

SMOKEFREE OREGON FACEBOOK & INSTAGRAM DECEMBER 2023 CONTENT CALENDAR

[Smokefree Oregon • Facebook](#)

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

Instructions:

1. Download Image from the following folder: <https://www.dropbox.com/scl/fo/5srgaezu24cx8yonokyjw/h?rlkey=ukyqen783m9p9s9h2buh7fh5j&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	Dec 2, 2023	Smokefree Holiday Tips/Cessation and Prevention	<p>The holidays are stressful, and we’re here for you!</p> <p>Every week this month, we’ll be sharing tips on how to stay smoke-free and stress-free while enjoying the holiday season.</p> <p>Tune in and remember your quit journey doesn't have to be solo. Contact 1-800-QUIT-NOW, text "ready" to 34191, or visit quitnow.net/Oregon for quitting resources and support. You can also send us any questions you have at smokefreeoregon.com/contact-us</p> <p>#SmokefreeOregon #HolidayHealth</p> <p>##</p> <p>Las fiestas decembrinas pueden ser estresantes pero, ¡estamos aquí para ayudarte! Cada semana de este mes, compartiremos consejos sobre cómo mantenerte sin fumar y sin estrés mientras disfrutas de las fiestas. Síguenos y recuerda que tu camino para dejar de fumar no tiene por qué ser un camino solitario.</p>		<p>Due to size, please click the link to view and download the gif:</p> <p>https://www.dropbox.com/scl/fi/09l99y9c09uxhxde0o86j/SFO_Social_December_2.gif?rlkey=boc7nq9q2qoxzsiugndtwdhev&dl=0</p>

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			<p>Llama al 1-800-QUIT-NOW, envía un mensaje de texto con la palabra "ready" al 34191, o visita quitnow.net/Oregon para encontrar herramientas y apoyo para #DejarDeFumar. También puedes enviarnos cualquier pregunta que tengas a smokefreeoregon.com/contact-us</p> <p>#ViveSinFumar</p>		
IG	Dec 4, 2023	Smokefree Holiday Tips/Cessation and Prevention	<p>Are you feeling the holiday blues? People are here to help!</p> <p>If you or someone you know is struggling or in crisis, call or text 988 or vist 988lifeline.org to chat. @988lifeline</p> <p>#SmokefreeOregon #HolidayHealth</p>		<p>Due to size, please click the link to view and download the images:</p> <p>https://www.dropbox.com/scl/fi/juhlpszfsf6vtruww20lrm/SFO_Social_December_4.png?rlkey=0cc5b66vh0gb6zgjg85l45fak&dl=0</p>
IG	Dec 6, 2023	Walk With Ease	<p>‘Twas the month before new year, and all through the fog, not a soul was out of breath, not even a dog.</p> <p>All vapes and cigarettes were thrown in the trash, with hopes that Big Tobacco would run out of cash.</p> <p>Folks young and old enjoyed walking with ease, while envisioning communities living smoke-free.</p> <p>- <i>Smokefree Oregon</i></p> <p>Visit walk.oregonstate.edu to join their free physical program offered to all Oregonians! Link in bio.</p> <p>#WalkWithEase #Cessation</p>		<p>Due to size, please click the link to view and download the images:</p> <p>https://www.dropbox.com/scl/fi/k0r4k5z30evpn8e5drqlv/SFO_Social_December_6.png?rlkey=1b44fbj54jorl0ohfpeoo1yb4&dl=0</p>
IG	Dec 8, 2023	Smokefree Holiday Tips/Cessation and Prevention	<p>Baby, it’s cold outside... but it doesn’t mean that your fitness routine has to freeze!</p> <p>Exercising can help fight nicotine cravings and reduce their intensity. Even a short burst of physical activity, such as running up and down the stairs a few times, can help get you through.</p> <p>#SmokefreeOregon #HolidayHealth</p>		<p>Due to size, please click the link to view and download the image:</p> <p>https://www.dropbox.com/scl/fi/n2tkrqs yngowzi6dgzzvq/SFO_Social_December_8.png?rlkey=hlhzrs6frwmhr7l2uv0qbvk17&dl=0</p>

