

SMOKEFREE OREGON FACEBOOK & INSTAGRAM JUNE 2023 CONTENT CALENDAR

[Smokefree Oregon • Facebook](#)

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

Instructions:

1. Download maged from the following folder: <https://www.dropbox.com/scl/fo/ria67wn58gg3wzbhnlx0/h?dl=0&rlkey=vqo2n49vgemnhcuzl4s1mrx5>
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	Jun 1, 2023	Pride Month	<p><i>Join us in celebrating Pride Month! This month and everyday is a time to recognize and uplift the achievements of the LGBBTQ+ community.</i></p> <p><i>Join us in honoring the resilience of LGBTQIA+ folks. Our liberation is tied together – let’s take action and create spaces where people can live as freely and authentically as they want to. Life is better for everyone when we can all live our fullest, most authentic lives.</i></p> <p><i>#PrideMonth #LGBTQ #PrideMonth2023 #happypride #befree #smokefreeoregon</i></p> <p>[Tag: @unep]</p>	<p><i>Join us in celebrating Pride Month! This month and everyday is a time to recognize and uplift the achievements of the LGBBTQ+ community.</i></p> <p><i>Join us in honoring the resilience of LGBTQIA+ folks. Our liberation is tied together – let’s take action and create spaces where people can live as freely and authentically as they want to. Life is better for everyone when we can all live our fullest, most authentic lives.</i></p>	<p>Due to size, please click the link to view and download the image: https://www.dropbox.com/s/wawe5tage521owf/sfo_june_social_01.gif?dl=0</p>
IG	Jun 5, 2023	World Environment Day	<p>It’s World Environment Day, and this year’s focus is tackling plastic pollution. The planet is literally and figuratively choking on plastic. #DYK cigarette butts are mostly made of plastic fillers, and even</p>		<p>Due to size, please click the link to view and download the image:</p>

			<p>e-cigarettes contain plastic?! We must protect Mother Earth from these toxic products by calling out the commercial tobacco industry for being a major contributor. It is not just on us as individuals, but also up to Big Tobacco to stop distributing their harmful products.</p> <p>In the meantime, here are some ways to responsibly dispose of these products.</p> <p>Info credit: KTVZ and @CApublichealth #beatplasticpollution #worldenvironmentday #protecttheearth #smokefreeoregon</p> <p>Happy World Environment Day!</p>		https://www.dropbox.com/s/m025ciu6sfyf1oc/sfo_june_social_05.jpg?dl=0
IG	Jun 9, 2023	Cessation	<p>For decades Big Tobacco has targeted the LGBTQIA+ community through ads, sponsorships, events, and more. Take Pride Month: A month dedicated to liberation, the commercial tobacco industry uses it as an opportunity to offer heavily discounted coupons for their products so that people can get addicted – which is the total opposite of being free.</p> <p>One way to reclaim power from Big Tobacco is by not putting any more money in their pockets and quitting for good. If you or someone you know needs quitting support, contact 1-800-QUIT-NOW or quitnow.net/Oregon</p> <p>If you'd like to learn more about the commercial tobacco industry's harmful marketing practices, watch @publichealthlawcenter's "Pride and Prejudice: The Tobacco Industry's Co-opting of the LGBTQ+ Community". Click the link in the bio to access.</p>		<p>Due to size, please click the link to view and download the image:</p> https://www.dropbox.com/s/l3be2atyk3h22de/sfo_june_social_09.png?dl=0
Both	Jun 16, 2...		<p>It's almost Father's Day! Wishing all you father figures a smoke-free day filled with all the things you love and enjoy. And here's a dad joke to kick you off. #smokefreeoregon #fatherdays #dadjokes</p> <p>Joke credit: @dad says jokes</p>	<p>It's almost Father's Day! Wishing all you father figures a smoke-free day filled with all the things you love and enjoy. And here's a dad joke to kick you off.</p> <p>Joke credit: @dad says jokes</p>	<p>Due to size, please click the link to view and download the images:</p> Image 1 Image 2

