



March 2021

SOCIAL MEDIA POSTS FOR STEPP GRANTEES

This resource is a one stop shop for social media posts that your organization can use to amplify tobacco prevention, treatment, smoke-free messages, and more in your community.

How to Use This Document

The social media posts in this document are evergreen, meaning they can be used anytime. Use the table of contents below to find the topic you are looking for. See the below table of contents. **Corresponding images to use with the social posts can be found in [this Google folder](#).**

All of these posts are recommended for **Facebook** or **Twitter** but can also be used on **Instagram** if your organization uses that platform. We recommend using the photos indicated with each post, but feel free to update the text of the post to fit your needs. When composing a Facebook or Twitter post and adding a link, sometimes a link preview will automatically load copy and an image into the post. We recommend removing these link previews by clicking the 'X' in the top right corner and using the photos suggested.

About Audiences: If you are boosting social media content, you'll have the opportunity to target your posts to a specific audience. In this document, the "adult" audience refers to community members age 25+; "parents" are community members 30+ with middle- or high-school aged children; and "Civically Engaged Community Members" are people age 25+ who are interested in local government, nonprofit engagement or health care. For more info about targeting and boosting social media posts, please reach out to TA@se2communications.com.

Social Post Topics: Table of Contents

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COVID-19 and Tobacco

Audience	Copy	Hyperlink	Creative
Adults	It may be harder to quit tobacco if you're feeling more stressed, anxious, or lonely because of COVID-19. Contact the Colorado QuitLine at COquitline.org or call 1-800-QUIT-NOW for free support, including phone and web coaching, motivational text messages, and quit medications like patches and gum.	https://coquitline.org/en-US/	
Adults	Quitting smoking is hard – especially during a pandemic. If you're trying to cut back, quit or stay quit, you are not alone. The Colorado QuitLine offers free support, gum and patches.	https://coquitline.org/en-US/	
Adults	Smoking increases your chances of severe illness from COVID-19. You can get support to quit.	https://coquitline.org/en-US/	
Adults	Studies show that vaping and smoking increase your risk of getting COVID-19 and experiencing complications from the virus. You can get support to quit tobacco.	https://bit.ly/SmokingAndCOVIDRisk	

Adults	Smoking and vaping impair lung function, making those who smoke or vape at higher risk of complications from COVID-19. Learn more.	https://bit.ly/SmokingAndCOVIDRisk	
Civically Engaged Community Members	New research finds that smoking and vaping increases an individual's risk from COVID-19. Learn more.	https://bit.ly/SmokingAndCOVIDRisk	
Civically Engaged Community Members	Because COVID-19 attacks the lungs, research finds that smoking and vaping increases an individual's risk for getting the virus and experiencing complications. Learn more.	https://bit.ly/SmokingAndCOVIDRisk	

Secondhand Smoke / Clean Indoor Air Act

Audience	Copy	Hyperlink	Creative
Adults	Secondhand smoke and vapor contain harmful chemicals that are dangerous to inhale. If you experience secondhand smoke or vapor in your apartment or condo building, learn what you can do.	http://bit.ly/2ndhandSmokeTFC	

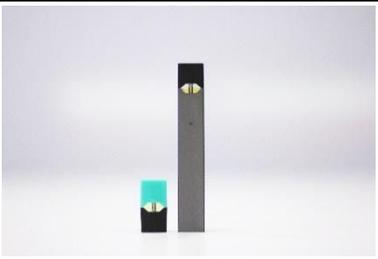
Adults	With more people staying home and working from home, have you experienced secondhand smoke in your apartment building? You and your neighbors could be inhaling cancer-causing chemicals. Learn what you can do.	http://bit.ly/2ndhandSmokeTFC	
Adults	Because secondhand smoke and vapor contain harmful chemicals, smoking and vaping are not permitted within 25 feet of the entrance to public buildings, including apartment buildings and condos. Learn more about the law in Colorado.	http://bit.ly/ColoradoCleanIndoorAirAct	
Adults	For the health of our neighbors and co-workers, smoking and vaping are prohibited inside businesses and within 25 feet of main entrances. Learn more about the Colorado Clean Indoor Air Act.	http://bit.ly/ColoradoCleanIndoorAirAct	
Civically Engaged Community Members	The Colorado Clean Indoor Air Act prohibits smoking or vaping within 25 feet of entrances to a public building. Learn how to raise awareness of this public health protection with your community.	http://bit.ly/ColoradoCleanIndoorAirAct	

