

SMOKEFREE OREGON FACEBOOK & INSTAGRAM MAY 2022 CONTENT CALENDAR

[Smokefree Oregon • Facebook](#)


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

Instructions:

- Download Image from the following folder: <https://www.dropbox.com/scl/fo/a8zd3diak518xxoikxix/h?dl=0&rlkey=87nd84tbia7asgjwcvmjiz1sq>
- Copy the text onto your phone/computer
- Open Instagram and/or Facebook
- Create a Post
- Paste in text and localize. Make sure to think about your target audience.
 - Adjust language to reach your audience.
 - Utilize local hashtags
 - Tag partners
- Upload photo and click Post!
- If you have your own content, here are some other ideas to engage with SFO social:
 - “Like” the SFO posts that are relevant community (you know when the content will be scheduled!
 - Post a comment. Start a conversation with your partners by tagging them in the comment.
 - “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.
 - 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	May 1, 2022	No Menthol Sunday/ Center for Black Health and Equity	<p>Get in the ring, Champion! The tobacco industry has used African Americans to make millions for centuries, but it's time to fight back. Tobacco regulation starts with talking to your community about needed policies and changes. Visit NoMentholSunday.org to learn how to start that dialogue. #NoMentholSunday #NMS2022</p> <p>Click the link in our bio for resources made available by @thecenterforhealthandequity to learn more in the fight to rebuild our communities.</p> <p>#smokefreeoregon #afighttothefinish #breathefree #blacklivesmatter #banmenthol</p> <p>Add link to Linktree: https://www.nomentholsunday.org/</p>		<p>Due to size, please click the link to view and download the image:</p> <p>https://www.dropbox.com/s/3h64h2nclgvw0tx/SFO_Social_May_1_.jpg?dl=0</p> <p>Tag: @CenterforHealthandEquity</p>
Both	May 3, 2022	Movement building	<p>Everyone say hello to Derrick! 🙌</p> <p>Thanks to Derrick and the Klamath County Fairgrounds board and their dedication and support in helping implement the policy to make the fairgrounds entirely smoke-free!</p> <p>For nearly 7 years, residents have been able to enjoy a smoke-free environment year-round when engaging in</p>	<p>Everyone say hello to Derrick! 🙌</p> <p>Thanks to Derrick and the Klamath County Fairgrounds board and their dedication and support in helping implement the policy to make the fairgrounds entirely smoke-free!</p> <p>For nearly 7 years, residents have been able to enjoy a smoke-free environment</p>	<p>Due to size, please click the link to view and download the video:</p> <p>https://www.dropbox.com/s/1kh4d2xprwra8bu/Fairgrounds%20Manager_012422A.mp4?dl=0</p>

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			recreational activities and seeing entertainment at the Fairgrounds. Together we're stronger than Big Tobacco. #takedownbigtobacco #yourstorymatters #smokefreeoregon #breathefree #smokefree	year-round when engaging in recreational activities and seeing entertainment at the Fairgrounds. Together we're stronger than Big Tobacco.	
Both	May 5, 2022	Secondhand Smoke	Secondhand smoke can immediately feel like eye irritation, cough, sore throat, nausea, and dizziness. The person breathing secondhand smoke is exposed to thousands of chemicals, including those that cause cancer.Over time this can compromise a person's health. Keep your home and community smoke-free: Experiencing drifting smoke in your home? Check out these 6 easy steps to take action today! #smokefreeoregon #secondhandsmoke #breathefree #tobaccofree #smokefree Add to Linktree: https://smokefreeoregon.com/resources/smoke-free-housing-tools/	Secondhand smoke can immediately feel like eye irritation, cough, sore throat, nausea, and dizziness. The person breathing secondhand smoke is exposed to thousands of chemicals, including those that cause cancer.Over time this can compromise a person's health. Keep your home and community smoke-free: Experiencing drifting smoke in your home? Check out these 6 easy steps to take action today! https://smokefreeoregon.com/resources/smoke-free-housing-tools/	Due to size, please click the link to view and download these images applicable to this post: Image #1 Image #2 Image #3 Image #4 Image #5 Image #6
IG	May 8, 2022	No Menthol Sunday	Preparing for your quit journey can be difficult. We're here to help you make it easier! Check out the 5 tips below. <div> <div>  17 </div> <div> Set a date Plan new activities to keep yourself occupied Text "READY" to 200-400 for free help to quit Discard any nicotine or tobacco products Breathe deeply and slowly, and remember: YOU'VE GOT THIS! </div> </div> Call 1-800-QUIT-NOW,visit quitnow.net/Oregon or text "READY" to 200-400 for free help to quit tobacco and nicotine. #smokefreeoregon #banmenthol #inspiration #tobaccofree #quitjourney		Link to Reel: https://www.dropbox.com/s/mwzo7vlbv91oaki/SFO_Social_May_8_.mp4?dl=0
Both	May 10, 2022	E-Cigarettes/ Cessation	E-cigarettes do not create harmless "water vapor" – they create an aerosol that can contain harmful chemicals and cause damage to the immune system, lungs, liver and heart.	E-cigarettes do not create harmless "water vapor" – they create an aerosol that can contain harmful chemicals and	Due to size, please click the link to view and download the image: https://www.dropbox.com/s/zkoorgt5rpa9j2k/SFO_Social_May_10_.png?dl=0

