



CALIFORNIA TOBACCO
ENDGAME CENTER FOR
ORGANIZING AND ENGAGEMENT
A project of the American Heart Association.

CAPITOL INFORMATION & EDUCATION DAYS



Social Media Cheat Sheet

We're excited to have you join this year's Capitol Information & Education Days! Be sure to share your participation on social media, tag your legislator, and follow and use the hashtags #BigBadTobacco #BigBadNicotine #VoicesAgainstTobacco.

SAMPLE MESSAGES:

Personalize these messages to reflect your relationship with your elected representatives and include your personal story.

Pre-Event: *Excited to head to Sacramento to meet with @YourRep about #BigBadNicotine #BigBadTobacco advocate for a healthier California! #VoicesAgainstTobacco*

During Event: *On my way to the Capitol to meet with @YourRep! Excited to join hundreds of advocates to discuss key issues on #BigBadTobacco #VoicesAgainstTobacco*

Group Photo: *We're a powerful force! Today, hundreds of advocates took the Capitol by storm to talk with lawmakers about ending the nicotine crisis. #BigBadTobacco #VoicesAgainstTobacco*

Post-Event: *Thanks @YourRep for meeting with us! We hope we can count on your support for the health of our communities. #BigBadTobacco #VoicesAgainstTobacco*

Social Media Opportunities

Don't forget to tag us @CATobaccoCenter!

- Snap a photo with colleagues and the Capitol I&E Days backdrop.
- Share a photo with your elected official during your meeting.
- Join us for a group photo outside the Capitol on Wednesday by our tent. We'll share it quickly so you can post too!