

Communications Resources for LLAs

Social Media Resources



Getting Started on Social Media GUIDE SHEET



GET TO KNOW YOUR PLATFORM

- Identify the features of your platform and determine which ones will be the most useful to your mission and vision.

Example(s):

1. Post scheduling → Does this platform allow you to schedule posts in advance?
2. Live videos → Does this platform allow you to have live Q&A sessions or conversations?

- Understand the posting guidelines and expectations laid out by the platform.

Example(s):

1. What terminology should you avoid using to prevent your video from being removed or flagged?

- Learn the functional capabilities of the platform.

Example(s):

1. Comment management → Is there an ability to hide, delete, or turn off comments from others?
2. Privacy mode → Does the platform allow you to make your page/account "Private"?
3. Paid Ads → Can you invest in paid ads on the platform?

- Learn how to work with the platform's algorithm instead of against it.

Example(s):

1. Posting frequency → How often should users post to remain in the public eye?
2. Video length → What video length is best to increase how often it gets viewed?
3. Video format → Is it better to record a video horizontally or vertically?
4. Music → Does music help boost visibility?

MAKE YOUR PLATFORM PURPOSEFUL

- Determine your target audience and take into account the demographics of the platform's users.

Example(s):

1. If your target audience is youth, TikTok would be an ideal platform for your organization.
2. If your target audience is young adults, Facebook is an ideal platform for your organization.
3. If your target audience are businesses, Instagram or LinkedIn is an ideal platform for your organization.

- Determine the goal of your message and the format you aim to use according to each platform.

Example(s):

1. Short videos that educate young people and provide opportunities for them to engage/get involved with your organization.
2. Opportunity for your organization's ambassadors to share exciting updates about tobacco control efforts in California.

Advancing Momentum for a Tobacco-Free California

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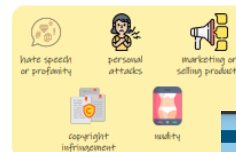
How to Establish Posting Standards on Social Media



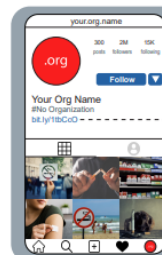
If your organization is active on social media platforms, consider the following management practices to ensure that the public is aware of your expectations for content shared on your profile or page.

CREATE AND ENACT A POSTING POLICY

- Determine what kind of comments will NOT be tolerated on your page.



Compose a statement listing the type of inappropriate posts on your page and state the corrective action it will result in if the platform does not provide sufficient space on your profile or your policy to a webpage or an uneditable PDF document as seen below.



- Comments will be removed**
- Hate speech
 - Profanity, obscenity or
 - Nudity (in post or profile)
 - Defamation to or of people
 - Name calling or personal attacks
 - Copyright infringement
 - Spam (posting the same content repeatedly)



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Responding to Comments on Social Media



If your organization is active on social media platforms it is important that you are prepared to respond when someone outside of your organization comments on your posts. Consider the following scenarios and the types of comments you may receive.

Comments on Posts by the Organization

POSITIVE

Type of Comment:
SUPPORTS YOUR CAUSE

How to Respond:
REPLY and let them know how much you appreciate their support. If applicable, consider sharing opportunities for them to get involved in your organization.
LIKE the comment to publicly acknowledge it.

Type of Comment:
ASKS FOR SUPPORT

How to Respond:
REPLY with contact information or appropriate resources for support.
PRIVATE MESSAGE this person if the request is sensitive. For example, someone expresses frustration with trying to convince a loved one to quit smoking.
LIKE the comment to publicly acknowledge it.

Type of Comment:
SHARES PERSONAL EXPERIENCE
(e.g. they quit smoking)

How to Respond:
REPLY and thank them for sharing. If congratulations are in order, by all means... congratulate them and reaffirm any positive behavior or outcomes.
LIKE the comment to publicly acknowledge it.

NEGATIVE

Type of Comment:
THREATENS OR OFFENDS
PROMOTES TOBACCO PRODUCTS

How to Respond:
HIDE the comment from public view but know that they and their friends will still be able to see it.
DELETE the comment so that no one will be able to see it.
BLOCK the user from being able to view your page or comment on any posts entirely.

Type of Comment:
MISINFORMATION

How to Respond:
REPLY to the comment and sincerely correct the misinformation and cite your sources. For example, if the comment claims that vapes are completely risk-free OR misinterprets a policy. If you sense that the comment can lend itself to a teaching opportunity, consider inviting them to discuss the matter further if there is still some confusion or misunderstanding. If they are not receptive, and the comment does not hinder your organization's image, consider leaving the comment alone.

