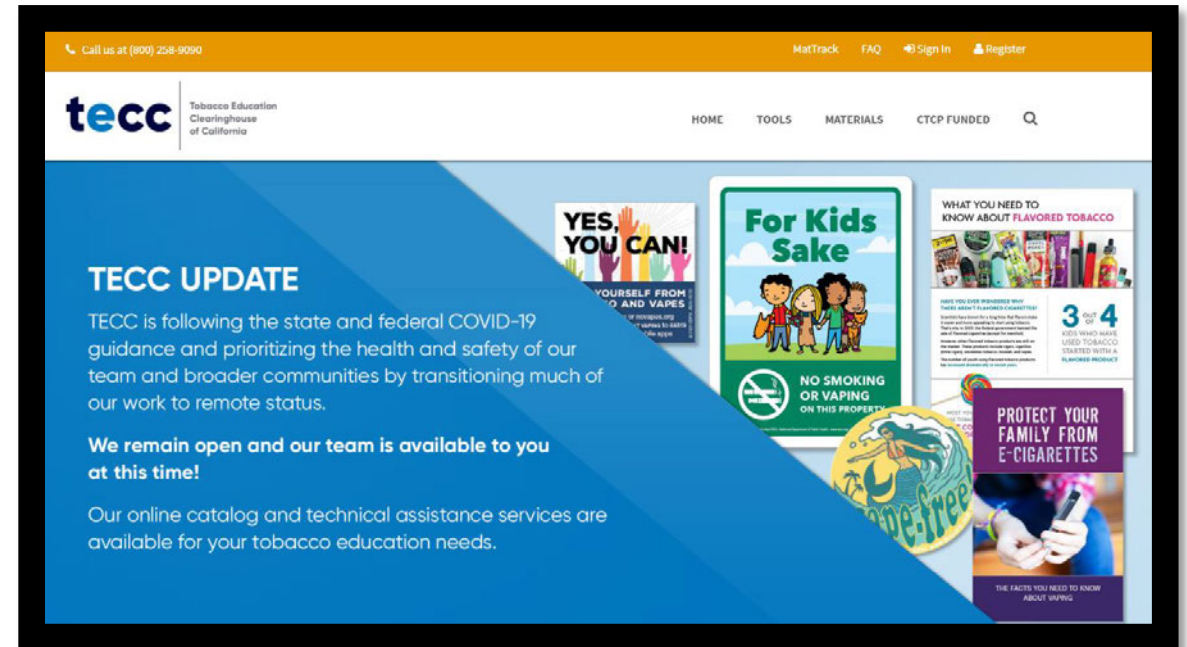
Social Media Training

Candy Guinea
Social Media Coordinator

Xinran Cui Dhaliwal
Project Coordinator II

Online Catalog

- + Free downloadable brochures, fact cards, posters, signs, and much more!



Social Media Lessons

- + TECC Social Media Toolkit and Resources
 - Reviewing the Social Media Toolkit and different free resources on the TECC website
- + How to Pre-schedule Content
 - Scheduling posts through Facebook, Instagram, and Twitter
 - Benefits scheduling on 3rd-party websites, HubSpot, Buffer, Tailwind, etc.
- + Social Media Campaign Best Practices
 - How to use hashtags, Twitterstorms, shortening links, tagging relevant stakeholders



TECC Social Media Toolkit

- + Free, comprehensive guide to help CTCP-funded projects with social media
- + Available for any program or organization working in tobacco control.



TECC Social Media Message Library

- + Library of sample social media posts and images organized by content sections



TECC Images Gallery

- + Free gallery featuring high-resolution, tobacco-control related images to use on social media or in campaigns.


How to Pre-schedule Content

+ Facebook Business Suite

New Post


Placements

☒



CA RISE

☒



rise_california


Text


Write something...


😊

Media

Share photos or a video. Instagram posts can't exceed 10 photos.

 Add Photo

 Add Video

 Create Video

Location · Optional

Enter a location

FacebookInstagram


Customize Your Facebook Post

These features and text will only appear in your Facebook post.

Facebook Text

Write something...

😊




Call to Action


☐ Get Messages

Link Preview · Optional

Enter a link

 Add Feeling/Activity

Desktop News Feed



Preview Not Available

Add media or text to preview your post.

Boost


Publish


⌵






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Clearinghouse
of California


How to Pre-schedule Content

+ Twitter

 What's happening?

