



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

A project of the American Heart Association.

CAPITOL INFORMATION & EDUCATION DAYS

#Social Media

April 11, 2023

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Manager**

**Jacque Marianno, Digital Strategies
Director**



About the Tobacco Endgame Center



Technical Assistance



Resources



Community Organizing & Engagement



Laura King
Sr. Director, Public Health
Program Implementation



Shannon Lujan
Media Relations Manager



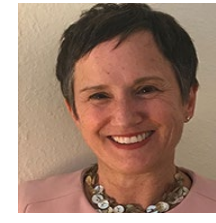
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Project Director



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Jason Patton
Event Coordinator

What is Capitol Information & Education Days of Action?

- Annual event that **brings together** the tobacco control community.
- Opportunity to **inform and educate** the state legislature about the state of tobacco in California.
- Time for us to **raise our collective voices**, to generate visibility and to make an impact.



Question Time!

Poll Question

Which of the following best describes your experience posting on social media for I&E Days?

1. I have participated in I&E Days before and **HAVE** posted on social media for I&E Days.
2. I have participated in I&E Days before and **HAVE NOT** posted on social media for I&E Days.
3. This is my first time participating in I&E Days, but I plan to post!



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#VoicesAgainstTobacco #BigBadTobacco

Agenda

- Learning Objectives
- Using social media to engage with elected officials and best practices
- Key messages for I&E Days
- Accessing social media posts for I&E Days
- Raising one voice: I&E Social Media Schedule

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Learning Objectives

- Understand why social media is important to community engagement during Capitol I&E Days
- Learn Capitol I&E Days Theme and Key Messages for social media posting
- Become familiar with ways to effectively use social media to engage your legislators



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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.



Social Media Usage of Elected Officials



+73%



+99%



+99%

Social Media Best Practices for I&E Days



Always Use Hashtags

#VoicesAgainstTobacco, #BigBadTobacco



Tag Your Legislator and Other Stakeholders

@Assemblymember @Senator



Support each other in making a difference

Post, Share, Like, Comment - We are all in this together!

#VoicesAgainstTobacco #BigBadTobacco



Jacquelyne Marianno

Just now · 🔒

Thank you [Assemblymember Laura Friedman](#) for listening to our concerns and partnering with us! [#BigBadTobacco](#) [#VoicesAgainstTobacco](#)



👍 Like

💬 Comment



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Capitol I&E Days Key Messages

Website Platform – Event Materials and Social Media

Website will be fully updated soon!

Website – Bookmark this link!

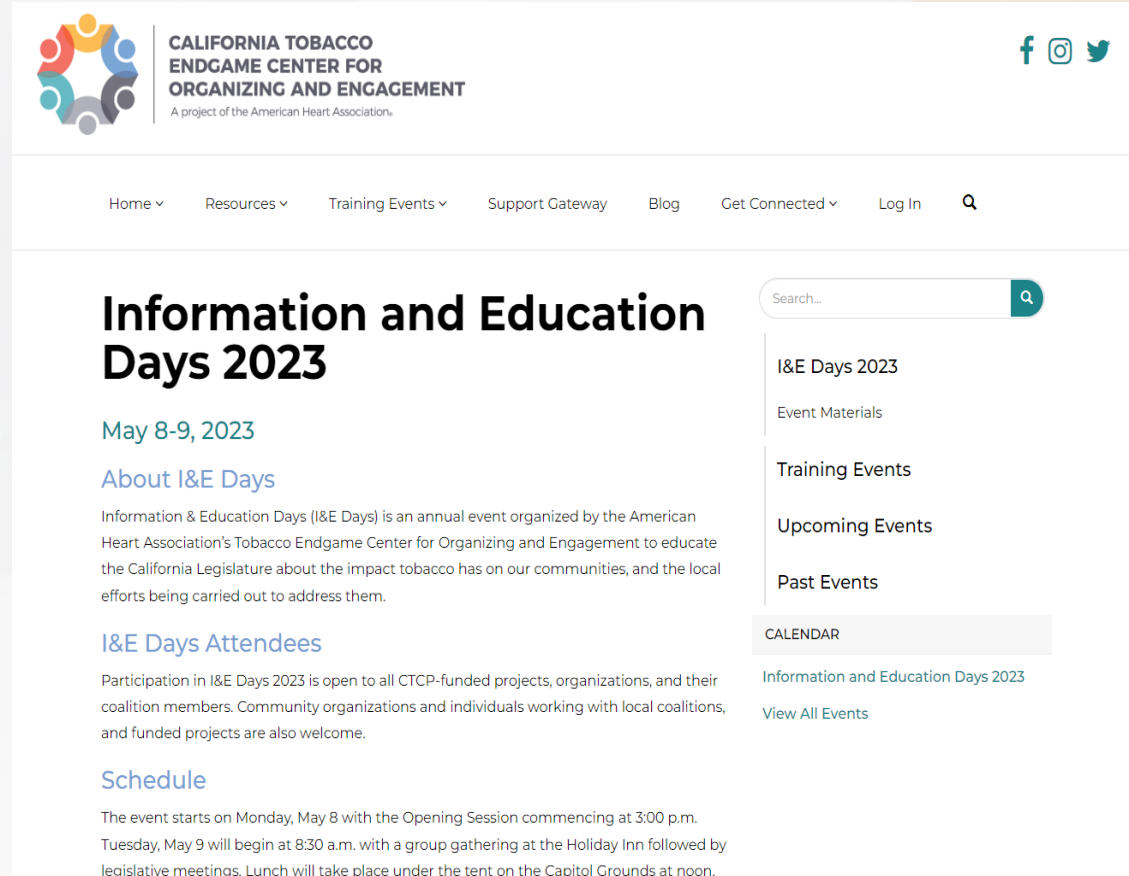
Hashtags:

#VoicesAgainstTobacco

#BigBadTobacco

Links to:

- [Event Social Media Messaging](#)
- [Digital Wall](#)
- [Event Materials Library](#)



The screenshot shows the website header with the logo and navigation menu. The main content area features the title "Information and Education Days 2023" and a search bar. The right sidebar contains a list of links: "I&E Days 2023", "Event Materials", "Training Events", "Upcoming Events", and "Past Events". Below this is a "CALENDAR" section with a link to "Information and Education Days 2023" and a "View All Events" link.

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

Information and Education Days 2023

May 8-9, 2023

About I&E Days

Information & Education Days (I&E Days) is an annual event organized by the American Heart Association's Tobacco Endgame Center for Organizing and Engagement to educate the California Legislature about the impact tobacco has on our communities, and the local efforts being carried out to address them.

I&E Days Attendees

Participation in I&E Days 2023 is open to all CTCP-funded projects, organizations, and their coalition members. Community organizations and individuals working with local coalitions, and funded projects are also welcome.

Schedule

The event starts on Monday, May 8 with the Opening Session commencing at 3:00 p.m. Tuesday, May 9 will begin at 8:30 a.m. with a group gathering at the Holiday Inn followed by legislative meetings. Lunch will take place under the tent on the Capitol Grounds at noon.

Search...

- I&E Days 2023
- Event Materials
- Training Events
- Upcoming Events
- Past Events

CALENDAR

- [Information and Education Days 2023](#)
- [View All Events](#)



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Overview of Theme and Key Messages

Theme: The Fight is Not Over

California is at a Critical Point in its Fight Against the Tobacco Industry

Our Ask:

Will you post a social media message this week that exposes the Tobacco Industry's scheme to evade the state law ending the sale of flavored tobacco products, upheld by voters in 2022?

Key Materials:

- Comprehensive Messages and Legislative Ask
- Meeting Talking Points
- Leave Behind with the Ask

Hashtags:

- #VoicesAgainstTobacco
- #BigBadTobacco

All Materials on Event Website:

<https://organizingtoendtobacco.org/event/information-and-education-days-2023/>



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Example
Messages

Example Messages

Twitter



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

The Tobacco Industry is defying the will of the people.

They invented new menthol-like products to specifically dodge CA state law that ends the sale of flavored tobacco, including menthol. Don't let tobacco win. [#VoicesAgainstTobacco](#)
[#BigBadTobacco](#)



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Example Messages

Tweet at your Legislator



Example Messages

Instagram



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WS - California Tobacco Endgame Center - CATobaccoCenter ...