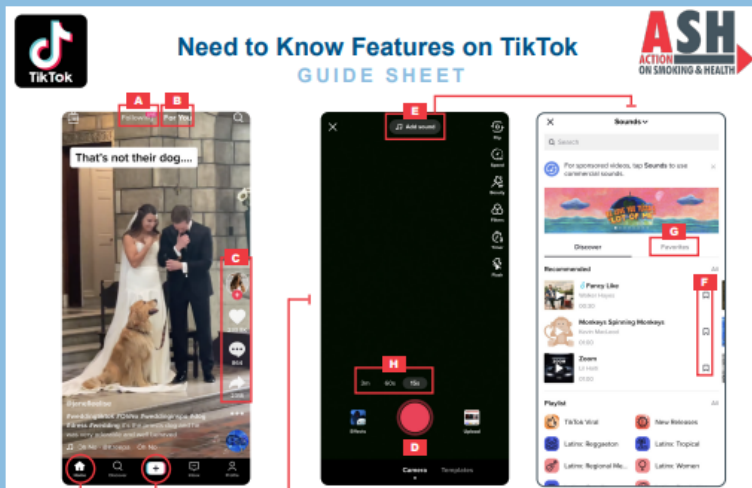
Type of Comment:
BAD EXPERIENCE WITH YOUR ORG

How to Respond:
REPLY to the comment and apologize. Provide a general email and ask them to make contact to rectify the situation.



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Social Media Resources



FOR YOU PAGE (FYP)

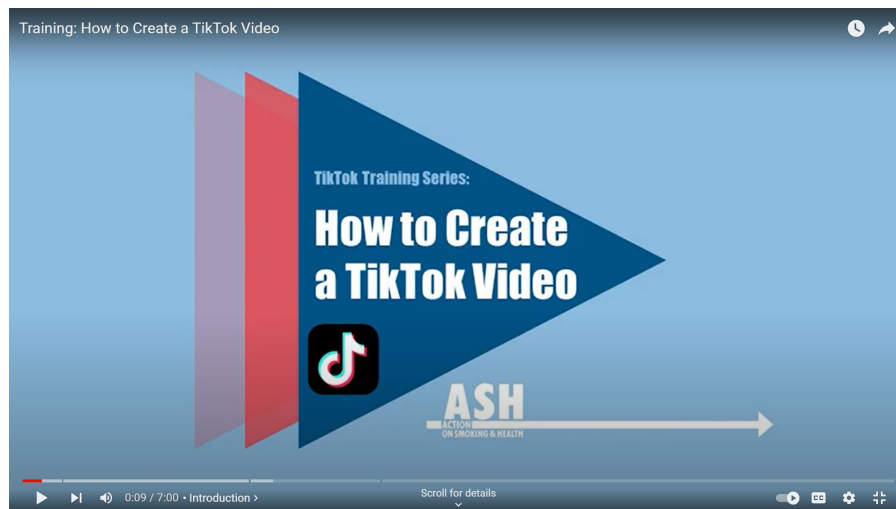
- On the bottom menu of the app, "Home" is in the bottom left-hand corner. This is what other apps call your "timeline."
- Within this Home tab, there are two sections. At the top you have the "Following" section (A) of everyone you follow, and right next to it is the "For You" section (B), termed the For You Page or FYP.
- To view the content in either section, swipe up and engage with the icons on the right hand side (C) to Like a video (heart icon), comment (speech bubble icon), and share (arrow icon).

ADDING SOUND

- To create a TikTok video, click on the plus sign centered at the bottom of the application.
- The screen that will pop-up should reveal a red recording button (D), as well as a number of features that you can use when creating your video.
- To add additional sound to your video, click on the "Add Sound" button located at the top of your screen (E). The next screen will reveal a library of music and sounds that you can use. To save sounds for later use, click on the ribbon (F) next to each sound and it'll be stored in your "Favorites" (G).

RECORDING TIME


- TikTok provides three time options for video length (H): 3 minutes, 60 seconds, and 15 seconds. By default, TikTok will set your video to 15 seconds. If you intend to record a longer video, make sure you select a different time before you start recording. Once you've started recording in 15 seconds, you cannot exceed that time without starting over.
- If you add a sound **before you record** a video, know that length of your sound will dictate the length of your video. For example, if you select a sound that is 10 seconds long and are recording a 15 second video, TikTok will stop recording at the 10 second mark. In the case that you add a sound that is 30 seconds long, **after you've recorded** a 45 second video, you'll be left with 15 seconds of silence.



Social Media Trainings



[PowerPoint Slides from The Hype Around TikTok Training>](#)



Optimizing Instagram Engagement using Stories and Reels

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Coming soon!