 Everyone can reply



✕ Schedule

Confirm

 Will send on Tue, Mar 30, 2021 at 8:55 AM

Date

Month	Day	Year
March	30	2021

Time

Hour	Minute	AM/PM
8	55	AM

Time zone

America/Los Angeles

Scheduled Tweets

Pre-schedule Content

- + Social media schedule platforms
 - HubSpot, Buffer, Sprout Social, Tailwind, etc.
- + Benefits
 - Can streamline content posting
 - Analytic tools and data
- + Cost
 - Starts at \$10-\$50/month
- + Troubleshooting
 - Help Center & Customer Service

Social Media Campaign Best Practices

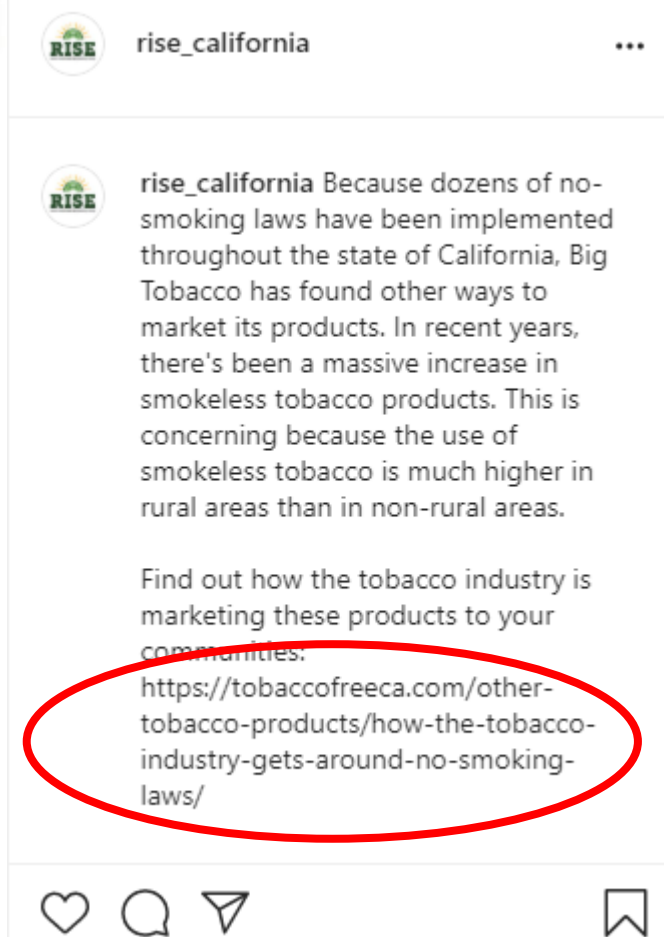
+ Hashtags

- Always use hashtags on posts, especially important when a part of a strategic campaign
- Use topic specific hashtags vs. general
- Always capitalize the first letter of each word for accessibility
- Examples
 - #VoicesAgainstTobacco, #TobaccoFree, #QuitSmoking

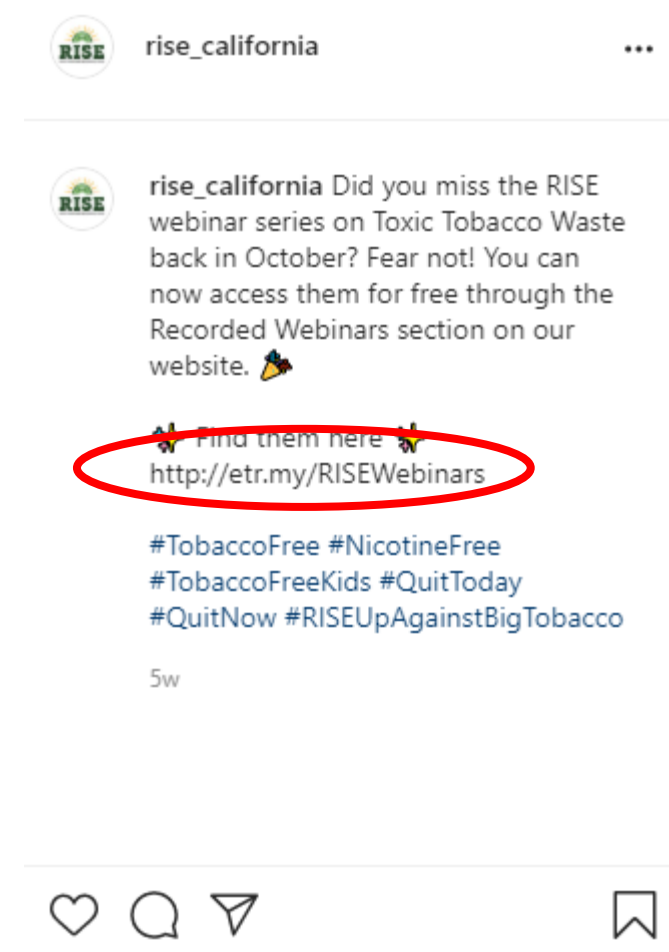
Twitterstorms

- + A sudden flurry of activity about a specific topic on Twitter
- + Coordinated through using a campaign specific hashtag
- + Can schedule posts in advance
- + Helpful to engage as it is unfolding to re-tweet relevant tweets
- + If used enough can cause it to go "trending" on Twitter

Shortening Links



VS.



Shortening Links

- + Used to shorten links on social media
- + Especially helpful on Instagram since links are not clickable
- + Most popular
 - [Tinyurl.com](https://tinyurl.com)
 - Bitly.com
- + Allow you to customize back-half of URL
 - tinyurl.com/VirtualDayOfAction2021

Tagging relevant stakeholders

- + Tagging relevant organizations or legislative members helps amplify your message
- + Can tag on your post/tweet
- + Can tag photo you post
- + More people are likely to view and share your post

Tagging relevant stakeholders



TECC - Tobacco Education Clearinghouse of California



Published by HubSpot · September 2, 2020 ·

While [#SB793](#) was just signed by Governor Newsom, the ban does not go into effect until January 1, 2021.

