

SMOKEFREE OREGON FACEBOOK & INSTAGRAM APRIL 2023 CONTENT CALENDAR

[Smokefree Oregon • Facebook](#)

[Smokefree Oregon \(@smokefree\\_oregon\) • Instagram](#)

Instructions:

- 1. Download Image from the following folder: <https://www.dropbox.com/sh/cxgjb3xjq8fhz/AADrqHTTHztJtoOjGL-5Sq86a?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 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)
IG	Apr 3, 2023	Cessation National Stress Awareness Month	<p>We know smoking can seem like a huge stress reliever but in reality smoking leads to more things to be stressed out about in the long run. Instead try things like these 🙌</p> <p>🏃 Exercise. Get active to help your mood.</p> <p>😮 Breathe. In through your nose, out through your mouth.</p> <p>💬 Talk. Talk with people in your circle. You don’t have to be alone.</p> <p>You can also talk to someone at 1-800-QUIT-NOW and quitnow.net/Oregon if you’d like help quitting.</p> <p>#nationalstressawarenessmonth #smokefreeoregon #selfcare #stressfree</p>		<p>Due to size, please click the link to view and download the image: <a href="https://www.dropbox.com/s/b8rud9tctqrbcs/sfo_april_social_apr3.jpg?dl=0">https://www.dropbox.com/s/b8rud9tctqrbcs/sfo_april_social_apr3.jpg?dl=0</a></p>
IG	Apr 7, 2023	Movement Building	<p>Unsurprising news on Big Tobacco:</p> <p>Recently, the FDA filed a complaint against a few commercial tobacco manufacturers for making and selling illegal tobacco products. 🙌 Kudos to the</p>		<p>Due to size, please click the link to view and download the image: <a href="https://www.dropbox.com/s/o1ozajt6xz1jbdt/sfo_april_social_apr7.png?dl=0">https://www.dropbox.com/s/o1ozajt6xz1jbdt/sfo_april_social_apr7.png?dl=0</a></p>

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			<p>FDA for taking action! More on this story at the link in our bio.</p> <p>And if you want to take action against the tobacco industry locally, click the link in our bio to learn how.</p> <p>#takeaction #smokefreeoregon</p> <p><b>Add link to linktree:</b>  <a href="https://www.fda.gov/news-events/press-announcements/fda-files-civil-money-penalty-complaints-against-four-e-cigarette-product-manufacturers">https://www.fda.gov/news-events/press-announcements/fda-files-civil-money-penalty-complaints-aga inst-four-e-cigarette-product-manufacturers</a></p>		
IG	Apr 11, 2023	Cessation National Pet Day	<p>#DYK smoking isn’t just harmful to yourself, but to pets as well? Because pets share the same environment as us, they risk exposure through secondhand smoke, digesting discarded tobacco products, and so much more.</p> <p>So if you have a pet and you’re thinking about quitting, you’re not just improving your own health – you might also be saving your pet’s life, too!</p> <p>Call 1-800-QUIT-NOW or visit quitnow.net/Oregon if you’d like help quitting.</p> <p>Fact credit: American Veterinary Medical Association</p> <p>#nationalpetday #smokefreeoregon #protectpets</p>	<p>#DYK smoking isn’t just harmful to yourself, but to pets as well? Because pets share the same environment as us, they risk exposure through secondhand smoke, digesting discarded tobacco products, and so much more.</p> <p>So if you have a pet and you’re thinking about quitting, you’re not just improving your own health – you might also be saving your pet’s life, too!</p> <p>Call 1-800-QUIT-NOW or visit quitnow.net/Oregon if you’d like help quitting.</p> <p>Fact credit: American Veterinary Medical Association</p>	<p>Due to size, please click the link to view and download the image:  <a href="https://www.dropbox.com/s/wcat544qi8egcbe/sfo_april_social_apr11.jpg?dl=0">https://www.dropbox.com/s/wcat544qi8egcbe/sfo_april_social_apr11.jp g?dl=0</a></p>
Both	Apr 14, 2023	Cessation National Oral Head and Neck Cancer Awareness Month	<p>#DYK within five years of quitting smoking, your risk of mouth, throat, and esophagus cancer is cut in half?! 😬</p> <p>That is huge! We know the journey to quitting isn't always easy, but the rewards are worth it.</p> <p>Call 1-800-QUIT-NOW or visit quitnow.net/Oregon if you’d like help quitting.</p>	<p>#DYK within five years of quitting smoking, your risk of mouth, throat, and esophagus cancer is cut in half?! 😬</p> <p>That is huge! We know the journey to quitting isn't always easy, but the rewards are worth it.</p> <p>Call 1-800-QUIT-NOW or visit</p>	<p>Due to size, please click the link to view and download the image:  <a href="https://www.dropbox.com/s/sqf25mug0xzk84n/sfo_april_social_apr14.jpg?dl=0">https://www.dropbox.com/s/sqf25mug0xzk84n/sfo_april_social_apr14.jp g?dl=0</a></p>