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Sample Social Media Posts

ASH - Sample Social Media Posts

File Edit View Insert Format Tools Extensions Help Last edit was 26 min...

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Sample Social Media Posts

Please tag ASH when using these images:
 Facebook @ASHglobalAction | Twitter @ASHorg | Instagram @ashorg | LinkedIn | TikTok @ashorg

Post Copy	Associated Image
<p>#California Advocates - Did you know that ASH provides free technical assistance to support your work in tobacco control?</p> <p>Complete your request here: http://ow.ly/6Z1150LLnOW</p>	
<p>#ICYMI: the latest episode of the Tobacco Endgame Matters (TEM) Podcast features Professor Ruth Malone of the UpEnd Tobacco Project and Kim Homer Vagadori of CYAN (California Youth Advocacy Network) as they discuss innovations in California and how the state has continuously fought back against the tobacco industry.</p> <p>Listen here: http://ow.ly/vapT50LICJZ</p>	
<p>It's no secret that tobacco negatively impacts our planet. But did you know that it's not just cigarette butt pollution that's an issue? Throughout its ENTIRE lifecycle, tobacco threatens our environment.</p> <p>Learn more: http://ow.ly/vzYF50Jv74C</p>	

Media & Public Speaking Resources

View and download at: endtobaccoca.ash.org/fact-sheets

Advancing Momentum for a Tobacco-Free California

Endgame Talking Points

Why do we need to phase out the commercial sale of all tobacco products?

- 1 Tobacco kills when used as intended. Cigarettes specifically cause more deaths than gun violence, AIDS, suicides, traffic accidents, alcoholism, and opioid and other drug addictions combined.
- 2 Consumer products containing chemicals proven to cause a severe threat to human health have been banned in the U.S. and are no longer marketable. Examples include lead, chlorofluorocarbons (CFCs), and polychlorinated biphenyls (PCBs), some of which are found in tobacco.
- 3 There is little consumer "choice" involved in cigarette smoking—cigarettes have been insidiously engineered to be as addictive as possible. Inhaled nicotine is as or more addictive than heroin and cocaine.
- 4 The vast majority of people who smoke want to quit, wish they had never started, and do not want their kids to start.
- 5 Banning the commercial sale of all tobacco products is not the same as prohibition. Possession and use will not be made illegal. Endgame's intent is to abolish the tobacco industry, not criminalize consumption of the product.
- 6 The results of cigarette smoking are devastating to the economy. The annual costs amount to roughly \$1,000 for every person in the U.S.
- 7 Cigarette manufacturing and use are greatly detrimental to society. Cigarette butts are the number one form of litter, both by number and weight, and leach toxic chemicals into the environment. E-cigarette packaging and disposables are a growing refuse problem too.
- 8 The tobacco industry intentionally markets to youth in an effort to recruit replacement smokers to maintain their business model and ensure profits.
- 9 The tobacco industry's assertions of planning to "phase out" cigarettes are cynical marketing ploys that deceive the public into thinking that they will put an end to the harm they cause. The reality is that they will continue to sell cigarettes while they are profitable and we cannot wait for the tobacco industry to address this issue.

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ACTION ON SMOKING & HEALTH

Spanish Version: "Puntos de discusión de Endgame"

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Endgame Counter Arguments

This cannot be legal.

It is. Governments have the power to end the sale of tobacco products.

This is prohibition.

Endgame is about phasing out the sale of commercial tobacco products, not banning possession or use. It is focused on abolition by putting an end to the tobacco industry's harmful impacts.

Cigarettes are legal.

Products are inherently neither legal nor illegal, but how and whether they are produced, marketed or sold is a question of policy. Many otherwise legal products causing far less harm than cigarettes are regularly removed from the market under consumer safety principles and laws.

This infringes on one's freedom of choice.

Nicotine is addictive. Most people who smoke wish they had never started and want to quit but find it very difficult; their "freedom of choice" has already been taken away. While some people "choose" to buy them, we do not allow companies to sell toys that are choking hazards, or cars with defective airbags.

Governments and retailers will lose a lot of money.

Government revenue should not depend on sales of a product that addicts and kills its own citizens. Furthermore, the potential savings in health care costs dwarf any short-term loss of revenue.


As smoking rates continue to drop, retailers will need to change their business models anyway. A phased approach that allows them time to develop new product lines will help offset initial losses. Money not spent on tobacco products will be spent on something else.