Sign up for the TECC newsletter to stay up-to-date on future educational materials related to the ban: https://hubs.ly/H0vqS_F0

[TobaccoFreeCA](#)

[Tobacco Prevention Toolkit](#)

[California Smokers' Helpline - Quit Smoking & Vaping](#)



Tobacco Education
Clearinghouse
of California

Helpful Resources

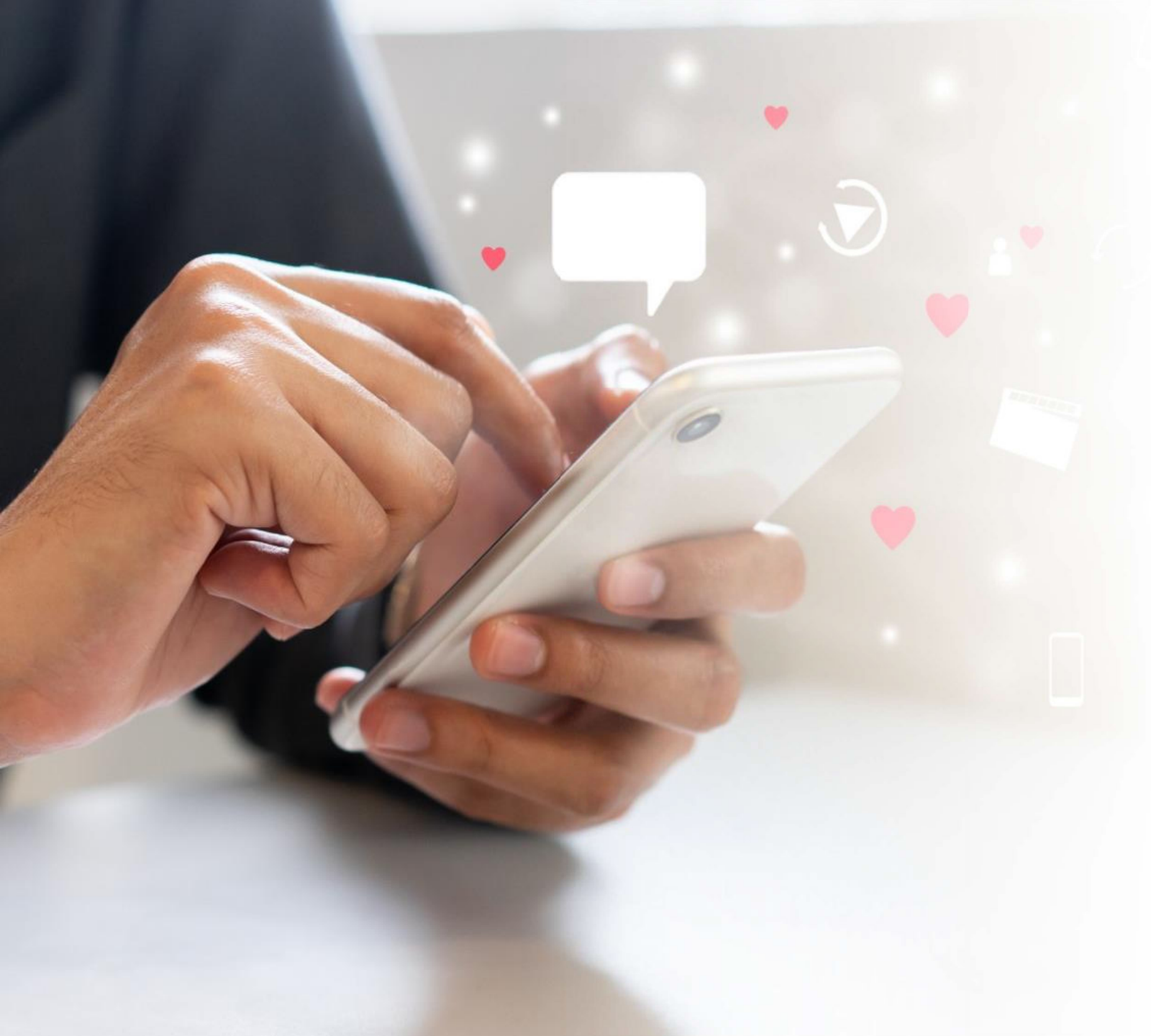


Full "Social Media Savvy"-TECC Webinar, On-Demand
https://pages.etr.org/tecc-webinar-december-2020-social-media-toolkit?_ga=2.71357011.1791047967.1617136033-1479655280.1603466023

TECC Social Media Toolkit
<https://www.tecc.org/social-media-toolkit/>

TECC Messaging Library:
<https://www.tecc.org/message-library/>

TECC Galleries (older CTCP images, products and other useful images)
<https://www.tecc.org/tobacco-free-image-galleries/>



Virtual Day of Action Messages

I&E VDOA Key Messages



Make it a state priority in 2021 to ensure that every Californian has equitable opportunities to achieve and maintain health and wellness, especially as it relates to tobacco's impact on health justice in our communities.