BIG TOBACCO
Californians voted you out

A photograph showing several people's arms raised in a fist, each wearing a white wristband with the word "VOTE" printed on it. The background is a solid blue color.

catobaccocenter The Tobacco Industry is intentionally undermining the will of the people.

Big Tobacco invented new menthol-like products to dodge CA state law that ends the sale of flavored tobacco, including menthol. Don't let tobacco win. #VoicesAgainstTobacco #BigBadTobacco

APR 11 2023

Example Messages *Instagram Stories*



Example Messages *Facebook*



 **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](#)



[Like](#) [Comment](#) [Share](#)

 **Jacquelyne Marianno**
Just now · 🔒

Thank you [Assemblymember Laura Friedman](#) for listening to our concerns and partnering with us! [#BigBadTobacco](#) [#VoicesAgainstTobacco](#)



[Like](#) [Comment](#)

Digital Wall

#VoicesAgainstTobacco



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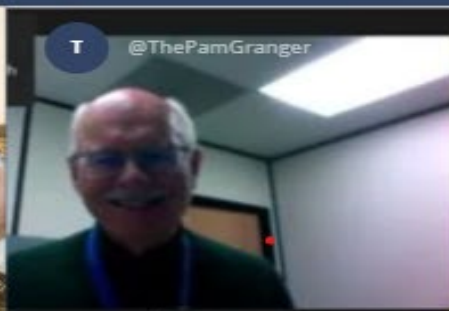
#BigBadTobacco



#VoicesAgainstTobacco



CA Tobacco Ce...
@catobaccocenter



@ThePamGranger



Pamela Granger



Paul Kneprath
@pkneprath

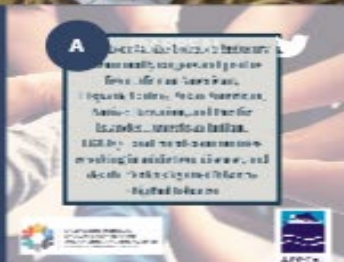


Thank you
@JimWoodAD2 for
speaking at the
@CATobaccoCenter I&E Days of
Action!
#VoicesAgainstTobacco
#BigBadTobacco

@JimWoodAD2



Keep fighting
@CATobaccoCenter
One day we will be
tobacco-free -- free of
the nicotine addiction
and healthier!
#VoicesAgainstTobacco
#CALeg



The Tobacco Industry
in California targets
Latino youth by
creating vaping
products in flavors such
as horchata, tres
leches, and churros.



Belly841
@Belly841

INFORMATION & EDUCATION
VIRTUAL DAYS OF ACTION 2022





Paul Knepprath

@pknepprath



Thank you
@JimWoodAD2 for
speaking at the
@CATobaccoCenter
I&E Days of
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bacco
#BigBadTobacco

Social Media for Capitol I&E Day Critical for Success

PREPARED & LIVE POSTS

Prepared social media messages so you can grab and go OR post live with videos and pictures.

SCHEDULE

Planned social media storms and activities throughout Capitol I&E Days on different platforms.



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Social Media Storms @

- May 8 (Day 1): **4:00PM**
- May 9 (Day2): **9:30 a.m., 10:30 a.m., & 3:30 p.m.**

Keep posting throughout the week!


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#BigBadTobacco

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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Top 5 Social Media Tips for Capitol I&E Days

- ✓ Post prepared and live posts frequently
- ✓ Ask colleagues, coalition members, and partner organizations to post, share, like, comment
- ✓ Tag your legislator and other stakeholders
- ✓ Use Hashtags #
- ✓ Support each other in making a difference



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@CATobaccoEndgameCenterforOrganizingAndEngagement



@CATobaccoCenter



@CATobaccoCenter



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Questions?

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Up Next!

The Basics: The California Legislature and How to Conduct Effective Legislative Meetings

When: Monday April 17 at 2:00 PM

Meeting Leads Training

When: Friday, April 24 at 2:00 PM

Feedback Survey

<https://www.surveymonkey.com/r/IESocialMedia2023>

Website

<https://organizingtoendtobacco.org/event/information-and-education-days-2023/>