



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

A project of the American Heart Association.

SOCIAL MEDIA FOR INFORMATION & EDUCATION

VIRTUAL DAYS OF ACTION 2022

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

May 5, 2022



Hello!!



You are muted upon entry.

During discussions ...*please be mindful and unmute/mute yourself!*



Please introduce yourselves in the chat box and use the Chat box for questions.



Meet Our Team



Laura King
Principal Investigator,
Director of Public Health



Eric Batch
VP Advocacy,
American Heart Association



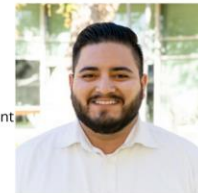
Paul Kneprath
Director



Toki (Kathy) Ko
Organizing and Engagement
Manager



Amber Valenzuela
Field Media Advocacy Manager



Juan Villa
Organizing and Engagement
Manager



Lori Bremner
Organizing and Engagement
Manager



Lindsay Rothwell
Project Coordinator



Jamie Morgan
Government Relations Regional Lead



Jacquelyn Marianno
Digital Strategy Director

#VoicesAgainstTobacco #BigBadTobacco

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

#VoicesAgainstTobacco #BigBadTobacco

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 Days of Action
- Learn tips for training others on social media for Virtual Days of Action



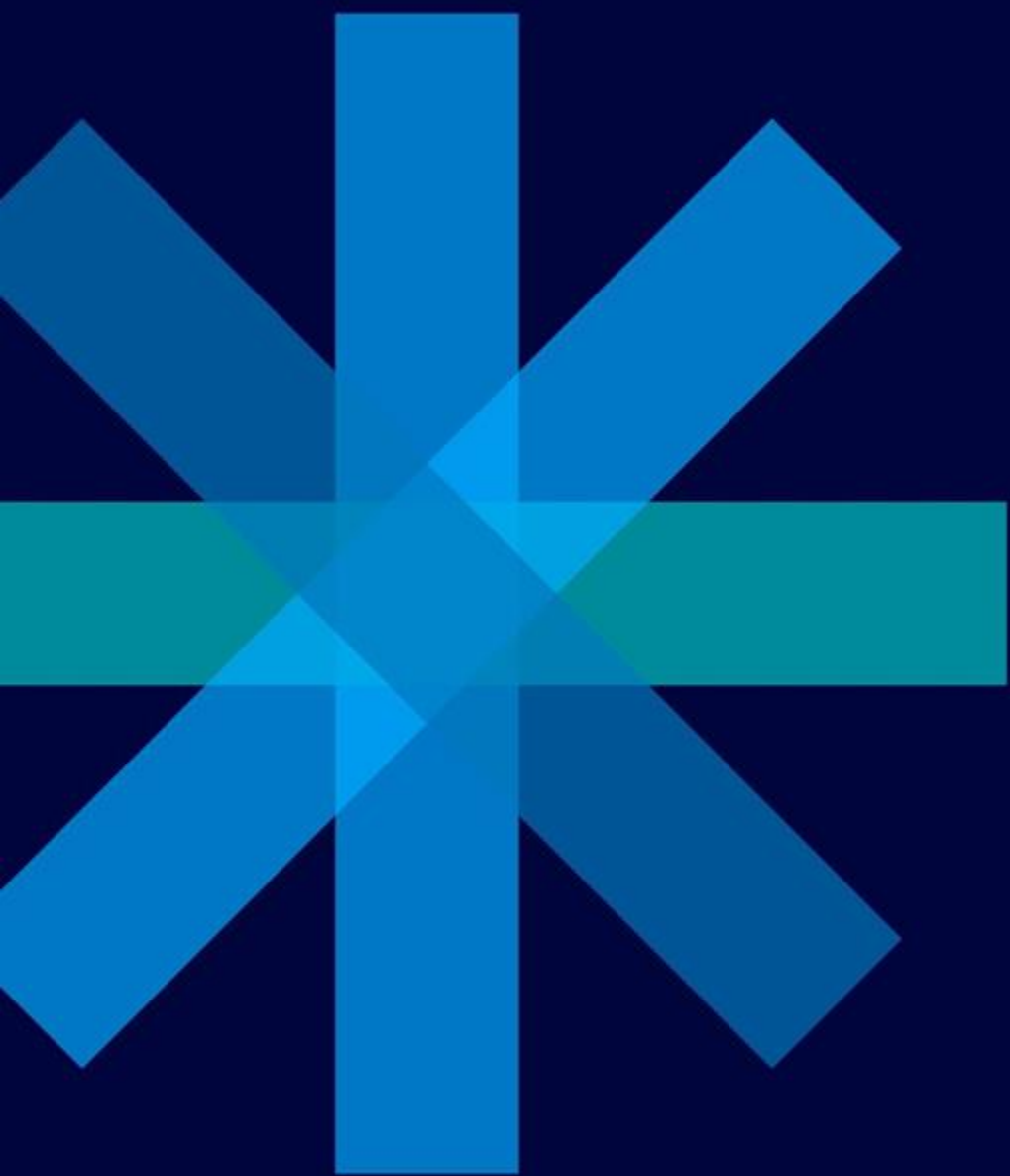
Question Time!

