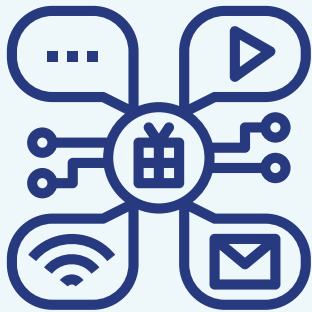


TOBACCO CONTROL ON SOCIAL MEDIA

The power of social media tactics stems from its diverse targeting capabilities, cost effectiveness, quick turn implementation, and ability to more narrowly target specific geographic areas.



WHEN TO CONSIDER IT

As a means to keep your community informed and involved in the discussion. When you have a limited budget and time.

BEST PRACTICES

Internally: start anticipating potential negative comments and draft a few pre-written response.



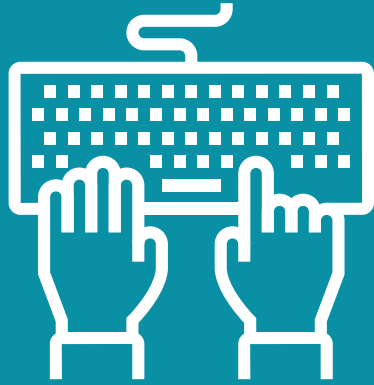
DON'T SPREAD YOUR BUDGET TOO THIN

You'll want your audience to see your ad more than once. It's better to have fewer channels with more impact, than more channels with less impact.



WHERE TO FIND PHOTOS

Tobacco Education Clearinghouse of California (TECC), CDC, Truth Initiative, and Other Tobacco Tax Funded Projects



CAPTIONS AND COMMENTS

Do your research, speak their language, and provide a resource.

BOOST YOUR POST

A post to your timeline that you can apply money to in order to boost to an audience. This allows you to generate interest in your FB page among your community.



RULES FOR ADVERTISEMENTS

Do's: include counseling services or help lines, files must also be in either **JPG or PNG**

Don'ts: don't include photos of tobacco-related products and the text in your images **cannot exceed 125 characters.**