

SMOKEFREE OREGON FACEBOOK & INSTAGRAM FEBRUARY 2022 CONTENT CALENDAR

[Smokefree Oregon • Facebook](#)

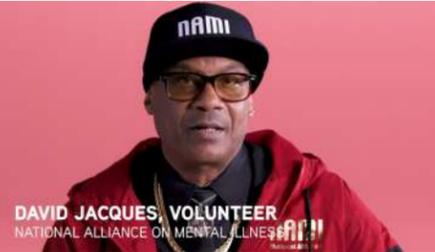
[Smokefree Oregon \(@smokefree_oregon\) • Instagram](#)

Instructions:

1. Download Image from the following folder: https://www.dropbox.com/sh/wzlbojaiat8z4e1/AABovg34ySdx4nffgnDeX_mNa?dl=0
2. Copy the text onto your phone/computer
3. Open Instagram and/or Facebook
4. Create a Post
5. Paste in text and localize. Make sure to think about your target audience.
 1. Adjust language to reach your audience.
 2. Utilize local hashtags
 3. Tag partners
6. Upload photo and click Post!
7. If you have your own content, here are some other ideas to engage with SFO social:
 1. “Like” the SFO posts that are relevant community (you know when the content will be scheduled!
 2. Post a comment. Start a conversation with your partners by tagging them in the comment.
 3. “Share” the SFO content to your account. Note: you will likely get more reach if you create the post on your own account, but this option saves time.
 4. Post your own content and tag SFO or use #smokefreeoregon

IG or FB?	Date	Theme	Post Copy Instagram	Post Copy Facebook	Image (or image notes)
IG/IG Story	Feb. 1	Black/African American	<p>Black History Month is about celebrating the achievements of Black and African-American people and recognizing the monumental role they've played in our society. During this month, we will continue to amplify Black voices and highlight community members that have been doing exceptional work. Join us in celebrating today, tomorrow and all year long.</p> <p>En el Mes de la Historia Afroamericana se busca celebrar los logros de las comunidades negras y afroamericanas y reconocer el rol importante? que tienen en nuestra sociedad. Durante este mes, continuaremos amplificando las voces de estas comunidades y destacando a los miembros que hacen trabajo excepcional. Únete a nosotros para celebrarlos hoy, mañana y todo el año.</p>	<p>Black History Month is about celebrating the achievements of Black and African-American people and recognizing the monumental role they've played in our society. During this month, we will continue to amplify Black voices and highlight community members that have been doing exceptional work. Join us in celebrating today, tomorrow and all year long.</p> <p>En el Mes de la Historia Afroamericana se busca celebrar los logros de las comunidades negras y afroamericanas y reconocer el rol importante? que tienen en nuestra sociedad. Durante este mes, continuaremos amplificando las voces de estas comunidades y destacando a los miembros que hacen trabajo excepcional. Únete a nosotros para celebrarlos hoy, mañana y todo el año.</p>	

IG or FB?	Date	Theme	Post Copy Instagram	Post Copy Facebook	Image (or image notes)
IG/FB	Feb. 4	Cessation	<p>ENG: Tobacco use is a leading cause of cancer. Quitting is the best way to reduce your risk.</p> <p>#worldcancerday</p> <p>-----</p> <p>SPN: El usar tabaco es una de las principales causas de muerte por cáncer. Dejar de fumar es la mejor oportunidad que tienes para eliminar el riesgo de padecer de cáncer.</p> <p>#luchacontraelcancer</p> <p>@acs_or</p>	<p>ENG: Tobacco use is a leading cause of cancer. Quitting is the best way to reduce your risk.</p> <p>Visit smokefreeoregon.com for free help with your quitting journey.</p> <p>#worldcancerday</p> <p>-----</p> <p>SPN: El usar tabaco es una de las principales causas de muerte por cáncer. Dejar de fumar es la mejor oportunidad que tienes para eliminar el riesgo de padecer de cáncer.</p> <p>@americancancersociety</p>	
IG	Feb. 7	Black/African-American/Community Spotlight	<p>Volunteers like Ms. Cheryl are protecting Oregon's youth from tobacco industry targeting.</p> <p>The Multnomah County Public Health Advisory Board is lucky to have you, and so are we!</p> <p>#blackhistorymonth</p>		
IG/FB	Feb. 9	Movement building	<p>All across Oregon, communities are coming together to work toward a healthy future for all. Our lives are worth more than Big Tobacco profits!</p> <p>For more information on how you can take action, visit the link in our bio.</p>	<p>All across Oregon, communities are coming together to work toward a healthy future for all. Our lives are worth more than Big Tobacco profits!</p> <p>For more information on how you can take action, visit the link in our bio.</p>	

