

AN INITIATIVE of THE UNIVERSITY of TEXAS SYSTEM

ELIMINATE
TOBACCO USE

**SOCIAL
MEDIA TOOLKIT**

ELIMINATETOBACCOUSE.ORG



THE UNIVERSITY of TEXAS SYSTEM
FOURTEEN INSTITUTIONS. UNLIMITED POSSIBILITIES.

THE UNIVERSITY OF TEXAS
MD Anderson
~~Cancer Center~~
Making Cancer History®

About

Eliminate Tobacco Use™ (ETU) is a joint initiative of The University of Texas (UT) System and The University of Texas MD Anderson Cancer Center. The primary aim of the initiative is to address tobacco use across UT institutions and more effectively lead larger statewide and national tobacco control efforts. Since the initiative's launch in 2015, representatives from each of the 14 UT institutions and broader UT System, as well as key tobacco control partners, have been engaged in sharing resources as part of a larger, coordinated effort. The ETU initiative is centered around the 3 key areas of policy, prevention education and cessation.

The intended use of the content and images contained within this kit are for the explicit purpose of tobacco prevention and cessation efforts across the 14 health and academic institutions. If you have questions about appropriate use of Eliminate Tobacco Use™ initiative materials, please contact endtobacco@mdanderson.org.

Who is this toolkit for?

This toolkit is a resource for the 14 tobacco-free health and academic institutions in the UT System. It was created with many types of users in mind, ranging from public health programmatic staff to marketing and communication specialists. These materials can be used as-is by a social media novice, copied and pasted directly into your social media channels. If the user has advanced skill or resources, the linked native files can be adapted and tailored for use on your respective campus.

We recommend translating some or all of these social media posts if your campus community would benefit from non-English versions. Student interns and employees can be a great translation/adaption resource (especially for the posts targeting their peers) if your campus does not have available or affordable translation services.

Guidelines

Accuracy: Social media posts should be accurate and honest. Do not mislead or misinform audiences with unclear or inaccurate posts. Include references or citations where appropriate. Errors should be corrected quickly and visibly. Your audience will be more forgiving of honest mistakes than surreptitious deletions.

Attribution: Give appropriate credit to assets shared on social media, secure the necessary rights before sharing content and follow copyright and fair use laws to the letter. Please note that all visuals included in this toolkit are part of the ETU initiative. Images are in the public domain and may be used for your tobacco control communications efforts.

Respect: Smokers, non-smokers, and any member of our communities deserve respect. Always show respect in posts and comments/responses. Social media channels give users new avenues to express negative feedback.

Tone: Use sympathetic, empowering language and be understanding. Nicotine addiction is a disease and most people try to quit many times. Use communication that is more of a “nudge” than a “nag,” and always approach from a position of support.

Quality: Choose quality over quantity and post content regularly. Enlist a team that’s willing to help you keep up with posting content and responding to comments and questions.

Cross-collaborate: Like or follow other university-managed social media accounts. Share information and ideas among other accounts to help unify and strengthen your institution’s overall social media presence. Tag other accounts on relevant posts that their audience may find interesting or useful too.

UT System managed Twitter accounts: @utsystem, @MDAndersonNews, @UTHealthSA, @UTSWNews, @utarlington, @UTAustin, @UTHealth, @utmbhealth, @UTSA, @utep, @utrgv, @utpb, @UTHealthTyler, @UT_Dallas

UT System managed Facebook accounts: /utsystem, /MDAnderson, /UTHealthSA, /UTSWNews, /utarlington, /UTAustinTX, /MyUTHealth, /UTMB.edu, /UTSA, /UTEPMiners, /utrgv, /UTPermianBasin, /UTHealthTyler, /utdallas

[Guidelines adapted from UT Austin University Communication Social Media Resources and UTSA Brand Identity Guide]

Hashtags

Consider using **#EliminateTobacco** on all posts related to tobacco-free campus. This will help build a united online voice across UT System schools. Individual institutions may also have official hashtags you could include to garner more social media attention and interaction. For example, official hashtags of UT Austin are #UTAustin, #WhatStartsHere, and #HookEm, and official hashtags of UT Dallas are #UTDallas, #Comets, and #Whoosh.

Tobacco-Related Observances

Consider creating posts related to health observances. Even health awareness months and days that aren't explicitly about tobacco cessation could be tied back to your tobacco-free campus efforts.