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			#smokefreeoregon #beatcancer #iquit #quitsmokingtoday	quitnow.net/Oregon if you'd like help quitting.	
Both	Apr 17, 2023	Cessation	Just a reminder that quitting commercial tobacco is a process – not a quick task. Keep going, you’ve got this!  #smokefreeoregon #iquit #yougotthis	Just a reminder that quitting commercial tobacco is a process – not a quick task. Keep going, you’ve got this!	Due to size, please click the link to view and download the gif: <a href="https://www.dropbox.com/s/twi0t575ilau8n5/sfo_april_social_apr17.mp4?dl=0">https://www.dropbox.com/s/twi0t575ilau8n5/sfo_april_social_apr17.mp4?dl=0</a>
IG	Apr 19, 2023	Movement building Environment	Commercial tobacco is poisoning our planet and that’s a fact.  Do you think the commercial tobacco industry should be held responsible? Yeah, we do too.  #savetheenvironment #earthday #smokefreeorgeon #takeaction  Credit: (tag @WHO and @unitednations)		Due to size, please click the link to view and download the image: <a href="#">Image 1</a> <a href="#">Image 2</a>
IG	Apr 24, 2023	Youth	It’s “Every Kid Healthy Week”, and we thought it was a good time to remind you why we do what we do.  It’s important that we protect current and future generations from the harms of commercial tobacco. They deserve to live a healthy, smoke-free life, without the burden of nicotine addiction.  The commercial tobacco industry doesn’t wait for a child to grow up. They know that the younger someone starts using tobacco, the harder it will be for them to quit.  Join us and take action today to stand up to the tobacco industry at smokefreeoregon.com/take-action.  #smokefreeoregon #takeaction #protectouryouth #novaping #everykidhealthyweek		Due to size, please click the link to view and download the video: <a href="https://www.dropbox.com/s/nh3sko2sq1bzn0q/sfo_april_social_apr24.mp4?dl=0">https://www.dropbox.com/s/nh3sko2sq1bzn0q/sfo_april_social_apr24.mp4?dl=0</a>
IG	Apr 28, 2023		Smoking is as bad for your eyes as it is for the rest of your body. It can lead to serious eye conditions that can cause vision loss or blindness.  Protect your vision and quit. Call 1-800-QUIT-NOW		Due to size, please click the link to view and download the gi: <a href="https://www.dropbox.com/s/2xoa59863g42asa/sfo_april_social_apr28.gif?dl=0">https://www.dropbox.com/s/2xoa59863g42asa/sfo_april_social_apr28.gif?dl=0</a>

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			or visit <a href="http://quitnow.net/Oregon">quitnow.net/Oregon</a> for help.  #smokefreeoregon #protectyourvision #womenseyehealthandsafetymonth		
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