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			<p>Know the risks associated with vaping. Click the link in bio for tips on how to start the conversation with your teen today.</p> <p>#quitvape #rethinkvape #smokefreeoregon #vapefree</p> <p>Add to Linktree: https://e-cigarettes.surgeongeneral.gov/documents/SGR_ECig_ParentTipSheet_508.pdf</p>	<p>cause damage to the immune system, lungs, liver and heart.</p> <p>Know the risks associated with vaping. Click the link below for tips on how to start the conversation with your teen today.</p> <p>https://e-cigarettes.surgeongeneral.gov/documents/SGR_ECig_ParentTipSheet_508.pdf</p>	
IG	May 15, 2022	No Menthol Sunday	<p>Menthol makes it easier to start smoking and harder to quit. That's a lose-lose situation.</p> <p>But a new day is upon us! If you've been thinking of quitting or know a loved one that needs some extra support in their menthol free journey, make today the day! Take the #NoMentholSunday pledge. 🚭</p> <p>Click the link in bio to create and download your custom graphic to share on social media and the NMS Digital Power Wall.</p> <p>@centerforblackhealthandequity</p> <p>#smokefreeoregon #nomenthol #mentholban #yourhealthmatters</p>		<p>Due to size, please click the link to view and download the image:</p> <p>https://www.dropbox.com/s/25vquxo6s45fthq/SFO_Social_May_15_.png?dl=0</p>
Both	May 19, 2022	Flavored products/Youth	<p>Tobacco companies are deliberately creating and marketing nicotine products that resemble children's toys and snacks to lure youth. Their latest strategies include:</p> <ul style="list-style-type: none"> Introducing new and limited-edition flavors. Emphasizing flavors in advertisements and using colorful imagery on packaging. Paying retailers to place them in places kids usually go to in their stores. <p>There are ways to take action, starting right in your own community. Click the link in our bio to find out how you can help us put a stop to the tobacco industry once and for all!</p> <p>Add link to linktree: https://smokefreeoregon.com/take-action/</p>	<p>Tobacco companies are deliberately creating and marketing nicotine products that resemble children's toys and snacks to lure youth. Their latest strategies include:</p> <ul style="list-style-type: none"> Introducing new and limited-edition flavors. Emphasizing flavors in advertisements and using colorful imagery on packaging. Paying retailers to place them in places kids usually go to in their stores. <p>There are ways to take action, starting right in your own community. Click the link in our bio to find out how you can</p>	<p>Due to size, please click the link to view and download the image:</p> <p>https://www.dropbox.com/s/8d39v65lvk7y7yp/SFO_Social_May_19_.png?dl=0</p>