Civically Engaged Community Members	It's illegal in Colorado to smoke or vape within 25 feet of entrances to a public building. Learn how to raise awareness in your community.	http://bit.ly/ColoradoIndoorAirAct	
Civically Engaged Community Members	Exposure to secondhand smoke or vapor in apartment or condo buildings is a threat to the health of neighbors. Learn how you can advocate for safe and healthy housing in your community.	http://bit.ly/2ndhandSmokeTFC	

Parents and Adults: Know the Facts About Vape

Audience	Copy	Hyperlink	Creative
Parents	Did you know that one in four Colorado youth currently vape? Get the facts about vape and have a chat with your kid.	http://bit.ly/VapeKnowTheFacts	
Parents	Parents: You play a key role in preventing kids from ever vaping or using tobacco. Get the facts about the latest tobacco products and talk to the young people in your life. Our video series will help you start a conversation.	http://bit.ly/TalkToYouthAboutVape	

Parents and Adults	How much do you know about youth vaping and how it impacts Colorado kids? This video talks about the products on the market today, and how they impact young people.	Video: "What Do You Know About Youth Vaping?"	
Parents and Adults	It can be hard to bring up a topic like vaping. The adults in this video share tips for how they start conversations with young people and how they create opportunities for youth to start the conversation.	Video: "How Do Parents and Adults Talk to youth About Vape?"	
Adults	If you are wondering how to talk to the youth in your life about vaping, you are not alone. This video talks about ways that all adults can support solutions to the youth vaping issue in Colorado.	Video: "How Can Parents and Adults Do Something About Youth Vaping?"	
Parents	As a parent, it's important that you talk with your kids about vaping. We've put together these tips to help you have a conversation.	Video: Parents: Here's How to Talk to Your Kids About Vape	

Adults	As a teacher, mentor or coach, you can help prevent youth vaping.. We've put together these tips to help you have a conversation with the young people in your life.	Video: How Coaches, Teachers & Other Trusted Adults Can Talk to Youth About Vape	
Parents	Parents: Would you recognize a vape device if you saw one? Our videos show you the different kinds of vape devices and explain how vaping puts youth at risk.	http://bit.ly/WhatYouNeedToKnowAboutVape	
Parents and Adults	Vaping is dangerous to youth, impacting their brain development and even causing anxiety and depression. Learn more and have a chat with your kid about the facts.	http://bit.ly/VapeMythsvsFacts	
Parents	Parents: What do you know about youth vaping? This video examines common myths. Get the facts, and talk to the teens in your life.	http://bit.ly/VapeMythsvsFacts	

<p>Parents and Adults</p>	<p>Do you know a young person who is dealing with added stress and uses vaping to unwind? My Life, My Quit offers free quit support to young people 12 and up in Colorado — online or over the phone.</p>	<p>http://mylifemyquit.com/</p>	
<p>Parents</p>	<p>Is your child addicted to vaping? My Life My Quit gives free, confidential support to Colorado youth 12 and older who have become addicted to nicotine and want to stop vaping.</p>	<p>http://mylifemyquit.com/</p>	
<p>Spanish-Speaking Parents</p>	<p>English: Teens who vape can get addicted to nicotine. Get the facts about teen vaping. Have a chat with your child.</p> <p>Spanish: Los adolescentes que vapean (o usan cigarrillos electrónicos, vaping en inglés) pueden volverse adictos a la nicotina. Infórmate ya sobre esta nueva epidemia entre los jóvenes y habla con tus hijos sobre los riesgos.</p>	<p>http://bit.ly/HablaConLosAdolescentes</p>	
<p>Spanish-Speaking Parents</p>	<p>English: Why is vaping so dangerous for teenagers? Get the facts about teen vaping. Have a chat with your child.</p> <p>Spanish: ¿Por qué el vaping es tan peligroso para los adolescentes? Infórmate ya sobre esta nueva epidemia entre los jóvenes y habla con tus hijos sobre los riesgos.</p>	<p>http://bit.ly/HablaConLosAdolescentes</p>	