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#VoicesAgainstTobacco

Capitol Information & Education Virtual Day of Action 2021

CALIFORNIA COMMUNITIES AGAINST THE COMMERCIAL TOBACCO INDUSTRY RAISING OUR VOICES FOR HEALTH JUSTICE

Health justice means bringing communities to the table, so everyone's voices are heard and people from all walks of life achieve the health and wellness they deserve.

The Commercial Tobacco Industry Targets California's Diverse Communities

- The tobacco industry targets California's African American, Latino, Asian American Native Hawaiian and Pacific Islander, LGBTQ+, Tribal and rural communities, resulting in higher rates of commercial tobacco product use and tobacco-related disease.ⁱ
- The tobacco industry has continued to aggressively market its dangerous products to California's diverse communities – especially during the COVID-19 pandemic - on social media, in print, and at the retail counter.
- The tobacco industry blocked the law (Senate Bill 793) that would have ended the sale of flavored and menthol tobacco products in California. Instead, communities continue to be targeted by an industry intent on profiting off addiction and the death and disease they create.

Tobacco is Still the Leading Cause of Death

- Tobacco use remains the leading cause of premature death and disease in California; an estimated 40,000 Californians die each year due to smoking.ⁱⁱ

Call to Action

Make it a state priority in 2021 to ensure that every Californian has equitable opportunities to achieve and maintain health and wellness, especially as it relates to tobacco's impact on health justice in our communities.



Accessing Virtual Day of Action Messages

Where are the Messages?

Navigating I&E Virtual Day of Action

Event Platform

“ExpoPass”: centralized location of all sessions with descriptions, materials, speakers and to join sessions.
Watch for an email around 4/6 with your login information.

Where to Find

Hyperlink to social media message library available within sessions.

Event Site

Centralized location of all social media messages and full library of all event documents.

Watch for an email that the site is open around 4/2.
<https://organizingtoendtobacco.org/event/virtualdayofaction2021/>

Where to Find

Copy/Paste from site under Social Media
OR Social Media Handbook (PDF) under Event Materials

Don't worry, screenshots next to explain!



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Event Platform Login

You will receive your “Magic Link” from support@exposent.com.

An email will be sent from sarah.a.williams@heart.org for you to double check receipt.

Watch for around 4/6.

From: "support@exposent.com" <support@exposent.com>

Date: Monday, March 1, 2021 at 3:26 PM

To: "AMY@BDI-EVENTS.COM" <AMY@BDI-EVENTS.COM>

Subject: Access Centers for Spiritual Living Virtual Convention: VISTA 2021 with this Magic Link: Event Code - j73v1210

Welcome to Expo Pass!

Centers for Spiritual Living Virtual Convention: VISTA 2021

Your Magic Link Has Arrived!

Click the “Magic Link” button below to instantly be transported into your event. Enjoy!

[Magic Link](https://app.expopass.com/magic-entrance/8fbd74-45ae-ac00-b2eaf771f006)

Or, copy this link and paste it into your Chrome web browser:

<https://app.expopass.com/magic-entrance/8fbd74-45ae-ac00-b2eaf771f006>

If you didn't request this email, there's nothing to worry about — you can safely ignore it.




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Where are the Messages? Event Platform (ExpoPass)

#1 Hyperlink to Social Media Library hosted on Event Site




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I & E Virtual Day of Action

April 12 - April 14, 2021 | 6:00 pm PDT | Virtual, Sacramento, CA

[Edit Event](#) [Event Admin](#)





Information & Education Virtual Days of Action 2021

Raising Our Voices for Health Justice: California Communities Against Commercial Tobacco

The Information and Education Virtual Day of Action provides the opportunity for local tobacco control advocates and staff to educate their state legislators about tobacco-related issues and the commercial tobacco's impact on the communities they represent. Here is your chance to "raise your voice for health justice" and call on your Assembly Member and Senator to ensure that every Californian has equitable opportunities to achieve and maintain health and wellness.

You will have access to several helpful resources to reach your legislators and the public on social media to keep the conversation going and to elevate your voice.

[I&E Virtual Day of Action Resources Event Site](#)


Many of the resources for the event are within the individual sessions. We have created a library on the Event Site as a one stop.

[Social Media](#)

Check out the grab-and-go social media messages!

[Event Materials](#)


[LIVE](#) [My Schedule](#) [Event Schedule >](#)

April 13 2021 

#2 Within Session Descriptions

	F	S	S	M	T	W	T
	09	10	11	12	13	14	15


8:30 AM PDT




Virtual Help Desk: Drop In

>

9:00 AM PDT



Opening Session

 Paul Knepprath >

Where are the Messages?

Messages within Event Sessions

Click on Session

LIVE My Schedule Event Schedule >

April 12 2021

< 09 10 11 12 13 14 15 >

Community Townhall 6:00 pm PDT 90 min
Online

We will kick-off I&E Virtual Day of Action with a statewide Community Town Hall. Join an esteemed panel of community-oriented tobacco control experts and advocates who will delve into the question - "Why Tobacco Control i..."