January	New Year Resolutions and Reflections
February	Great American Spit Out, World Cancer Day (February 4), American Heart Month
March	Kick Butts Day (March 20), National Colorectal Cancer Awareness Month
April	National Public Health Week, Oral Cancer Awareness Month
May	World No Tobacco Day (May 31), American Stroke Month, Mental Health Month
June	LGBT Pride Month, Men's Health Month
July	National Black Family Month, Minority Mental Health Awareness Month
August	Back to School Month
September	Pain Awareness Month, World Heart Day (September 29), Hispanic Heritage Month
October	Dental Hygiene Month, American Heart Walk, Healthy Lung Month
November	Lung Cancer Awareness Month, Great American Smoke Out, Veteran's Day
December	New Year's Eve/Quit Smoking Resolutions

Evaluation

You can evaluate your social media efforts to ensure your posts are reaching the audience and generating engagement. Facebook Analytics and Twitter Analytics allow you to look at how well your post is performing and resonating with your followers. While likes are an important social media metric, the gold standard is to garner shares, re-tweets, and comments. These are signs of true engagement with your messages and further reach into your audience's social networks. These analytics can help you determine the type of post (cessation vs. policy, for example), time of day, and outlet that are optimal for your campus social media efforts.

For more information on best practices and times to post visit this external resource: https://www.huffingtonpost.com/catriona-pollard/the-best-times-to-post-on_b_6990376.html

Content Bank

The following pages contain suggested posts that can be used on your campus to promote the tobacco-free policy, encourage prevention, and promote cessation resources. Undergraduate students were consulted to ensure resonance with a similar audience on your campus. These posts are meant to be easily customized or used as-is. We welcome you to adapt the content to fit the culture, tone of voice, and seasonality of your specific campus. Images to accompany many of these posts can be downloaded here: <https://utexas.box.com/v/social-media-graphics>

The posts are organized by theme or topic area and are ideally used on Twitter and Facebook. Some of the images could also be adapted to other social media platforms such as Instagram or Snapchat. As directed by the ETU Steering Committee, we emphasized content about new smoking products such as Juul and the promotion of cessation resources.

CONTENT BANK

NEW PRODUCTS

 Twitter	 Facebook
<p>Next time you pick up your Juul, think again! Juuls aren't just "vapor" that you're inhaling. It's addictive nicotine and other toxins! #EliminateTobacco and keep e-cigs like Juuls out of your mouth. [Source: FDA]</p>	<p>Next time you pick up your Juul, think again! Juuls aren't just "vapor" that you're inhaling, its addictive nicotine and other toxins! #EliminateTobacco and keep e-cigs like Juuls out of your mouth. [Source: FDA]</p>
<p>Juuls are NOT cuul. One Juul pod = 20 cigarettes worth of nicotine. Be a Healthy *insert mascot* and #EliminateTobacco by keeping e-cigs like Juuls out of the classroom! [Source: Truth Initiative]</p>	<p>Juuls are NOT cuul. One Juul pod = 20 cigarettes worth of nicotine. Be a Healthy *insert mascot* and #EliminateTobacco by keeping e-cigs like Juuls out of the classroom! [Source: Truth Initiative]</p>
<p>Did you know? One Juul Pod is equal to TWO HUNDRED puffs on a traditional cigarette? That's nearly a pack of cigarettes! [Source: CDC]</p>	<p>Did you know? One Juul Pod is equal to TWO HUNDRED puffs on a traditional cigarette? That's nearly a pack of cigarettes! [Source: CDC]</p>
<p>Are you smoking that Juul because of the #clout? SAD! It's time to put your health first and keep Juuls and other e-cigs out of your body! #EliminateTobacco</p>	<p>Are you smoking that Juul because of the #clout? SAD! It's time to put your health first and keep Juuls and other e-cigs out of your body! #EliminateTobacco</p>
<p>DON'T get hooked on hookah! One hour of hookah is equal to 100 cigarettes. Join the #EliminateTobacco movement today by keeping hookah pens OFF campus and OUT of your lungs! [Source: World Health Organization]</p>	<p>Don't get hooked on hookah! One hour of hookah is equal to 100 cigarettes. Join the #EliminateTobacco movement today by keeping hookah pens OFF campus and OUT of your lungs! [Source: World Health Organization]</p>
<p>Bored on a Saturday night and want to hit up the local hookah lounge? Hookah smokers are exposed to more carbon monoxide and smoke than regular cigarette smokers. Do your body a favor by #EliminatingTobacco and staying a healthy *insert mascot* [Source: CDC]</p>	<p>Bored on a Saturday night and want to hit up the local hookah lounge? Well, think again! Hookah smokers are exposed to more carbon monoxide and smoke than regular cigarette smokers. Do your body a favor by #EliminatingTobacco and staying a healthy *insert mascot* [Source: CDC]</p>