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ACTION ON SMOKING & HEALTH

Spanish Version: "Como defender argumentos en contra de Endgame"

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Speaker's Bureau Toolkit

June 2022

Created by Action on Smoking and Health,
Advancing Momentum for a Tobacco-Free California

Advancing Momentum for a Tobacco-Free California

Media & Public Speaking Resources

View and download at: endtobaccoca.ash.org/fact-sheets

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How to Prepare an Op-Ed

An Op-Ed (named for the print newspaper section, *Opposite the Editorial*) is a longer submission that must be timely, relevant to the outlet, and stand out. Organizations often submit op-eds that are not picked up, so here's a checklist to save you time and ensure that you only write and submit an op-ed when appropriate.

Characteristics of an Op-Ed	
Purpose	To raise awareness about an important issue that is not talked about often.
Target Audience	Local paper and readers
Document Length	<750 words

CHOOSING A TOPIC

Op-eds should be reserved for topics that are important and need to be addressed immediately. When deciding on a topic, choose one that you can passionately write about. This will aid in getting your point across effectively.

FORMATTING & STYLE

- Use very short paragraphs that take up 4-5 lines maximum, similar to a blog post.
- Use an attention-grabbing headline. Remember, you need to catch the op-ed editor's attention first and preferably with one email. They are reading hundreds of op-ed submissions a day; ensure yours stands out to them and not just to their readers. Many editors will only read your opening paragraph, so make it count with a news hook, an important current event, or a compelling story.
- Keep your submission to ~550 words maximum and definitely no more than 750 words. Be sure to check the submission criteria before submitting your op-ed.

PITCHING YOUR PIECE

- Pitch the news outlet that is right for your goals. This does not mean the paper needs to agree with you. It just means to pitch as local as you can. Local papers are best when interested in addressing something happening in your community because it is relevant to their readers and they are likely getting fewer pitches.
- Send a mindful email to the editor. The email message asking an editor to read your op-ed (which is usually also pasted in the body of the email unless they have an online form submission) is just as important as the op-ed itself.
 - Use your best content in the 250 word maximum pitch email.
 - You can repeat parts of your op-ed and spoil the ending because your pitch email is not being published, but it will hopefully get the editor to read your whole op-ed before deciding.
 - If the author of the op-ed can personally submit it and briefly state their credentials, that also gives you a slight leg up.
- Follow up the next day! Check in to see if an editor has made a decision on your piece (phone calls are effective). If you do not hear back, send an additional polite email saying you are moving on to another outlet, so they know it is no longer exclusive to them.

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ASH ACTION ON SMOKING & HEALTH

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How to Prepare a Letter to the Editor

A Letter to the Editor (LTE) is a reader's response to something published in the paper to which the LTE is submitted. The bigger the outlet, the more submissions they receive, so think as broadly as possible with which outlet you monitor, looking for something to respond to or initiate discussion.

Characteristics of an LTE	
Purpose	To offer a response or different perspective to a published article.
Target Audience	Outlet editor and readers
Document Length	<200 words

GETTING STARTED

- Act quickly! Aim to submit your response **within two days** of the article's publication date.
- Before you start writing, check the outlet's guidelines for word count and other requirements. Usually you are limited to 100-150 words.
- Quote/reference what you are responding to, usually an editorial or op-ed from that specific paper.
- Be concise yet compelling. Consider using a personal story about how you have been impacted.
- Use facts, figures, and/or research to support your case.
- End with a call to action for the readers, even if it is a simple challenge to change their mindset on an issue.

DO'S AND DON'TS

- Prioritize well-written and well-argued writing that is rooted in facts.
- Submit your LTE using the website's online form or by emailing it to the person listed on their website.
- Read examples of the latest op-eds and/or LTEs published by the outlet you plan to pitch. You'll have a leg up if you get a sense for what they publish before you start your draft.
- Do not "yell" to get your point across. Editors often reject submissions because of tone.
- If submitting your LTE via email, do not send it as an attachment. Instead, paste your entire LTE into the body of the email and note your credentials/association.

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How to Prepare a Press Release

Press releases let you control the narrative on your piece of news and hopefully provide instant exposure to your narrative. They are written like a news article with the most important information at the beginning, quotes from credible sources, and background information toward the end to set the stage on why your information is newsworthy.

Characteristics of a Press Release	
Purpose	To share new information or make an official announcement that impacts your organization.
Target Audience	Affiliates of your organization
Document Length	~400 words

WHY ISSUE OR PUBLISH A PRESS RELEASE

You have something new to say or share. For example,

- A report is published.
- Someone new joined your Board of Directors or Staff.
- A new campaign begins.
- You're responding to breaking news and want to ensure your narrative is part of the current news cycle.
- You're responding to misinformation about your organization to set the record straight.