PRESENTING

Eric Vice President, Advocacy
Reverend Kevin
Lourdes
Kristina
Isaia

Some social media message text will be embedded in the session description.

Community Townhall

Monday, April 12
6:00 PM PDT 90 min

SESSION TYPE: Panel Discussion LOCATION: Online

PRESENTING

Eric Batch
Vice President, Advocacy
American Heart Association

Reverend Kelvin Sauls
Coordinator, Strategic Interfaith Partnerships, Community Health Councils & Senior Fellow at the Atlantic Institute

Lourdes Baezconde-Garbanati

Starts in **11 Days**

Watch in Zoom Go to Event Materials Theater Mode



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Navigating I&E Virtual Day of Action *Social Media and Event Materials*

**Watch for website update
around 4/2!**

Live site text and action
buttons will be updated.

Links to:

- Social Media Messaging
- Event Materials Library

Materials and messaging will
be updated up until event
date.



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Home

About ▾

Resources ▾

Get Connected

Training Events ▾

Support Gateway

Contact Us



Information & Education Virtual Day of Action 2021

04/12/21 @ 6:00 pm - 04/14/21 @ 4:30 pm PDT

**Raising Our Voices for Health Justice: California
Communities Against Commercial Tobacco**

For 2021, it's more like days of action. Join with communities virtually across the State for training, networking, meetings with legislative representatives, and leveraging the tobacco control community's social media power.

CTCP-funded projects are encouraged to share this event flyer with coalition members and community partners; I&E Virtual Days of Action are a great opportunity to engage your tobacco control network and community partners in this statewide event!

Search...



I&E Virtual Day of Action 2021

Social Media

Event Materials

Training Events Intro

Upcoming Events

Past Events

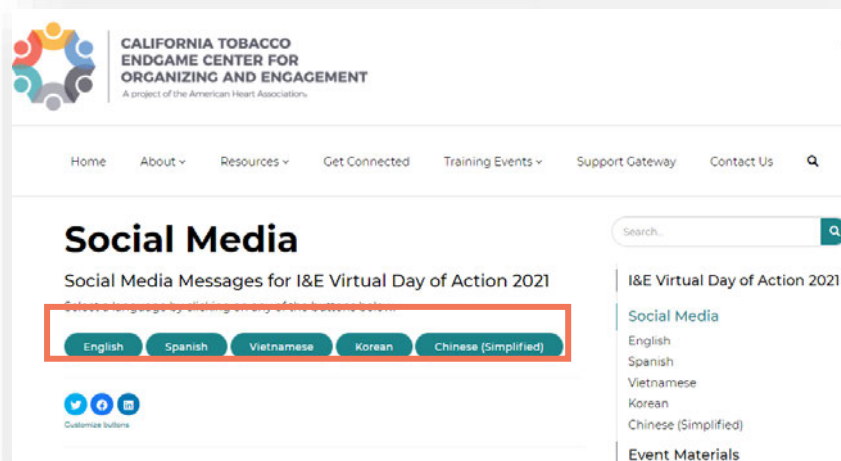
CALENDAR

Primary Link: organizingtoendtobacco.org/event/virtualdayofaction2021/

Navigating I&E Virtual Day of Action Event Site – Accessing Social Media

Social Media will be available for quick copy/paste from the website and in one document in materials library. Some messaging may be embedded in the session descriptions in the Event Platform.

Select Language



Select Platform

English

To use these posts:

Short intro text. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ultrices vitae auctor eu augue ut lectus. Nec dui nunc mattis enim.

Facebook

Instagram

Twitter

Follow instructions

Facebook

To use these Facebook posts:

Copy the post in the preferred language. You can use exactly what we wrote or customize the message.

You can use the images we've provided (to download, right click the image, and select "Save image as"), or you can pick your own image. Upload the image to your post, click "Publish", and that's it!

Ultricies lacus sed turpis tincidunt id aliquet.

