



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

CAPITOL INFORMATION & EDUCATION DAYS



Capitol I&E Days 2026 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 #BigBadNicotine #BigBadTobacco #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 and 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 #BigBadNicotine #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. #BigBadNicotine #BigBadTobacco #VoicesAgainstTobacco

Post-Event: Thanks @YourRep for meeting with us! We hope we can count on your support for the health of our communities. #BigBadNicotine #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! We'll share it quickly so you can post too!

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