

SMOKEFREE OREGON FACEBOOK & INSTAGRAM JANUARY 2024 CONTENT CALENDAR

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

Instructions:

1. Download Image from the following folder: <https://www.dropbox.com/scl/fo/44zoi9kjo7f2fh1bkrvwa/h?rlkey=l2bz5v38x5dlduq9n5ypo76f7&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/FB	Jan 1, 2024	Cessation	2024 has arrived and with it all the desire to start a #smokefree life.  During these next few months, draw up a plan that will help you #QuitTobacco and achieve a healthier life that you can fully enjoy with your family.  Visit QuitTobaccoOregon.com to find free resources and help to take this big step.	2024 has arrived and with it all the desire to start a #smokefree life.  During these next few months, draw up a plan that will help you #QuitTobacco and achieve a healthier life that you can fully enjoy with your family.  Visit QuitTobaccoOregon.com to find free resources and help to take this big step.	Due to size, please click the link to view and download the image:  <a href="https://www.dropbox.com/scl/fi/itk98mgasxzw3uxdearof/SFO_Social_January_1_Image2.png?rlkey=7tj6jjrlb16ly2fe89bksw26&amp;dl=0">https://www.dropbox.com/scl/fi/itk98mgasxzw3uxdearof/SFO_Social_January_1_Image2.png?rlkey=7tj6jjrlb16ly2fe89bksw26&amp;dl=0</a>
IG	Jan 3, 2024	Cessation	It’s the New Year, and it’s a time when we often set an intention to begin a journey towards a healthier lifestyle. If quitting is a part of your New Year intention or resolution, we’re here to help you. Call 1-800-QUIT-NOW or visit quitnow.net/Oregon for free support and nicotine replacement therapy (patches, gum, etc.) to help you start your year off strong.		Due to size, please click the link to view and download the image:  <a href="https://www.dropbox.com/scl/fi/mg49n1zalxdwpoiwp309/SFO_Social_January_3.png?rlkey=kyj4twpmgsz4e55psdv178eht&amp;dl=0">https://www.dropbox.com/scl/fi/mg49n1zalxdwpoiwp309/SFO_Social_January_3.png?rlkey=kyj4twpmgsz4e55psdv178eht&amp;dl=0</a>

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IG	Jan 5, 2024	Marketing	<p>#DYK, the tobacco industry spends 97% of its marketing budget (\$8.4 billion a year) at convenience stores, gas stations, and other retail locations?</p> <p>That’s why displaying signs in stores with corrective statements is so important! Let’s continue holding Big Tobacco accountable to their harm.</p> <p>Learn how.</p> <p>Since Big Tobacco is no longer allowed to advertise on TV, radio, billboards, or even in some magazines, convenience stores have become the place where people, especially youth, are exposed to commercial tobacco advertising the most.</p> <p>This is why displaying signs in stores with corrective statements – such as: “Smoking kills, on average, 1,200 Americans” – are so important. Businesses must think about the way they partner with Big Tobacco and make sure people know about the risks of using these deadly products.</p> <p>For more on this, read “Deadly Alliance.” Link in bio.</p> <p>h/t: African American Tobacco Control Leadership Council (AATCLC), American Cancer Society Cancer Action Network, American Heart Association, American Lung Association, Campaign for Tobacco-Free Kids, Center for Black Health &amp; Equity, Counter Tools and Truth Initiative</p> <p>#CorrectiveStatements</p>		<p>Due to size, please click the link to view and download the image:</p> <p><a href="https://www.dropbox.com/scl/fi/icazb4nwriyf9n2xveff/SFO_Social_January_5.jpg?rlkey=01n4kukac7eyou83kb0hka327&amp;dl=0">https://www.dropbox.com/scl/fi/icazb4nwriyf9n2xveff/SFO_Social_January_5.jpg?rlkey=01n4kukac7eyou83kb0hka327&amp;dl=0</a></p>
IG	Jan 8, 2024	Cessation	<p>Continuing to smoke or vape commercial tobacco is expensive.</p> <p>Quitting is free!</p> <p>For help, including free nicotine patches and gum to aid you in quitting, call 1-800-QUIT-NOW or visit quitnow.net/Oregon.</p>		<p>Due to size, please click the link to view and download the image:</p> <p><a href="https://www.dropbox.com/scl/fi/vhl669i93ncwlqfy8z6xm/SFO_Social_January_8.jpg?rlkey=kqehcgrxupk5b9jrkxopi3faw&amp;dl=0">https://www.dropbox.com/scl/fi/vhl669i93ncwlqfy8z6xm/SFO_Social_January_8.jpg?rlkey=kqehcgrxupk5b9jrkxopi3faw&amp;dl=0</a></p>
IG	Jan 12, 2024	National Youth Tobacco Survey/Vaping/Youth	<p>#DYK about 2.8 million youth currently use any tobacco product?</p>		<p>Due to size, please click the link to view and download the image:</p> <p><a href="#">Image 1</a></p> <p><a href="#">Image 2</a></p>