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IG	Dec 11, 2023	Smokefree Holiday Tips/Cessation and Prevention	<p>Don't overdo it.</p> <p>It's so easy to take on too much during the busy holiday season.</p> <p>Try creating a list of things you'd like to accomplish and prioritize them.</p> <p>#SmokefreeOregon #HolidayHealth</p>		<p>Due to size, please click the link to view and download the image:</p> <p>https://www.dropbox.com/scl/fi/vl198r3duwn20jun3myw4/SFO_Social_December_11.png?rlkey=dgwqzbfp7m8xao52ez0d7omya&dl=0</p>
IG	Dec 14, 2023	Smokefree Holiday Tips/Cessation and Prevention	<p>Getting through the holidays smoke-free is an achievement you should be proud of.</p> <p>If you got through a company or family party without a cigarette, celebrate it!</p> <p>If you had a cup of coffee without a cigarette, celebrate it! It's important to celebrate all achievements – big and small.</p> <p>#SmokefreeOregon #HolidayHealth</p>		<p>Due to size, please click the link to view and download the gif:</p> <p>https://www.dropbox.com/scl/fi/x1qhk1hciyik5eqifkgje/SFO_Social_December_14.gif?rlkey=4tnegjuhpilg049wvzcywdje2&dl=0</p>
IG	Dec 18, 2023	Secondhand Smoke/Take Action	<p>This holiday season, we're partnering with our friends at @RethinktheDrinkOr to ask: How do we celebrate this season with less alcohol? What if we could attend a family gathering and not be asked to explain why we're not drinking?</p> <p>Substances, like commercial tobacco and alcohol, can be used as comfort during moments of stress. What are some ways that you manage stress without substances? Let us know in the comments!</p> <p>#RethinkTheDrink</p>		<p>Due to size, please click the link to view and download the image:</p> <p>https://www.dropbox.com/scl/fi/w5nkxog8yarqzdksc029z/SFO_Social_December_18.mp4?rlkey=b9wcctilnqdrkfzwyxfw7u1zg&dl=0</p>
IG/FB	Dec 28, 2023	Tobacco control/regulation/accidental nicotine exposure harms	<p>#DYK Child resistant packaging saves lives? Not just for children, but for our beloved pet babies as well! 🐕🐶🐾</p> <p>Since 2016, certain nicotine products must be sold in child resistant packaging BUT there's been no enforcement of this in Oregon.</p>	<p>#DYK Child resistant packaging saves lives? Not just for children, but for our beloved pet babies as well! 🐕🐶🐾</p> <p>Since 2016, certain nicotine products must be sold in child resistant packaging BUT there's been no enforcement of this in Oregon.</p> <p>Thanks to Oregon's Tobacco Retail Licensing program, Oregon will begin</p>	<p>Due to size, please click the link to view and download the image:</p> <p>https://www.dropbox.com/scl/fi/s07cooce6lksl1j88ocw1/SFO_Social_December_28.png?rlkey=v33omnxuskdrxpmjqkbmi7myn&dl=0</p>

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			<p>Thanks to Oregon’s Tobacco Retail Licensing program, Oregon will begin enforcing child resistant packaging laws in January 2024!</p> <p>This is a HUGE win for Oregon and one small step in keeping our communities safe and healthy.</p> <p>Check out the @FDA article in our Linktree discussing accidental nicotine exposure health harms.</p> <p>Add to Linktree:</p> <p>https://www.fda.gov/consumers/consumer-updates/how-properly-store-e-liquids-and-prevent-accidental-exposure-e-liquids-children#:~:text=Accidental%20exposure%20to%20nicotine%2Dcontaining,emergencies%20due%20to%20unintended%20exposure</p>	<p>enforcing child resistant packaging laws in January 2024!</p> <p>This is a HUGE win for Oregon and one small step in keeping our communities safe and healthy.</p> <p>Check out this @FDA article discussing accidental nicotine exposure health harms.</p> <p>https://www.fda.gov/consumers/consumer-updates/how-properly-store-e-liquids-and-prevent-accidental-exposure-e-liquids-children#:~:text=Accidental%20exposure%20to%20nicotine%2Dcontaining,emergencies%20due%20to%20unintended%20exposure</p>	
IG	Dec 31, 2023	Smokefree Holiday Tips/Cessation and Prevention	<p>Making a New Year’s resolution to quit smoking or vaping can be a challenge – but with a plan in place, you can make 2024 the year you quit for good! Head on over to our website and create your #QuitPlan today.</p> <p>#SmokefreeOregon #HolidayHealth</p>		<p>Due to size, please click the link to view and download the image:</p> <p>https://www.dropbox.com/scl/fi/hfx49vmyypszyymn54lke/SFO_Social_December_31.png?rlkey=ktosp7j001af9pbjk1psq2vcn&dl=0</p>