Poll Question

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

- 1) I'm a pro!
- 2) Pretty good.
- 3) Neutral, not sure.
- 4) I need help.
- 5) I don't know what you are talking about.





tecc

Tobacco Education
Clearinghouse
of California

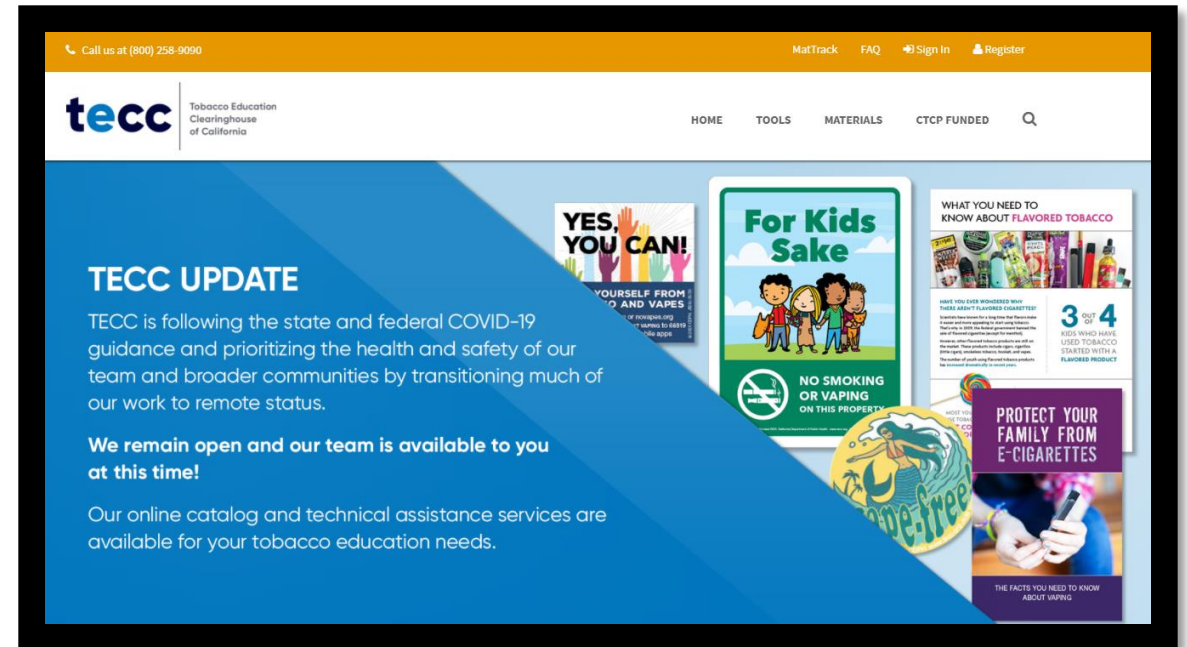
I & E Virtual Days of Action 2022

Social Media Training

Candy Guinea
Social Media Coordinator

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

+ Meta Business Suite

The screenshot displays the 'New post' creation interface in Meta Business Suite. The interface is divided into several sections:

- Placements:** Includes checkboxes for 'Facebook' (checked) and 'Instagram feed'. A 'Connect Instagram' link is visible.
- Text:** A text input field contains 'I & E Days are Here! #VoicesAgainstTobacco'.
- Media:** Includes 'Add photo' and 'Add video' buttons.
- Location - Optional:** A text input field for location.
- Customize your Facebook post:** A section for Facebook-specific settings, including a 'Facebook text' field with the same text as the main text field.
- Call to action:** A toggle for 'Get messages'.
- Link preview - Optional:** A text input field for a link.
- Raise Money:** A toggle for adding a 'Raise Money' button.
- Desktop News Feed:** A preview window showing how the post will appear on a desktop news feed, including the profile picture, name, text, and interaction buttons (Like, Comment, Share).







At the bottom right, the 'Publish' button is highlighted with a red circle. A dropdown menu is open, showing the 'Schedule post' option, which is also highlighted with a red circle. Other options in the dropdown include 'Boost', 'Optimal times', and 'Save as draft'.

How to Pre-schedule Content


+ Twitter

tecc What's happening?

Everyone can reply

Schedule Confirm

 Will send on Wed, May 4, 2022 at 11:09 AM

Date

Month: May, Day: 4, Year: 2022

Time

Hour: 11, Minute: 09, AM/PM: AM

Time zone: Pacific Daylight Time

[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

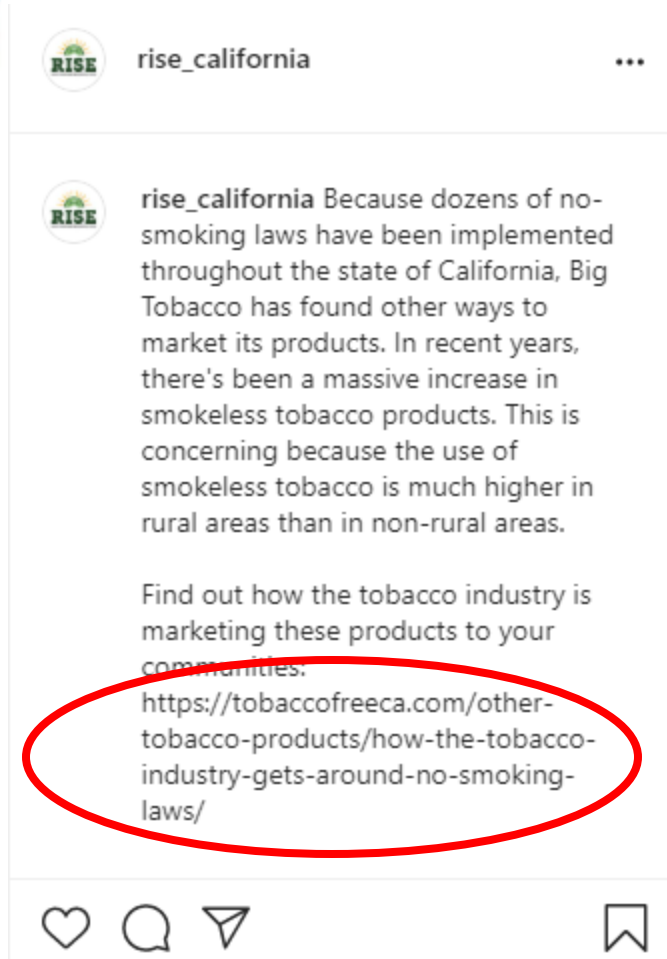
+ Hashtags

- 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, #BigBadTobacco, #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