That's it! You simply have something new to share. **Do not** issue a press release just to report that you issued one. Reporters are overwhelmed with pitches as it is, make sure you have something newsworthy to say and worth their time to read.

Paid press releases also offer a boost in your Search Engine Optimization (SEO). Ensure you are using relevant keywords in the headline and body of the release. Paid wire services rank very high in search engines, so publishing with them will get your release in newswires (not necessarily covered) and high in search ranking.

Whether you self-publish your release or use a wire service, **do** email it directly to key reporters covering your topic/beat in the community you work effects.

WHAT'S INCLUDED IN A PRESS RELEASE

- Your headline (in bold, not all capital letters unless acronym) should be attention-grabbing, relevant, and include keywords that someone tracking your issue may have a Google Alert set up to follow. It should be under 75 characters including spaces. Google will only read the first 60-65 characters. Sub-headers (in italics) are optional and can be longer, adding additional context or your brand name if it didn't fit in the header.
- Contact for media requests. If you need to save characters on a paid service, hyperlink the email address in the person's name.
- City, state, and date in the opening of the first paragraph. Be sure to use all capital letters and bold font.

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Coming Soon – How to Prepare a Letter of Support

Media & Public Speaking Trainings



Upon Request

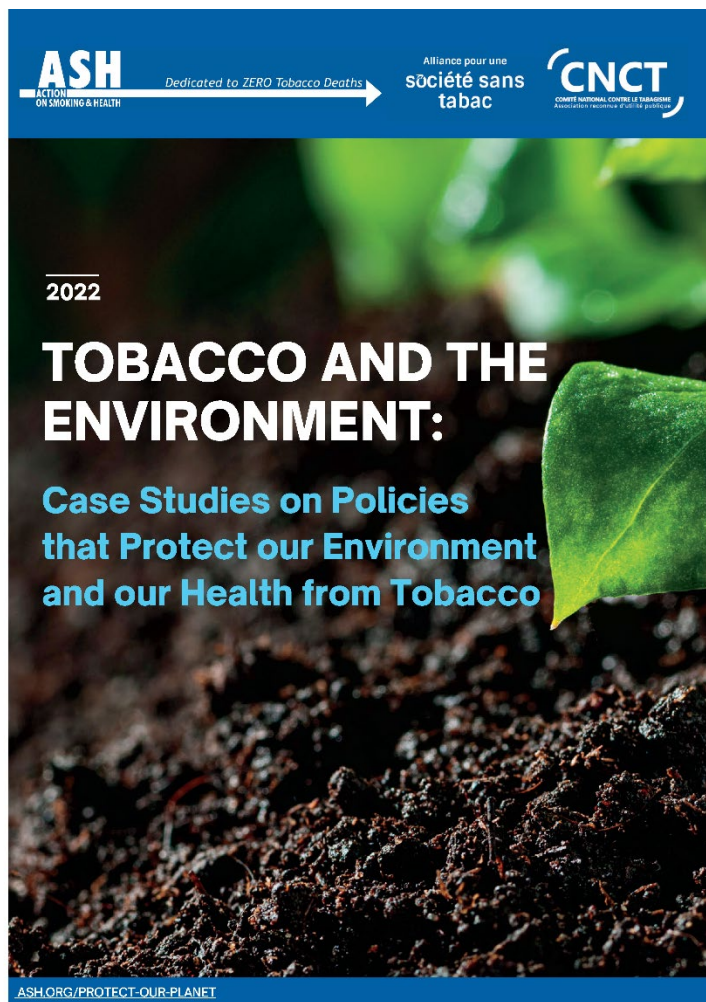
- Becoming a Presenter and Spokesperson Training
- Endgame 101 Training



Coming Soon

- Paid, Earned, Shared, Owned (PESO) Media Training

Global to Local Resources



View at: ash.org/pollution

Sign up to join our advocate webinars at: ash.org/webinars



Coming Soon – Tobacco Industry Interference Index 2022

Upon Request



Media Message Development + Testing 

 Training, Education, + Advocacy

Communication Tools Creation 

 Policy Support + Implementation

Spokesperson + Public Speaking Engagement 

Does your organization need **technical assistance?**

Let ASH help! Request assistance at:
endtobaccoca.ash.org/request-assistance

- Assistance in completing Communications Plan
- Assistance in creating individual Social Media Campaigns
- **Individual Tailored Technical Assistance**

Submit a Request:

endtobaccoca.ash.org/request-assistance



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Is your organization
doing great work in
tobacco control?

SUBMIT TO BE OUR
NEXT MONTH'S
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your efforts!

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