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			<p>According to the @cdcgov recently released “National Youth Tobacco Survey” (NYTS), that’s how many kids are still using commercial tobacco products.</p> <p>What stands out to you? For us, overall vaping use is still a serious issue due to Big Tobacco’s harmful marketing and kid-friendly flavors!</p> <p>Taking down Big Tobacco is a community effort. If you want to join the movement, click “Take Action” in our Linktree.</p> <p><b>Add to Linktree:</b>  <a href="https://www.fda.gov/tobacco-products/youth-and-tobacco/results-annual-national-youth-tobacco-survey">https://www.fda.gov/tobacco-products/youth-and-tobacco/results-annual-national-youth-tobacco-survey</a></p>		<a href="#">Image 3</a>
IG	Jan 15, 2024	Cessation	<p>Quit how you want; your quitting journey is your own. We’re just here to help you along the way, when you need some support. Call 1-800-QUIT-NOW or visit quitnow.net/Oregon for free counseling, tips, resources and patches or gum.</p> <p>#YouCanDolt #SmokefreeOregon</p>		<p>Due to size, please click the link to view and download the image:</p> <p><a href="https://www.dropbox.com/scl/fi/n44vtli0mnvwkec4lvp40/SFO_Social_January_15.png?rlkey=pmklsqpd08fwybglatg3kv0s4&amp;dl=0">https://www.dropbox.com/scl/fi/n44vtli0mnvwkec4lvp40/SFO_Social_January_15.png?rlkey=pmklsqpd08fwybglatg3kv0s4&amp;dl=0</a></p>
IG	Jan 19, 2024	Secondhand Smoke/Take Action	<p>#DYK, secondhand smoke has just as much of an effect on a nonsmoker as it does the person who is smoking? Swipe through the above images to learn what deadly diseases are caused by secondhand smoke.</p> <p>Help create a healthy and safe environment for everyone – especially those you share space with – by not smoking.</p> <p>We have resources on how to take action in your community if you are experiencing issues with secondhand smoke in your apartment, home, or workplace. Click the link in our bio.</p> <p>#SecondhandSmoke #SmokefreeOregon</p> <p><b>Add link to Linktree:</b>  <a href="https://smokefreeoregon.com/resources/smoke-free-housing-tools/">https://smokefreeoregon.com/resources/smoke-free-housing-tools/</a></p>		<p>Due to size, please click the link to view and download the image:</p> <p><a href="#">Image 1</a>  <a href="#">Image 2</a>  <a href="#">Image 3</a></p>

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IG	Jan 22, 2204	Cessation	<p>You can do hard things. Yes, you! And hard things can be worth it – like quitting commercial tobacco.</p> <p>Whenever you’re ready, we’re here to start or restart the journey with you. Visit QuitTobaccoOregon.com for resources to quit tobacco YOUR way.</p> <p>#YouCanDoIt #SmokefreeOregon</p>		<p>Due to size, please click the link to view and download the image:</p> <p><a href="https://www.dropbox.com/scl/fi/xxzl4cxvdp8lamva1w36/SFO_Social_January_22.jpg?rlkey=fj7647e3wluope3ahp5mzbgmi&amp;dl=0">https://www.dropbox.com/scl/fi/xxzl4cxvdp8lamva1w36/SFO_Social_January_22.jpg?rlkey=fj7647e3wluope3ahp5mzbgmi&amp;dl=0</a></p>
IG	Jan 24, 2024	Public Health	<p><b>Red flag alert!</b> 🚩🚩🚩</p> <p>@tobaccofreekids published a report that highlights how Big Tobacco uses influencers, violates social media policies, and sponsors major brands on social media to market their products to youth! They reach 150 million young people and 16 million teens under the age of 18 with their tactics.</p> <p>It’s concerning how social media is used as a major tool to lure kids in and hook them on these addictive products. Let’s fight back! Find more on the #SponsoredByBigTobacco report at the link in our bio.</p>		<p>Due to size, please click the link to view and download the image:</p> <p><a href="#">Image 1</a>  <a href="#">Image 2</a>  <a href="#">Image 3</a></p>
IG	Jan 26, 2024	Walk With Ease	<p>Walking can help you take time away from the daily stresses of life! And #DYK cravings for tobacco usually decrease during exercise and up to 50 minutes after?</p> <p>The temperature may be low, but you can still walk with ease both indoors and outdoors.</p> <p>If you choose to go outside, here are some tips for safely walking in winter weather:</p> <ul style="list-style-type: none"> <li>• Dress in layers (like a bear!)</li> <li>• Cover your hands and ears (avoid frostbite)</li> <li>• Wear appropriate shoes (traction is your best friend)</li> <li>• Warm-up inside (spinning around in circles is ok)</li> <li>• Cover your nose and mouth (cold air can irritate the lungs)</li> </ul> <p>Embark on your smoke-free journey while clocking in those valuable steps. What better way to kickstart a healthier lifestyle!</p>		<p>Due to size, please click the link to view and download the image:</p> <p><a href="https://www.dropbox.com/scl/fi/3mlav4l2la2x6fyong6sl/SFO_Social_January_26.png?rlkey=rs8yeqe7qb9fgm6a31dy99kwq&amp;dl=0">https://www.dropbox.com/scl/fi/3mlav4l2la2x6fyong6sl/SFO_Social_January_26.png?rlkey=rs8yeqe7qb9fgm6a31dy99kwq&amp;dl=0</a></p>

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			Visit walk.orgeonstate.edu to join their free physical program offered to all Oregonians! Link in bio.  #WalkWithEase		
IG	Jan 29, 2024	Cessation	Recommitting to your quit journey? We have the perfect FREE quitting tools for you, including patches and gum. For more information, call 1-800-QUIT-NOW or visit quitnow.net/Oregon.  #YouCanDolt #SmokefreeOregon		Due to size, please click the link to view and download the image:  <a href="https://www.dropbox.com/scl/fi/94uk0dgyh62wjvx8gtshc/SFO_Social_January_29.jpg?rlkey=mv2pqgzv4x0b90sdalpcw5qi9&amp;dl=0">https://www.dropbox.com/scl/fi/94uk0dgyh62wjvx8gtshc/SFO_Social_January_29.jpg?rlkey=mv2pqgzv4x0b90sdalpcw5qi9&amp;dl=0</a>