



SMOKEFREE OREGON FACEBOOK & INSTAGRAM JUNE 2022 CONTENT CALENDAR

[Smokefree Oregon • Facebook](#)

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

Instructions:

1. Download Image from the following folder: <https://www.dropbox.com/scl/fo/t74mp9d7idpwxp4md86kp/h?dl=0&rlkey=8ove2fexu61yzudnkpwpcajxe>
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 to the 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)
Both	June 1	LGBTQ+/Ces sation	<p>Happy Pride Month to Ebo, and the rest of the LGBTQ+ community! Thank you for sharing your personal stories on how the tobacco industry targets your community. More importantly, thanks for using your voice to fight back. Together, we're stronger than Big Tobacco.</p> <p>Text “READY” to 200-400 1-800-QUIT-NOW (1-800-784-8669) quitnow.net/oregon</p> <p>: @lgbtcancernetwork</p> <p>#outlasttobacco #pride #pridemonth</p>	<p>Happy Pride Month to Ebo, and the rest of the LGBTQ+ community! Thank you for sharing your personal stories on how the tobacco industry targets your community. More importantly, thanks for using your voice to fight back. Together, we're stronger than Big Tobacco.</p> <p>Text “READY” to 200-400 1-800-QUIT-NOW (1-800-784-8669) quitnow.net/oregon</p> <p>: @lgbtcancernetwork</p> <p>https://cancer-network.org/outlast-tobacco/</p>	<p>Due to size, please click the link to view and download the image:</p> <p>https://www.dropbox.com/s/vzh67fpj36j5dol/SFO_Social_June_1_.mov?dl=0</p>
Both	June 6	Flavored Cigarette/Dis parities	<p>Ban 🙌 Menthol 🙌 Cigarettes 🙌 Now! 🙌</p> <p>We're thrilled the @us_fda is taking action to eliminate menthol cigarettes once and for all.</p> <p>P.S.: If seeing things like this gets you excited to fight against the tobacco industry, click the link in our bio to see how you can get involved locally!</p> <p>#smokefreeoregon #mentholban #publichealth #breathefree</p>	<p>Ban 🙌 Menthol 🙌 Cigarettes 🙌 Now! 🙌</p> <p>We're thrilled the @us_fda is taking action to eliminate menthol cigarettes once and for all.</p> <p>P.S.: If seeing things like this gets you excited to fight against the tobacco industry, click the link in our bio to see how you can get involved locally!</p>	<p>Due to size, please click the link to view and download the image:</p> <p>https://www.dropbox.com/s/yj1cxg55xqxfi3/SFO_Social_June_6_.png?dl=0</p>

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			Tag: @CampaignforTobaccoFreeKids	smokefreeoregon.com/im-ready-to-quit/	
IG Story	June 10	LGBTQ+/Cessation	Share this post via Instagram stories: https://www.instagram.com/p/CcbK445FfVt/ #outlasttobacco #pride #pridemonth		
Both	June 14	LGBTQ+/Cessation	@lgbtcancernetwork is rewriting the narrative. Click the link in our bio to check out their new guide to help you reimagine a smoke-free future. We are so happy you exist. Let's reclaim the narrative from Big Tobacco to create the healthy, joyous, smoke-free future Queer communities deserve. We have the power to create safe and healthy communities free of discrimination and tobacco in our communities. #outlasttobacco #pride #pridemonth Tag: @lgbtcancernetwork	@lgbtcancernetwork is rewriting the narrative. Click the link in our bio to check out their new guide to help you reimagine a smoke-free future. We are so happy you exist. Let's reclaim the narrative from Big Tobacco to create the healthy, joyous, smoke-free future Queer communities deserve. We have the power to create safe and healthy communities free of discrimination and tobacco in our communities.	Due to size, please click the link to view and download the image: https://www.dropbox.com/s/18t0u62g2na6mzt/SFO_Social_June_14_.png?dl=0
Both	June 16	Prevention/Health	Smoking cigarettes can cause eye diseases that can lead to vision loss and blindness, like cataracts and age-related macular degeneration (AMD). Learn more about how smoking affects your eyes via @FDATobacco.	Smoking cigarettes can cause eye diseases that can lead to vision loss and blindness, like cataracts and age-related macular degeneration (AMD). Learn more about how smoking affects your eyes: https://go.usa.gov/xunYV via @FDATobacco.	Due to size, please click the link to view and download the image: https://www.dropbox.com/s/6npi7cpfw9e8tau/SFO_Social_June_16_.gif?dl=0
IG	June 20	Juneteenth	Re-share via Instagram stories what Center for Black Health puts out on this day.		
Both	June 24	Cessation	It's officially summer! ☀️ Which means more fun activities with your people. We also know this can be a hard time to stay quit. Here are some tips to have fun while remaining smoke-free. Don't forget to CELEBRATE your smokefree journey this summer! Tip credit: @cdc #yougotthis #breathefree #smokefreeoregon ¡Es oficial, el verano ya comenzó! Lo que significa más diversión y actividades con tus amigos/as. Sabemos que también puede ser un tiempo difícil porque puedes encontrarte con el deseo de volver a fumar o comenzar a hacerlo. Aquí te compartimos unos consejos para que te	It's officially summer! ☀️ Which means more fun activities with your people. We also know this can be a hard time to stay quit. Here are some tips to have fun while remaining smoke-free. Don't forget to CELEBRATE your smokefree journey this summer! Tip credit: @cdc ¡Es oficial, el verano ya comenzó! Lo que significa más diversión y actividades con tus amigos/as. Sabemos que también puede ser un tiempo difícil porque puedes encontrarte con el deseo de volver a	Due to size, please click the link to view and download each image applicable for the carousel post: Image 1 Image 2 Image 3 Image 4 Image 5 Image 6 Image 7 Image 8 Image 9 Image 10

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			diviertas mientras te mantienes alejado del tabaco/libre de humo. #tupuedes #respirar #vivefinsumar	fumar o comenzar a hacerlo. Aquí te compartimos unos consejos para que te diviertas mientras te mantienes alejado del tabaco/libre de humo.	
IG Story	June 27		Share screenshots via stories from @lgbtcancernetwork with hashtags and tag @lgbtcancernetwork #pride #pridemonth		Due to size, please click the link to view and download each image applicable to post onto your Instagram Story: Image 1 Image 2 Image 3 Image 4
Both	June 29	Movement Building	Deception alert. 🚨 Weird for Big Tobacco to celebrate Earth Day, when they're the ones causing a lot of harm to the Earth, no? How much could the planet benefit if Big Tobacco stopped producing toxic products? S/o to Trinkets & Trash for always calling the industry out. Have you seen things like this in your community or online? Tell us the comments below. 🙌 #smokefreeoregon #breathefree #tobaccofree #publichealth	Deception alert. 🚨 Weird for Big Tobacco to celebrate Earth Day, when they're the ones causing a lot of harm to the Earth, no? How much could the planet benefit if Big Tobacco stopped producing toxic products? S/o to Trinkets & Trash for always calling the industry out. Have you seen things like this in your community or online? Tell us the comments below. 🙌	Due to size, please click the link to view and download the image: https://www.dropbox.com/s/z70w1pox1u2kn33/SFO_Social_June_29_.jpg?dl=0