Spanish-Speaking Parents	<p>English: Do you know a young person who is trying to quit vaping? The support of friends and loved ones will make all the difference. Get our free tips to support them.</p> <p>Spanish: ¿Conoces a un joven que está tratando de dejar de vapear? El apoyo de amigos y seres queridos puede marcar la diferencia. Obtén nuestros consejos gratuitos para apoyarlo.</p>	http://bit.ly/HablaConLosAdolescentes	
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LGBTQ+ Coloradans

Audience	Copy	Hyperlink	Creative
LGBTQ+ People and Allies	<p>Self care ✓ Healthy bodies ✓ Inclusive communities ✓ We've come too far to let tobacco hold us back.</p>	http://bit.ly/LGBTQTobaccoFree	
LGBTQ+ People and Allies	<p>While we continue to invest in being an even more inclusive community, tobacco isn't welcome. Smoking and vaping hurt our bodies and undermine our community's progress. How do you live your best life tobacco-free?</p>	http://bit.ly/LGBTQTobaccoFree	
LGBTQ+ People and Allies	<p>The more we learn about vaping, the more it becomes clear that it isn't a safe alternative to smoking. Our community has come too far to let tobacco – in any form – hold us back. Learn more about the risks.</p>	http://bit.ly/LGBTQTobaccoFree	

<p>LGBTQ+ People and Allies</p>	<p>If you're aiming for a glow up, put down the tobacco. Vaping and smoking damage your body from the inside out. Vapor and smoke all carry tiny particles, chemicals and nicotine deep into your body, dulling your shine.</p>	<p>http://bit.ly/LGBTQTobaccoFree</p>	
<p>LGBTQ+ People and Allies</p>	<p>Whether you think you're taking the edge off a long week or just having one to fit in, infrequent smoking is still harmful to your health. And it's not just you that cigarette or vape is hurting. The secondhand smoke and vapor is hurting everyone you're with.</p>	<p>http://bit.ly/LGBTQTobaccoFree</p>	
<p>LGBTQ+ People and Allies</p>	<p>Even though most smokers regularly think about quitting, your decision to quit can be a harder one to make. We're here for you when you're ready.</p>	<p>https://coquitline.org/en-US/</p>	
<p>LGBTQ+ People and Allies</p>	<p>2020 has been hard for everyone. Bur research shows that nicotine makes anxiety worse. Get our ideas for healthy ways to manage stress without tobacco.</p>	<p>https://bit.ly/DestressWithoutTobacco</p>	

LGBTQ+ People and Allies	The tobacco industry has targeted the LGBTQ+ community for far too long, causing higher tobacco use among LGBTQ+ people. Learn how [insert your city/county name here] is promoting tobacco-free lives.	Link to tobacco policy info in your community	
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My Life My Quit

Audience	Copy	Hyperlink	Creative
Youth	If you want to vape less, you're not alone. More than half of Colorado high schoolers have tried to quit. Text "start my quit" to 36072 for free, confidential support.	http://mylifemyquit.com/	
Youth	Worried about how much you're vaping or smoking? My Life, My Quit can help you take back control. Learn more at MyLifeMyQuit.org.	http://mylifemyquit.com/	
Parents and Adults	Teens may be having a hard time coping with COVID-19. Help them get the support they need to quit vaping or smoking.	https://co.mylifemyquit.org/Resource_pages/resources-parents	

Parents and Adults	You play an important role in your teen’s decisions. Let them know about a resource to help them cut back or quit vaping.	https://co.mylifemyquit.org/Resource_pages/resources-parents	
Parents and Adults	Worried about your teen’s vaping? My Life, My Quit has resources that can help you help them. Learn more.	https://co.mylifemyquit.org/Resource_pages/resources-parents	