Lorem ipsum dolor sit amet, consectetur

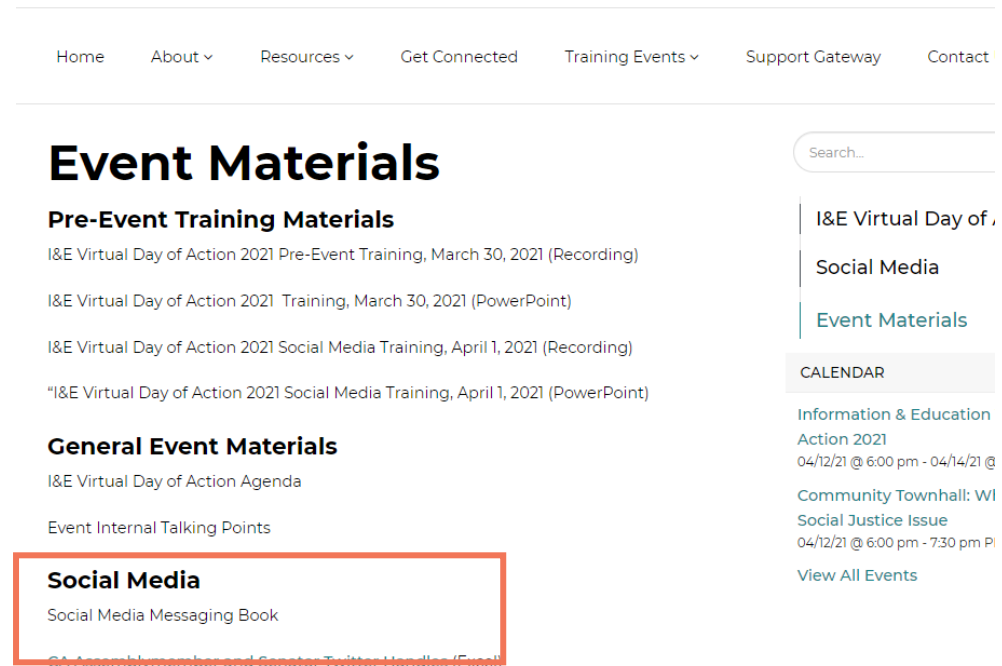
The above live around April 2. Not all messages and/or languages will be populated until closer to event date. Please check website periodically.

Primary Link: organizingtoendtobacco.org/event/virtualdayofaction2021/

Navigating I&E Virtual Day of Action Event Site – Materials Library

Social Media Messaging Book (PDF) will be available on the Event Materials page.

Translated versions will be available closer to the event date.



Home About Resources Get Connected Training Events Support Gateway Contact

Event Materials

Pre-Event Training Materials

I&E Virtual Day of Action 2021 Pre-Event Training, March 30, 2021 (Recording)

I&E Virtual Day of Action 2021 Training, March 30, 2021 (PowerPoint)

I&E Virtual Day of Action 2021 Social Media Training, April 1, 2021 (Recording)

I&E Virtual Day of Action 2021 Social Media Training, April 1, 2021 (PowerPoint)

General Event Materials

I&E Virtual Day of Action Agenda

Event Internal Talking Points

Social Media

Social Media Messaging Book

CA Assemblymember and Senator Twitter Handles (Excel)

Search...

I&E Virtual Day of Action 2021

Social Media

Event Materials

CALENDAR

Information & Education Action 2021

04/12/21 @ 6:00 pm - 04/14/21 @ 6:00 pm

Community Townhall: W/ Social Justice Issue

04/12/21 @ 6:00 pm - 7:30 pm PT

View All Events



Example
Messages

Example Messages

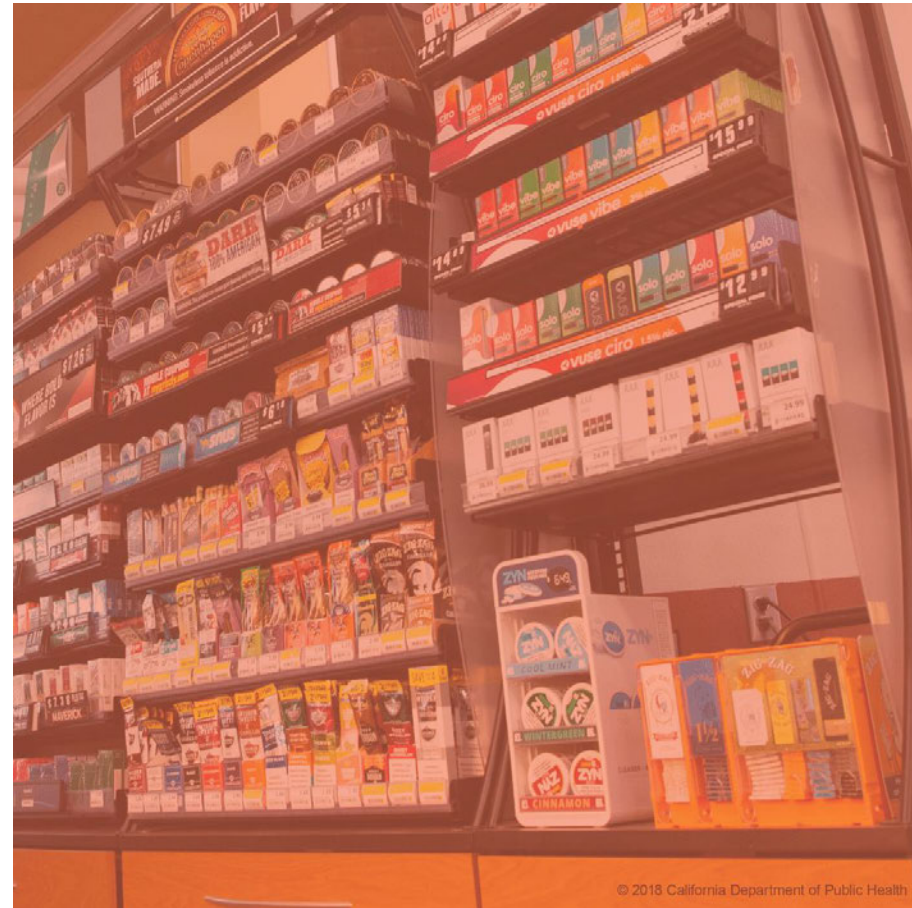
Twitter



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Example Messages

Instagram



The tobacco industry has continued to aggressively market its dangerous products to marginalized communities during the COVID-19 pandemic, on social media, in print, and at the retail counter. We will not stand for it. Join CA communities in the fight for health justice. #VoicesAgainstTobacco