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](https://bitly.com)
- + **Allow you to customize back-half of URL**
 - tinyurl.com/VirtualDaysOfAction2022

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





Virtual Days of Action Messages

Overview of Theme and Key Messages

Goal:

To inform and educate our legislators about the Tobacco Industry's significant and negative impact on the people of our state. That Tobacco Industry is responsible for nearly 40,000 deaths every year in California, or about 110 people every day.

Hashtags:

#VoicesAgainstTobacco
#BigBadTobacco

Our Ask:

Speak out, get involved, and stand up to the Tobacco Industry.

Disseminate Key Messages:

- Leave Behind with the Ask
- Internal Talking Points
- Social media storms



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Internal Talking Points



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Internal Talking Points

INFORMATION & EDUCATION

VIRTUAL DAYS OF ACTION 2022

THE TOBACCO INDUSTRY'S PRACTICES LEAD TO THE DEATH OF NEARLY 40,000 CALIFORNIANS EVERY YEAR.¹

- ▶ The Tobacco Industry spends **\$8.4 billion a year** nationwide to promote their deadly products with an estimated nearly \$447 million spent in California annually.²
- ▶ Tragically, the Tobacco Industry spending on **advertising has more than tripled** in three years, from \$197.8 million in 2015 to \$643.6 million in 2018, one of several factors that have contributed to the recent surge in e-cigarette use among youth.³
- ▶ In California, the Tobacco Industry **intentionally targets and profits** from African American, Hispanic/Latino, Asian American, Native Hawaiian, and Pacific Islander, American Indian, LGBTQ+, and rural communities resulting in addiction, disease, and death.⁴
- ▶ Communities most impacted by COVID-19 are **also heavily targeted** by the Tobacco Industry with marketing, advertising, discounts, and other tactics designed to make tobacco products more appealing.⁵
- ▶ The Tobacco Industry is betting big on e-cigarettes to **hook its next generation of customers** to nicotine, working hard to mislead people that vaping products, are harmless. The truth is e-cigarettes are NOT safe.⁶
- ▶ The Tobacco Industry uses tactics, such as discounts and couponing, to **keep tobacco users addicted** and encourage new users to start.⁷
- ▶ The Tobacco Industry has a **long track record of pouring money into political contributions** and fake "grassroots" campaigns to keep Californians from achieving healthy, tobacco-free communities.
- ▶ To date, the Tobacco Industry has spent **more than \$21 million** in their effort to overturn California's law prohibiting the sale of flavored tobacco and vaping products.⁸
- ▶ Smoking related costs in California are an estimated **\$18.1 billion annually**, with nearly \$3.5 billion in costs associated with the state's Medi-Cal program.⁹

Leave Behind and Ask



THE TOBACCO INDUSTRY'S PRACTICES LEAD TO THE DEATH OF NEARLY 40,000 CALIFORNIANS EVERY YEAR¹

THE TOBACCO INDUSTRY PROFITS FROM INTENTIONALLY TARGETING OUR COMMUNITIES.

- The Tobacco Industry targets California's African American, Hispanic/Latino, Asian American, Native Hawaiian, and Pacific Islander, American Indian, LGBTQ+, and rural communities that results in addiction, disease, and death.²

THE TOBACCO INDUSTRY SPENDS MILLIONS AND MILLIONS TO PROTECT THEIR PROFITS

- The Tobacco Industry spends \$8.4 billion a year nationwide to promote their deadly products, with an estimated nearly \$447 million spent in California annually.³
- Tragically, the Tobacco Industry spending on advertising has more than tripled in three years, from \$197.8 million in 2015 to \$643.6 million in 2018, one of several factors that have contributed to the recent surge in e-cigarette use among youth.⁴

