

SMOKEFREE OREGON FACEBOOK & INSTAGRAM JULY 2022 CONTENT CALENDAR

[Smokefree Oregon • Facebook](#)

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

Instructions:

- Download Image from the following folder: <https://www.dropbox.com/scl/fo/qtrl77bfi7oc3y00bsd9a/h?dl=0&rlkey=ngt4e4ioio5ud36ayr83w6pig>
- 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 to the 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	Jul 1, 2022	Social Wellness Month/Cessation	<p>July is Social Wellness Month, so why not imagine your life without tobacco? 🍷</p> <p>We've put together some great tips to de-stress your mind and back doing the things you love:</p> <ul style="list-style-type: none"> ♦ Organize walks with your family and friends to get to know new people in your community. ♦ Get together with friends to share good times and learn new recipes. ♦ Discover and explore the beautiful state of Oregon! ♦ Find local theater, music, and cultural events and activities. <p>Need a few more ideas to get motivated? Click the link in bio for more!</p> <p>#smokefreeoregon #todayistheday #tobaccofree</p> <p>Add link to linktree: https://smokefreeoregon.com/im-ready-to-quit/</p>		<p>Due to size, please click the link to view and download the image:</p> <p>Image 1 Image 2 Image 3 Image 4 Image 5</p>
Both	Jul 4, 2022	Cessation	<p>Every year, over a million Americans successfully kick their smoking addiction. This July 4th, give yourself the gift of freedom from tobacco by starting your quit journey!</p>	<p>Every year, over a million Americans successfully kick their smoking addiction. This July 4th, give yourself</p>	<p>Due to size, please click the link to view and download the image:</p>

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			<p>Don't want to do it alone?</p> <p>We can help!</p> <p>Call the Oregon Tobacco Quit Line at 1-800-Quit-Now or click the link in our bio for more information.</p> <p>Happy 4th of July from Smokefree Oregon!</p> <p>#july4th #breathefree #livefree</p> <p>Add link to linktree: quitnow.net/Oregon</p>	<p>the gift of freedom from tobacco by starting your quit journey!</p> <p>Don't want to do it alone?</p> <p>We can help!</p> <p>Call the Oregon Tobacco Quit Line at 1-800-Quit-Now or click the link below for more information.</p> <p>Happy 4th of July from Smokefree Oregon!</p> <p>Add link to linktree: quitnow.net/Oregon</p>	<p>https://www.dropbox.com/s/rxmfc2u8tlxb6at/SFO_Social_July_4_.png?dl=0</p>
Both	Jul 8, 2022	Cessation	<p>Have you been thinking of quitting tobacco? We have free resources available to help you create your quit plan today!</p> <p>Click the link in bio and plan your tobacco free future!</p> <p>Get free support from the Oregon Tobacco Quit Line. Call 1-800-QUIT-NOW, text “READY” to 200-400 or click the link in bio for more information.</p> <p>#smokefreeoregon #todayistheday #tobaccofree #yougottthis</p> <p>Add link to linktree: https://smokefreeoregon.com/im-ready-to-quit/</p>	<p>Have you been thinking of quitting tobacco? We have free resources available to help you create your quit plan today!</p> <p>Click the link below and plan your tobacco free future!</p> <p>Get free support from the Oregon Tobacco Quit Line. Call 1-800-QUIT-NOW, text “READY” to 200-400 or click the link in bio for more information.</p> <p>https://smokefreeoregon.com/im-ready-to-quit/</p>	<p>Due to size, please click the link to view and download the image:</p> <p>Image 1 Image 2 Image 3 Image 4 Image 5 Image 6 Image 7 Image 8 Image 9 Image 10</p>
IG	Instagram	Jul 11, 2022	<p>Repost and tag @quitmonday 's Monday Quit Tip on Instagram Stories</p>		
Both	Jul 15, 2022	Cessation	<p>Quit tobacco your way with free tools to help!</p> <p>Click the link in bio for more information on how to start your quit journey today!</p> <p>#iquit #smokefreeoregon #myhealthmatters #tobaccofree</p> <p>Add link to linktree: https://smokefreeoregon.com/im-ready-to-quit/</p>	<p>Quit tobacco your way with free tools to help!</p> <p>Click the link below for more information on how to start your quit journey today!</p> <p>https://smokefreeoregon.com/im-ready-to-quit/</p>	<p>Due to size, please click the link to view and download the image:</p> <p>https://www.dropbox.com/s/ph9p35hsk1btpq5/SFO_Social_July_15_.png?dl=0</p>