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Example Messages *Facebook*



April 12 – 14 we're joining the @CATobaccoEndgameCenterforOrganizingandEngagement to raise our voices for health justice. Tobacco use remains the leading cause of death and disease in California. Are you ready to save lives? Join CA communities against commercial tobacco. #VoicesAgainstTobacco



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A stylized sun graphic on the left side of the slide. It features a solid orange circle at the bottom left, with a dashed orange arc above it, suggesting a rising or setting sun. The background is split into an orange upper half and a white lower half by a curved line.

Digital Wall



Social Media Schedule

Social Media Housekeeping

Goal

Collectively increase awareness, educate others on the issues, and create community engagement.



#VoicesAgainstTobacco
#VoicesForHealthJustice



**@CATobaccoEndgameCenterforOrganizi
ngAndEngagement**



@catobaccocenter



@CATobaccoCenter



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Social Media Schedule and To-Do's

Pre-event Social Media

April 1 – April 11

A minimum of three pre-event posts on Facebook, Instagram, Twitter

- Ask partners and supporters to like, comment, and share your posts
- Promote Town Hall/Virtual Day of Action Livestreams

Day-of Social Media Blitz's

- April 12 (Day 1) – Post at 7:20 p.m.
- April 13 (Day 2) – Post at 10:30 a.m. & 3:30 p.m.
- April 14 (Day 3) – Post at 9 a.m., 10:30 a.m., 3:30 p.m.



To-Do's

- ☒ Post something today
- ☒ Post frequently on all platforms leading up to VDOA
- ☒ Ask colleagues of other organizations to share
- ☒ Tag your legislator
- ☒ Use ready-made posts
- ☒ Don't forget hashtags
- ☒ Schedule posts ahead of time
- ☒ Post frequently on all platforms during VDOA



Tips for Increasing Engagement



Facebook

- **Frequency:** 1 post per day
- **If you have a relevant call-to-action** that is relevant (how someone can get involved in the cause) add it to the end of your message



Twitter

- **Frequency:** Strive for at least 1 post per hour during the event. A minimum of 2 posts per day but we recommend you post interesting content as frequently as you can.
- **Tweet at your legislators twice per day.**
- Engage with partners using the #VoicesAgainstTobacco hashtag by replying to their posts or retweeting.



Instagram

- **Frequency:** 1 post per day to your feed and up to 3 posts per day to your stories. The goal is to focus on sharing quality content over quantity.
- Engage with partners by commenting on their posts, reposting their content, or sharing their posts to your stories.



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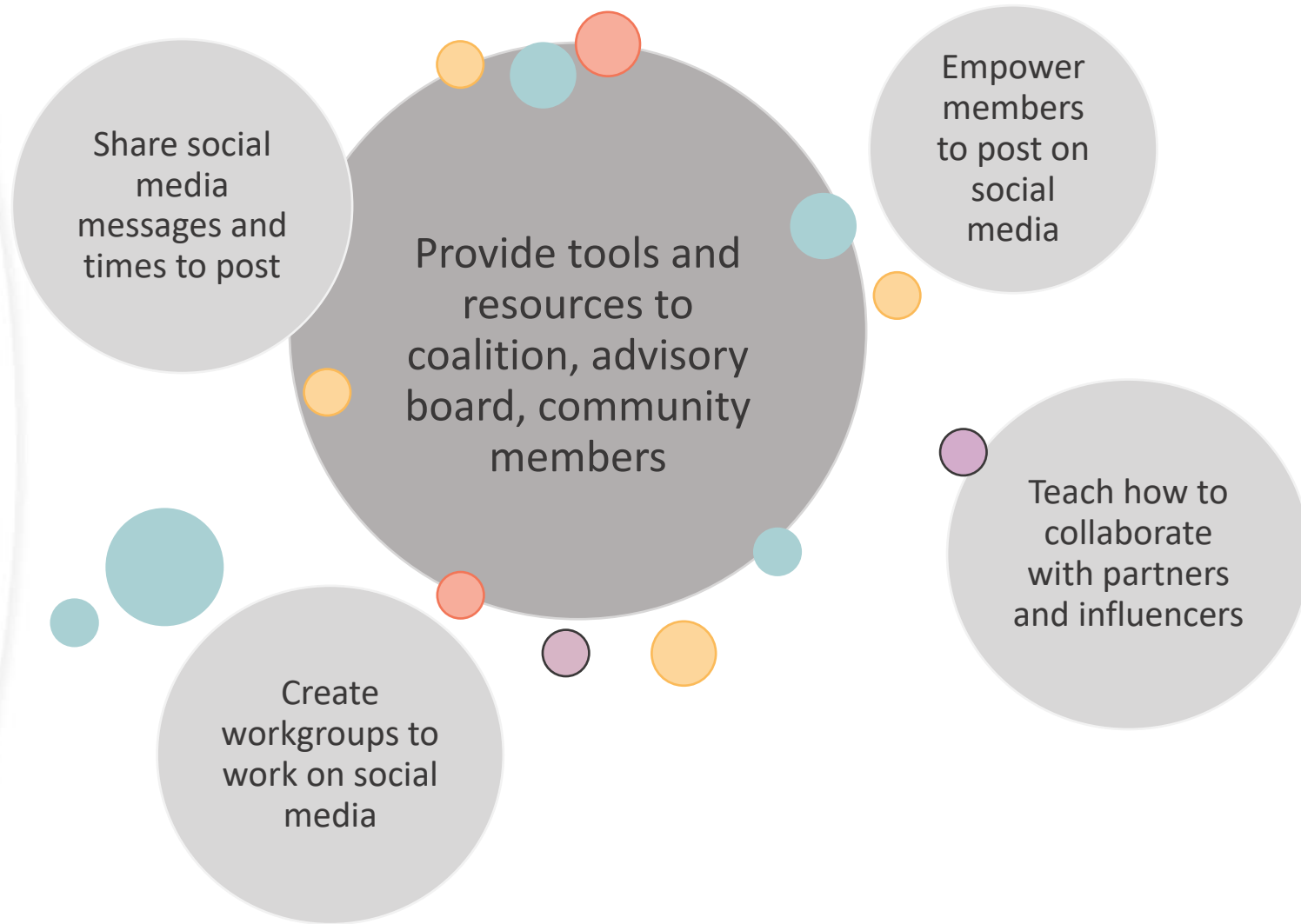