THE TOBACCO INDUSTRY ENGAGES IN TACTICS DESIGNED TO STALL PUBLIC HEALTH PROTECTIONS

- The Tobacco Industry has a long track record of pouring money into political contributions and fake "grassroots" campaigns to keep Californians from achieving healthy, tobacco-free communities.
- To date, the Tobacco Industry has spent more than \$21 million in their effort to overturn California's law prohibiting the sale of flavored tobacco and vaping products.⁵

OUR ASK

SPEAK OUT: Post, share, retweet anti-tobacco social media posts

GET INVOLVED: Write a letter in support of a local tobacco control policy in your district

STAND UP AGAINST: Issue a public statement calling out the tobacco industry for targeting and destroying our communities.

Social Media Critical for Success

STRATEGY

Planned social media storms and activities throughout event for multiple platforms.

PREPARED

Prepared social media messages so you can grab and go.

SCHEDULE

Schedule your social media posts ahead of time to save time during the event.



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#VoicesAgainstTobacco #BigBadTobacco



Accessing Virtual Days of Action Messages



Example
Messages

Website Platform – Event Materials and Social Media

Website will be fully updated by 5/13!

Website – Bookmark this link!:

<https://organizingtoendtobacco.org/event/information-and-education-virtual-days-of-action-2022/>

Hashtags:

#VoicesAgainstTobacco

#BigBadTobacco

Links to:

- Event Social Media Messaging
- Digital Wall
- Event Materials Library

The screenshot shows the website header with the logo and name: CALIFORNIA TOBACCO ENDGAME CENTER FOR ORGANIZING AND ENGAGEMENT, A project of the American Heart Association. Social media icons for Facebook, Instagram, and Twitter are in the top right. The navigation menu includes Home, Resources, Training Events, Support Gateway, Blog, Get Connected, and Log In. The main content area features the title "Information and Education Virtual Days of Action 2022" with dates "05/17/22 @ 8:00 am - 05/18/22 @ 5:00 pm PDT". Below the title is a section "About I&E Virtual Days of Action" with a paragraph of text. A search bar is located on the right side of the page. A sidebar on the right contains a search bar and a list of categories: I&E Virtual Days of Action 2022, Social Media, Event Materials, Training Events, Upcoming Events, and Past Events. Below the sidebar is a "CALENDAR" section with the event title and dates, and a "View All Events" link. At the bottom of the main content area, there are two buttons: "Event Social Media" and "Event Materials".

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Home ▾ Resources ▾ Training Events ▾ Support Gateway Blog Get Connected ▾ Log In 🔍

Information and Education Virtual Days of Action 2022

05/17/22 @ 8:00 am - 05/18/22 @ 5:00 pm PDT

About I&E Virtual Days of Action

Information & Education Day is an annual event organized by the American Heart Association's Tobacco Endgame Center for Organizing and Engagement to raise our voices against tobacco by educating the California Legislature about the impact tobacco has on our communities, our state. Ordinarily, I&E Day is a one day event held in Sacramento on the grounds of the State Capitol, but since 2020 it has been held as a virtual event in light of the COVID 19 pandemic . The 2022 I&E Day will also be 100% virtual, and it will be a two-day event, thus I&E Virtual Days of Action.

Registration and participation in I&E Virtual Days of Action 2022 is open to all – CTCP-funded entities, Voluntary Health Organizations, and community groups and individuals who are working with local coalitions, and funded projects.

We look forward to seeing you at I&E Virtual Days of Action 2022.

Welcome to the Event Site where you will find Social Media and Event Materials which is a central repository of all documents on the Event. Check out the Event Social Media page which provides social media in a copy/paste format.

[Event Social Media](#) [Event Materials](#)

Check out the video from previous I&E Virtual Days of Action!

Search...