 Twitter	 Facebook
<p>Young adults who use e-cigarettes are more than 4+ times as likely to begin smoking tobacco cigarettes within 18 months as their peers who do not vape, according to a study [Source: The American Journal of Medicine]</p>	<p>Young adults who use e-cigs are 4+ times as likely to begin smoking tobacco cigarettes as their peers who do not vape, according to a University of Pittsburg Schools of Health Sciences study [Source: The American Journal of Medicine]</p>
<p>Do you vape, bro? Well DON'T. Friendly reminder that vapes and e-cigs are not allowed on campus for students, faculty, and staff. #EliminateTobacco</p>	<p>Do you vape, bro? Well DON'T. Friendly reminder that vapes and e-cigs are not allowed on campus for students, faculty, and staff. #EliminateTobacco</p>
<p>E-cigs vs. regular cigs. E-cigs may be less harmful, but definitely not safe. They can contain harmful substances like nicotine, lead, and cancer-causing agents. [Source: CDC]</p>	<p>E-cigarettes vs. regular cigarettes. Head to head, e-cigs may be less harmful, but that doesn't mean they are safe. E-cigarette aerosol generally contains fewer toxic chemicals than the deadly mix of 7,000 chemicals in smoke from regular cigarettes. However, e-cig aerosol can contain harmful substances, including nicotine, heavy metals like lead, volatile organic compounds, and cancer-causing agents. [Source: CDC]</p>
<p>Myth/Fact? Myth: E-cigs are a quit smoking tool. Fact: E-cigs are not currently approved by the FDA as a quit smoking tool.</p>	<p>Myth/Fact? Myth: E-cigs are a quit smoking tool. Fact: E-cigs are not currently approved by the FDA as a quit smoking tool.</p>



E-cigs vs. regular cigs. E-cigs may be less harmful, but definitely not safe. They can contain harmful substances like nicotine, lead, and cancer-causing agents. [Source: CDC]



Juuls are NOT cuul. One Juul pod = 20 cigarettes worth of nicotine. Be a Healthy *insert mascot* and #EliminateTobacco by keeping e-cigs like Juuls out of the classroom! [Source: Truth Initiative]

1 JUUL POD = 20 CIGARETTES WORTH OF NICOTINE

Vape-Free ✓
Tobacco-Free ✓

Source: Truth Initiative

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E-CIGS VS. REGULAR CIGS

E-cigs may be less harmful, but definitely not safe. They can contain harmful substances like nicotine, lead, and cancer-causing agents.

Vape-Free ✓ Tobacco-Free ✓

Source: CDC

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DON'T get hooked on hookah!
One hour of hookah is equal to 100 cigarettes. Join the #EliminateTobacco movement today by keeping hookah pens OFF campus and OUT of your lungs! [Source: World Health Organization]

One hour of hookah is equal to 100 cigarettes.

Vape-Free ✓
Tobacco-Free ✓

Source: World Health Organization

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CONTENT BANK

SCHOOL SPECIFIC

 Twitter	 Facebook
<p>Did you know tobacco use remains the #1 preventable cause of death/disease in the US? UT- *insert school* is proud to join the #EliminateTobacco movement by being a Tobacco-free Campus! [Source: CDC]</p>	<p>Did you know tobacco use remains the #1 preventable cause of death/disease in the US? UT- *insert school* is proud to join the #EliminateTobacco movement by being a Tobacco-free Campus! [Source: CDC]</p>
<p>*insert mascot's name* doesn't smoke, so neither should you! One person dies every 6 SECONDS due to tobacco use. Be kind to your health and start being #tobaccofree, just like *insert school name* [Source: ASH]</p>	<p>*insert mascot's name* doesn't smoke, so neither should you! One person dies every 6 SECONDS due to tobacco use. Be kind to your health and start being #tobaccofree, just like *insert school name* [Source: ASH]</p>
<p>Welcome back, *insert mascot*! Let's start the semester off right by keeping cigarettes, Juuls, and vape pens out of your backpacks! #EliminateTobacco</p>	<p>Welcome back, *insert mascot*! Let's start the semester off right by keeping cigarettes, Juuls, and vape pens out of your backpacks! #EliminateTobacco</p>
<p>Live long, *insert mascot* ! Quitting smoking adds years to your life.</p>	<p>Live long, *insert mascot* ! Quitting smoking adds years to your life.</p>
<p>According to the latest statistics, 4.69 million Texans smoke or use some form of tobacco. The University of Texas at *insert school* is PROUD to foster a tobacco-free environment for our students, staff, and guests. Hook'em! *or insert your school's slogan* #EliminateTobacco [Source: CDC]</p>	<p>According to the latest statistics, 4.69 million Texans smoke or use some form of tobacco. The University of Texas at *insert school* is PROUD to foster a tobacco-free environment for our students, staff, and guests. Hook'em! *or insert your school's slogan* #EliminateTobacco [Source: CDC]</p>
<p>Each day about 2,300 kids in the US try their first cigarette. UT *insert school* is proud to stand up against these numbers by being a tobacco-free campus! #EliminateTobacco [Source: CDC]</p>	<p>Each day about 2,300 kids in the US try their first cigarette. UT *insert school* is proud to stand up against these numbers by being a tobacco-free campus! #EliminateTobacco [Source: CDC]</p>