Training Others on Social Media

Be a Social Media Leader

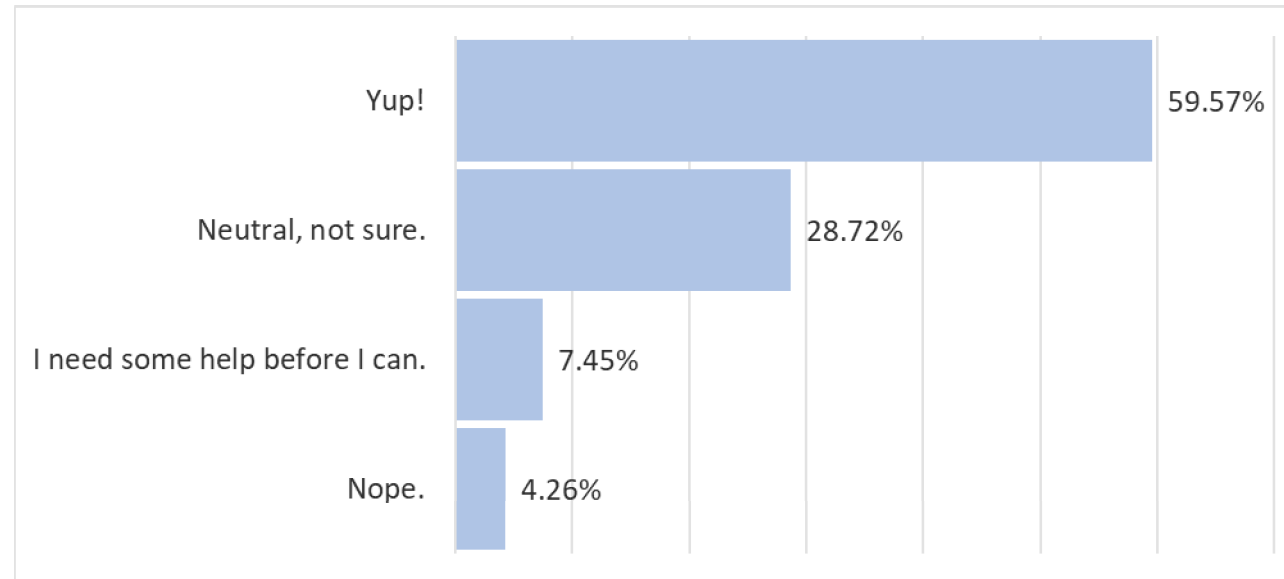
“If you cut off a spider’s leg, it’s crippled; if you cut off its head, it dies. But if you cut off a starfish’s leg it grows a new one, and the old leg can grow into an entirely new starfish.”

Tips for Training Others



Pop Poll Question!

Are you planning on scheduling your **posts ahead of time**?





Questions?



Thank you!

Please Take the Feedback Survey

<https://www.surveymonkey.com/r/IETraining2021>

Contact

Amber Valenzuela, MPH, Field Media Advocacy Manager
CA Tobacco Endgame Center for Organizing & Engagement
Amber.Valenzuela@heart.org

Technical Assistance

Submit a Help Request at www.organizingtoendtobacco.org/supportgateway



CATobaccoCenter



CATobaccoEndgameCenterForOrganizingAndEngagement



catobaccocenter