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IG	Jul 18, 2022	Tobacco Industry/Nicotine	<p>#DYK, the brain keeps developing until about age 25? Though the tobacco industry doesn't care...</p> <p>They keep evolving to hook new, young customers. New products like Puff Bar and JUUL still contain the addictive chemical nicotine which can harm the developing adolescent brain.</p> <p>Want to learn more about the harmful effects of nicotine? Click the link in bio for more information.</p> <p>@truthorange</p> <p>#smokefreeoregon #publichealth #vapefree</p> <p>Add link to Linktree: https://truthinitiative.org/research-resources/harmful-effects-tobacco/nicotine-and-young-brain</p>	<p>#DYK, the brain keeps developing until about age 25? Though the tobacco industry doesn't care...</p> <p>They keep evolving to hook new,young customers. New products like Puff Bar and JUUL still contain the addictive chemical nicotine which can harm the developing adolescent brain.</p> <p>Want to learn more about the harmful effects of nicotine? Click the link below for more information.</p> <p>@truthorange</p> <p>https://truthinitiative.org/research-resources/harmful-effects-tobacco/nicotine-and-young-brain</p>	<p>Due to size, please click the link to view and download each image applicable for the carousel post:</p> <p>https://www.dropbox.com/s/rh8vaf6jku8myw/SFO_Social_July_18_.png?dl=0</p>
IG	Jul 21, 2022	Vape/Native community	<p>Lorraine is Native strong and vape-free because she's seen firsthand how nicotine in vapes can cause addiction. Check out the @NextLegends campaign to learn more about the dangers of vaping.</p>		<p>Due to size, please click the link to view and download each image applicable to post onto your Instagram Story:</p> <p>https://www.dropbox.com/s/aosha2ytjom4z0a/SFO_Social_July_21_.png?dl=0</p>
Both	Jul 25, 2022	Disparities	<p>#DYK, the majority of youth who currently use tobacco products use FLAVORED products?</p> <p>Catchy names and fruit or menthol flavored products with higher nicotine levels = addiction.</p> <p>This results in increased nicotine dependence, making it more difficult to stop using these vape products.</p> <p>Teens and young adults can get free help quitting by texting DITCHVAPE to 88709.</p>	<p>#DYK, the majority of youth who currently use tobacco products use FLAVORED products?</p> <p>Catchy names and fruit or menthol flavored products with higher nicotine levels = addiction.</p> <p>This results in increased nicotine dependence, making it more difficult to stop using these vape products.</p>	<p>Due to size, please click the link to view and download the image:</p> <p>https://www.dropbox.com/s/kwa1bregg58ed73/SFO_Social_July_25_.png?dl=0</p>

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			#youth #vapefree #yourhealthmatters #smokefreeoregon #flavorshookkids Credit: @nuestravoces @health4americas 2021 National Youth Tobacco Survey	Teens and young adults can get free help quitting by texting DITCHVAPE to 88709. Credit: @nuestravoces @health4americas 2021 National Youth Tobacco Survey	
Both	Jul 29, 2022	Prevention/Motivation	Double tap if you're staying strong on your quit journey! We've heard so many success stories, and we know yours is one of them! Stay strong, you got this! #smokefreeoregon #breathefree #yourhealthmatters	Double tap if you're staying strong on your quit journey! We've heard so many success stories, and we know yours is one of them! Stay strong, you got this! #smokefreeoregon #breathefree #yourhealthmatters	Due to size, please click the link to view and download the image: https://www.dropbox.com/s/j9c7801n37fqjwc/SFO_Social_July_29_.png?dl=0