Each day about 2,300 kids in the US try their first cigarette. UT *insert school* is proud to stand up against these numbers by being a tobacco-free campus! #EliminateTobacco [Source: CDC]

DID YOU KNOW?
One person dies every 6 seconds due to tobacco use.
Tobacco-Free

Source: ASH

insert mascot's name doesn't smoke, so neither should you! One person dies every 6 SECONDS due to tobacco use. Be kind to your health and start being #tobaccofree, just like *insert school name* [Source: ASH]

Each day about **2,300 kids** in the United States try their first cigarette. **The University of Texas at Rio Grande Valley** is proud to stand up against these numbers by being a tobacco-free campus!

Vape-Free Tobacco-Free

Source: CDC

ELIMINATETOBACCOUSE.ORG



According to the latest statistics, 4.69 million Texans smoke or use some form of tobacco. The University of Texas at *insert school* is PROUD to foster a tobacco-free environment for our students, staff, and guests. Hook'em! *or insert your school's slogan* #EliminateTobacco [Source: CDC]

According to the latest statistics, **4.69 million** Texans smoke or use some form of tobacco. **The University of Texas at Dallas** is proud to foster a tobacco-free environment for our students, staff, and guests.

Vape-Free Tobacco-Free

Source: CDC

ELIMINATETOBACCOUSE.ORG



Welcome back, *insert mascot*! Let's start the semester off right by keeping cigarettes, Juuls, and vape pens out of your backpacks!
#EliminateTobacco

WELCOME BACK, MAVERICKS!

Let's start the semester off right by keeping cigarettes, juuls, and vape pens out of your backpacks!

Vape-Free  Tobacco-Free 

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WELCOME BACK, LONGHORNS!

Let's start the semester off right by keeping cigarettes, juuls, and vape pens out of your backpacks!

Vape-Free  Tobacco-Free 

ELIMINATE TOBACCO USE.ORG



WELCOME BACK, COMETS!

Let's start the semester off right by keeping cigarettes, juuls, and vape pens out of your backpacks!

Vape-Free  Tobacco-Free 

ELIMINATE TOBACCO USE.ORG



WELCOME BACK, MINERS!

Let's start the semester off right by keeping cigarettes, juuls, and vape pens out of your backpacks!

Vape-Free  Tobacco-Free 

ELIMINATE TOBACCO USE.ORG



WELCOME BACK, FALCONS!

Let's start the semester off right by keeping cigarettes, juuls, and vape pens out of your backpacks!

Vape-Free  Tobacco-Free 

ELIMINATE TOBACCO USE.ORG



WELCOME BACK, VAQUEROS!

Let's start the semester off right by keeping cigarettes, juuls, and vape pens out of your backpacks!

Vape-Free  Tobacco-Free 

ELIMINATE TOBACCO USE.ORG



WELCOME BACK, ROADRUNNERS!

Let's start the semester off right by keeping cigarettes, juuls, and vape pens out of your backpacks!

Vape-Free  Tobacco-Free 

ELIMINATE TOBACCO USE.ORG



WELCOME BACK, PATRIOTS!

Let's start the semester off right by keeping cigarettes, juuls, and vape pens out of your backpacks!