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IG	Jun 19, 2...	Cessation Targeted communities Juneteenth	Reshare a post/story from Center for Black Health, similar to this: https://www.instagram.com/p/CfAOaC9NCxY/		No image to download
IG	Jun 21, 2...	Cessation	<p>Today marks the first day of Summer! <i>This summer, we hope that you can move your body more and smoke less! We know that moving more can reduce stress in the way that smoking does for some.</i></p> <p><i>Now is a better time than never for a 15-minute outdoor break! Get out there and move your body or take a walk. Join @oregonstate's free Walk With Ease physical activity program for more tips and resources.</i></p> <p>Learn more at the link in our bio <walk.oregonstate.edu></p> <p>#walkwithease #cessation</p>		Due to size, please click the link to view and download the image: https://www.dropbox.com/s/3qxzkb rh1cv3pv0/sfo_june_social_21.jpg?dl=0
Both	Jun 23, 2...	Prevention VsF Vaping Youth	<p>¡Así se hace! Australia dice no más a los sabores a chicle y a los unicornios rosa!. El gobierno de Australia prohibirá los cigarrillos electrónicos mediante un estricto control de las importaciones y los envases para desincentivar el vapeo, especialmente entre los adolescentes.</p> <p>Conoce qué tu puedes hacer para que en Oregon podamos hacer lo mismo, visitando el enlace en la bio.</p> <p>#Vivesinfumar #sintabaco #pulmoneslibresdehumo #respirar #motivacion</p> <p>Spanish article link: https://cnnespanol.cnn.com/2023/05/02/australia-prohibira-consumo-recreativo-cigarrillos-electronicos-vapeo-trax/</p> <p>This is how you do it! Australia says “NO MORE!” to vapes. Their government will ban e-cigarettes</p>	<p>¡Así se hace! Australia dice no más a los sabores a chicle y a los unicornios rosa!. El gobierno de Australia prohibirá los cigarrillos electrónicos mediante un estricto control de las importaciones y los envases para desincentivar el vapeo, especialmente entre los adolescentes.</p> <p>Conoce qué tu puedes hacer para que en Oregon podamos hacer lo mismo, escribiéndole a tu comisionado: https://smokefreeoregon.com/take-action/letter-to-commissioner/</p> <p>#Vivesinfumar #sintabaco #pulmoneslibresdehumo #respirar #motivacion</p> <p>Spanish article link: https://cnnespanol.cnn.com/2023/05/</p>	Due to size, please click the link to view and download the image: https://www.dropbox.com/s/gsz8y1k7dzi6uzt/sfo_june_social_23.jpg?dl=0

			<p>through a heavy set of controls on imports and packaging to discourage vaping (especially among teens) under its biggest commercial tobacco reform in more than a decade.</p> <p>Click the link in our bio to learn more about what WE in Oregon can do to follow Australia's lead!</p> <p>English article link: https://www.cnn.com/2023/05/02/australia/australia-vaping-ban-intl-hnk/index.html</p>	<p>02/australia-prohibira-consumo-recreativo-cigarrillos-electronicos-vapeo-trax/</p> <div></div> <p>This is how you do it! Australia says “NO MORE!” to vapes. Their government will ban e-cigarettes through a heavy set of controls on imports and packaging to discourage vaping (especially among teens) under its biggest commercial tobacco reform in more than a decade.</p> <p>Check out the link below to learn more about what WE in Oregon can do to follow Australia's lead!</p> <p>https://www.cnn.com/2023/05/02/australia/australia-vaping-ban-intl-hnk/index.html</p>	
IG	Jun 28, 2...	Movement building	<p>Time to pay up! An e-cigarette company has agreed to pay \$462 million to settle claims by six U.S. states, including New York and California, for using devious and misleading marketing tactics to sell addictive nicotine products to minors.</p> <p>This is a big win for tobacco prevention advocates and a huge L for the commercial tobacco industry. It just goes to show that if you play dirty, you’re going to have to face the consequences. #OUCH For more on this, click the link in bio.</p> <p>#takedowntobacco #smokefreeoregon</p>		<p>Due to size, please click the link to view and download the image: https://www.dropbox.com/s/4pfn0wf44mag0o5/sfo_june_social_28.jpg?dl=0</p>