IG or FB?	Date	Theme	Post Copy Instagram	Post Copy Facebook	Image (or image notes)
IG/FB	Feb. 11	American Heart Month/Cessation	<p>#DYK smoking is a leading cause of heart attacks and heart disease? Quitting smoking is the most important thing you can do to lower your chances of having a heart attack caused by blocked blood vessels.</p> <p>#AmericanHeartMonth Tag: American Heart Association</p>	<p>Reshare this with added copy: It's not world heart day, but it IS American Heart Month and the same facts apply; protect your heart!</p> <p>Tag: American Heart Association</p>	
IG/FB	Feb. 14	Cessation	<p>Happy Valentine's Day! ❤️</p> <p>We have a gift from the heart (get it?) for you. *insert drumroll sounds*</p> <p>We've revamped our "break-up with smoking" playlist! Check out our YouTube channel to listen (link in bio).</p> <p>We hope today brings you love and freedom from all the toxic things in your life – including tobacco. Be sure to let us know your favorite song!</p>	<p>Happy Valentine's Day! ❤️</p> <p>We have a gift from the heart (get it?) for you. *insert drumroll sounds*</p> <p>We've revamped our "break-up with smoking" playlist! Check out our YouTube channel to listen (link in bio).</p> <p>We hope today brings you love and freedom from all the toxic things in your life – including tobacco. Be sure to let us know your favorite song!</p>	<p>Jamming GIF</p> 
IG	Feb. 17	Black/African-American/Community Spotlight	<p>Thank you, David, for sharing your reason for quitting smoking. We agree that tobacco products made to look and taste like candy have just one audience: kids.</p> <p>We're happy to have role models, like you, who are standing up to Big Tobacco to protect our youth!</p> <p>Tag: @namioregon #blackhistorymonth</p>		

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IG/FB	Feb. 19	Movement building/Youth /Vape	<p>85% of youth e-cigarette users use flavored products. Kids report that the most popular flavors are fruit, candy/desserts/other sweets, mint and menthol.</p> <p>This is why it is important for the FDA to take ALL flavored tobacco off the market as soon as possible.</p> <p>But you don't have to wait! Take action locally to protect youth from tobacco industry manipulations in your community. Learn how by visiting our bio.</p> <p>Tag: Campaign for Tobacco Free Kids in graphic</p> <p>Note: this graphic was released in December</p>	<p>85% of youth e-cigarette users use flavored products. Kids report that the most popular flavors are fruit, candy/desserts/other sweets, mint and menthol.</p> <p>This is why it is important for the FDA to take ALL flavored tobacco off the market as soon as possible.</p> <p>But you don't have to wait! Take action locally to protect youth from tobacco industry manipulations in your community. Learn how by visiting our bio.</p> <p>Tag: Campaign for Tobacco Free Kids in graphic</p> <p>Note: this graphic was released in December</p> <p>Link to report: https://bit.ly/3A0ives</p>	
IG	Feb. 22nd	Black/African-American/Community Spotlight	<p>Thank you, Shanaquewa, for raising your voice against tobacco industry targeting. Your daughter and future generations in Oregon are lucky to have you on their side.</p> <p>#blackhistorymonth</p>		
IG/FB	Feb. 28th	Movement building	<p>In one of their latest campaigns, a Big Tobacco company advertised that they were going to "move beyond smoking" and will deliver "a smoke-free future".</p> <p>...but to us it's just the same lie, different decade. Take a look at their history of empty promises via @tobaccofreekids.</p> <p>We will continue to fight against the tobacco industry for a smoke-free future for everyone in Oregon.</p>	<p>In one of their latest campaigns, a Big Tobacco company advertised that they were going to "move beyond smoking" and will deliver "a smoke-free future".</p> <p>...but to us it's just the same lie, different decade. Take a look at their history of empty promises via @tobaccofreekids.</p> <p>We will continue to fight against the tobacco industry for a smoke-free future for everyone in Oregon.</p>	