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			#quitvape #rethinkvape #smokefreeoregon #vapefree	help us put a stop to the tobacco industry once and for all! https://smokefreeoregon.com/take-action/	
Both	May 22, 2022	Prevention	Everyone deserves the chance to live a healthy life! We're here to support you and your loved ones on your smoke-free journey. Save this post for motivation to continue your smoke-free journey or share this with someone you love who is ready to start their quit journey today! 🧡 Check out our bio for free resources. Add link to linktree: https://smokefreeoregon.com/oregonians/helping-people-quit-tobacco/ #smokefreeoregon #yourhealthmatters #tobaccoprevention	Everyone deserves the chance to live a healthy life! We're here to support you and your loved ones on your smoke-free journey. Save this post for motivation to continue your smoke-free journey or share this with someone you love who is ready to start their quit journey today! 🧡 Resources available in the link below: https://smokefreeoregon.com/oregonians/helping-people-quit-tobacco/	Due to size, please click the link to view and download the image: https://www.dropbox.com/s/o2kx5kfivyyuwa/SFO_Social_May_22_.png?dl=0
Both	May 24, 2022		We're back this year with some of our favorite tobacco-free Oregon parks to visit! As temperatures heat up and we get back outdoors, enjoy Oregon's natural wonders - free of secondhand smoke exposure! What's your favorite tobacco-free park in Oregon? 🌿 #traveloregon #smokefreeoregon #nature #breathefree #smokefree #tobaccofree	We're back this year with some of our favorite tobacco free Oregon parks to visit. As temperatures heat up and we get back outdoors, enjoy your days free of secondhand smoke exposure What's your favorite tobacco free park in Oregon? 🌿	Due to size, please click the link to view and download these images applicable to this post: Image #1 Image #2 Image #3 Image #4 Image #5 l
Facebook	May 26, 2022	Pharmacy Locator		Select pharmacies are now able to prescribe medications to help you quit tobacco for good. Health insurance plans, including Oregon Health Plan, cover medications like patches and gum for free with a prescription from a pharmacist. Check out the Pharmacy Locator (linked below) to see if a pharmacy near you can help you get free quit smoking medications. https://smokefreeoregon.com/pharmacy/ Can't find a participating pharmacy near you? We have other resources available to help you quit on your own. Ask your doctor for a prescription for quit smoking medication, or call the Oregon Tobacco Quit Line. They can	Due to size, please click the link to view and download the image: https://www.dropbox.com/s/g2morkjd5bdngzi/SFO_Social_May_26_.png?dl=0

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				<p>send you 8-weeks of free patches or gum. .</p> <p>1-800-QUIT-NOW</p>	
IG	May 29, 2022	No Menthol Sunday + Community Building	<p>A ban on menthol tobacco products would help reduce nicotine addiction and lower the rates of youth experimentation with tobacco. @centerforblackhealthandequity .</p> <p>Click the link in our bio to find out how you can take action to ban menthol.</p> <p>#NoMentholSunday #smokefreeoregon</p> <p>Add link to linktree: https://smokefreeoregon.com/take-action/</p>		<p>Due to size, please click the link to view and download the image:</p> <p>https://www.dropbox.com/s/xqpf5hrnu99voui/SFO_Social_May_29.jpg?dl=0</p> <p>Tag: @CenterforHealthandEquity</p>
Both	May 31, 2022	World No Tobacco Day	<p>This year's #WorldNoTobaccoDay focuses on finding ways to ease your stress as you begin your tobacco-free journey.</p> <p>Click the link in our bio for a 5 minute mindful meditation video to keep you grounded in your journey.</p> <p>-----</p> <p>Este año el #DiaMundialLibredeTabaco busca ayudar a encontrar alternativas saludables para que logres manejar el estrés y tener éxito en tu camino de dejar de fumar.</p> <p>#WorldNoTobaccoDay #smokefreeoregon #yourhealthmatters #community</p> <p>Add link to LinkTree: English: https://www.youtube.com/watch?v=inpok4MKVLM Spanish: https://www.youtube.com/watch?v=sgJCs2B12YE</p>	<p>This year's #WorldNoTobaccoDay focuses on finding ways to ease your stress as you begin your tobacco-free journey.</p> <p>Click the link below for a 5 minute mindful meditation video to keep you grounded in your journey.</p> <p>-----</p> <p>Este año el #DiaMundialLibredeTabaco busca ayudar a encontrar alternativas saludables para que logres manejar el estrés y tener éxito en tu camino de dejar de fumar.</p> <p>Oprime el enlace para ver un video de 5 minutos que te ayudará a meditar y mantenerte firme en tu camino de dejar de fumar.</p> <p>English: https://www.youtube.com/watch?v=inpok4MKVLM Spanish: https://www.youtube.com/watch?v=sgJCs2B12YE</p>	<p>Due to size, please click the link to view and download these images applicable to this post:</p> <p>Image #1 Image #2</p>

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