I&E Virtual Days of Action 2022

Social Media

Event Materials

Training Events

Upcoming Events

Past Events

CALENDAR

Information and Education Virtual Days of Action 2022
05/17/22 @ 8:00 am - 05/18/22 @ 5:00 pm PDT

[View All Events](#)

Example Messages

Twitter



WS - California Tobacco Endgame Center - ... - now

The Tobacco Industry spending on advertising has more than tripled in three years, from \$197.8 million in 2015 to \$643.6 million in 2018, one of several factors that have contributed to the recent surge in e-cigarette use among youth.

[#VoicesAgainstTobacco](#) [#BigBadTobacco](#)



Tobacco ads have more than tripled

3X



Example Messages

Tweet at your Legislator



Example Messages *Instagram*



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WS - California Tobacco Endgame Center - CATobaccoCenter ...



monster
[mon - ster] *noun*
Someone who masquerades as an ally but instead exploits your community.
Example: The commercial tobacco industry

catobaccocenter The Tobacco Industry pours money into political contributions, lobbying and PR campaigns to keep Californians from achieving healthy, tobacco-free communities. #VoicesAgainstTobacco #BigBadTobacco
2 MINUTES AGO

Example Messages *Facebook*



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 **WS - California Tobacco Endgame Center for Organizing & Engagement** ...
Just now · 🌐

The Tobacco Industry is betting big on e-cigarettes hooking the next generation of consumers. The truth is e-cigarettes are NOT safe.
[#VoicesAgainstTobacco](#) [#BigBadTobacco](#)



Tell #BigBadTobacco

The image shows four diverse young adults standing against a background of black diagonal stripes. From left to right: a young man in a white t-shirt with headphones around his neck holding a pink folder; a young woman in a light blue button-down shirt and green pants looking at her phone; a young woman in a yellow striped sweater and blue jeans with headphones in her ears; and a young man in a red jacket and grey shirt holding a tablet. They all appear to be engaged with their devices.

👍 Like 💬 Comment ➦ Share

Digital Wall

#VoicesAgainstTobacco



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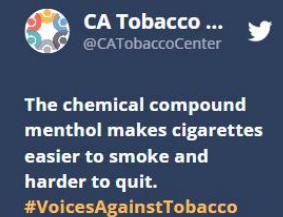
#BigBadTobacco



Breaking news: The U.S. Food and Drug Administration "announced a plan to ban sales of menthol-flavored cigarettes in the United States, a measure many public health experts ha



"San Diego approved a ban Monday on flavored e-cigarettes and flavored tobacco, including menthol cigarettes, a move supporters said would boost public health for local teens and p



Follow the money, find answers. "Since last summer, the @latimes & the @TBIJ have tracked strategic efforts across the global by Reynolds American to keep menthol cigarettes in th



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Social Media Schedule

Social Media Housekeeping

Goal

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



#VoicesAgainstTobacco
#BigBadTobacco



@CATobaccoEndgameCenterforOrganizing
AndEngagement



@CATobaccoCenter



@CATobaccoCenter



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Social Media Schedule and To-Do's



Social Media Storms



- May 17 (Day 1) – Post at 9:30 a.m., 10:30 a.m., 3:30 p.m.
- May 18 (Day 2) – Post at 9:30 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



Question Time!

Poll Question

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

- 1) Facebook
- 2) Instagram
- 3) Twitter
- 4) Other



Question Time!

Poll Question

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

- 1) Yes
- 2) No
- 3) I need some help before I can.



Questions?

#VoicesAgainstTobacco #BigBadTobacco



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Up Next!

Feedback Survey

- <https://www.surveymonkey.com/r/IEtraining2022>

Website

- <https://organizingtoendtobacco.org/event/information-and-education-virtual-days-of-action-2022/>

Event Social Media

- <https://organizingtoendtobacco.org/ie-virtual-days-of-action-2022/social-media/social-media-messaging/>

Questions: amber.valenzuela@heart.org

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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