

TOBACCO CONTROL SOCIAL MEDIA ENGAGEMENT GUIDE

How to respond to comments:

POSITIVE

Like

Acknowledge comments by giving them a like. Not every comment requires a reply, but a simple like will make your audience feel heard.

Reply

Testimonials, interest in more information/involvement, and the need for clarification could use a reply.

Steps for replying:

1. Acknowledge the content of their reply (thank them for their support/sharing)
2. Clarify misinformation if necessary
3. Provide additional educational materials, resources, or invitations to coalition meetings when possible

NEGATIVE

Clarify Misinformation

Genuine comments can be addressed politely in order to fix misinformation and provide additional educational materials and resources.

Delete

Comments that are threats, offensive, promoting tobacco, or misinforming your audience may be deleted unless there is an opportunity for you to defuse the negative comment or use the comment as an educational opportunity.

Block User

Users who constantly leave negative comments that are either threats, offensive, promoting tobacco, or continually misinforming your audience can be blocked.

Community Guidelines

- "1. Respect**
- 2. Safety & Privacy**
- 3. Authenticity**

Comments in violation of these guidelines, or other comments deemed inappropriate by CTCP, are subject to removal. Users found in violation of these guidelines may be subject to banning from the CTCP Facebook page on their second offense and CTCP reserves the right to immediately ban a user for an egregious violation...."

Find CTCP's complete community guidelines for your use on CTCP's Facebook page [@TobaccoFreeCA](#) under the "About" section.



"I would love to quit but it's way harder than people think. But I have cut back from 3/4 packs to only 6 cigarettes a day so it is progress."

"Quitting can be difficult, but with the right resources and necessary support, there is a life beyond tobacco. We're here to help.
Call 1-800-300-8086 or visit kickitca.org for free, personalized help."



"Let smokers smoke."

Ignore.



*"This is some top shelf propaganda. Filled with st**id scientific inaccuracies and ridiculous scare tactics."*

Ignore, delete, or block if they keep leaving inappropriate comments.