Vape-Free  Tobacco-Free 

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School Spirit – Custom Graphics

CONTENT BANK

HEALTH EFFECTS

 Twitter	 Facebook
<p>Smoking causes immediate damage to your body. Learn about many of the possible health consequences of smoking featured in CDC’s national tobacco education campaign, Tips From Former Smokers. [LINK: https://www.cdc.gov/tobacco/campaign/tips/index.html]</p>	<p>Smoking causes immediate damage to your body. Learn about many of the possible health consequences of smoking featured in CDC’s national tobacco education campaign, Tips From Former Smokers. [LINK: https://www.cdc.gov/tobacco/campaign/tips/index.html]</p>
<p>Got bad breath? Smoking can cause gum disease, discoloration of teeth, and oral cancer. Save your smile by eliminating #Tobacco on AND off campus! [Source: CDC]</p>	<p>Got bad breath? Smoking can cause gum disease, discoloration of teeth, and oral cancer. Save your smile by eliminating #Tobacco on AND off campus! [Source: CDC]</p>
<p>Picking a new profile pic? Smoking means your pearly whites won’t be so pearly anymore.</p>	<p>Picking a new profile pic? Smoking means your pearly whites won’t be so pearly anymore.</p>
<p>Smoking causes damage to your taste buds. Glorious queso might be less glorious if you smoke.</p>	<p>Smoking causes damage to your taste buds. Glorious queso might be less glorious if you smoke.</p>
<p>Secondhand smoke has the SAME harmful chemicals that smokers inhale firsthand. UT- *insert school* is proud to create healthier spaces for everyone by being tobacco-free [Source: ACS]</p>	<p>Secondhand smoke has the SAME harmful chemicals that smokers inhale firsthand. UT- *insert school* is proud to create healthier spaces for everyone by being tobacco-free [Source: ACS]</p>
<p>Ever heard of “Thirdhand smoke”? Research has proven that the residue of smoking can be absorbed through skin, ingested, and inhaled! Keep in mind that smoking can affect you AND others around you. Let’s keep our campus healthy, clean, and safe by continuing to #EliminateTobacco [Source: Washington Post]</p>	<p>Have you ever heard of “Thirdhand smoke”? Research shows that the residue of smoking can be absorbed through your skin, ingested, and inhaled! Keep in mind that smoking can affect you AND others around you. Let’s keep our campus healthy, clean, and safe by continuing to #EliminateTobacco [Source: Washington Post]</p>
<p>Smoking accelerates aging, with smokers looking 1.4 years older than nonsmokers, on average. In this case, age ≠ wisdom. [Source = Health.com]</p>	<p>Smoking accelerates aging, with smokers looking 1.4 years older than nonsmokers, on average. In this case, age ≠ wisdom. [Source = Health.com]</p>
<p>Can you spot the smoker? This study of twins – one a smoker, and the other a non-smoker – shows that smoking does accelerate aging and wrinkles. [LINK: https://www.today.com/health/smoking-really-does-make-you-look-older-twin-study-confirms-8C11488197]</p>	<p>Can you spot the smoker? This study of twins – one a smoker, and the other a non-smoker – shows that smoking does accelerate aging and wrinkles. [LINK: https://www.today.com/health/smoking-really-does-make-you-look-older-twin-study-confirms-8C11488197]</p>



Smoking causes immediate damage to your body. Learn about many of the possible health consequences of smoking featured in CDC's national tobacco education campaign, Tips From Former Smokers. [LINK: <https://www.cdc.gov/tobacco/campaign/tips/index.html>]



Got bad breath? Smoking can cause gum disease, discoloration of teeth, and oral cancer. Save your smile by eliminating #Tobacco on AND off campus! [Source: CDC]



CONTENT BANK

EDUCATIONAL

 Twitter	 Facebook
<p>Did you know? Approximately 28,000 adults die of a smoking-attributable illness annually in Texas, which is more than the total deaths from AIDS, car accidents, and murder. Join our movement now and #EliminateTobacco. [Source: CDC 2016 BRFSS]</p>	<p>Did you know? Approximately 28,000 adults die of a smoking-attributable illness annually in Texas, which is more than the total deaths from AIDS, car accidents, and murder. Join our movement now and #EliminateTobacco. [Source: CDC 2016 BRFSS]</p>
<p>Trying to save money? Buying a pack of cigarettes everyday calculates to about \$2084.15 spent yearly on cigarettes. Save thousands of dollars, AND stay a healthy *insert mascot* by being #TobaccoFree! [Source: ACS]</p>	<p>Trying to save money? Buying a pack of cigarettes everyday calculates to about \$2084.15 spent yearly on cigarettes. Save thousands of dollars, AND stay a healthy *insert mascot* by being #TobaccoFree! [Source: ACS]</p>
<p>Did you know? The average smoker spends around \$177 a WEEK on cigarettes? Let's start SAVING those big bucks by eliminating #Tobacco on and off campus! [Source: smokefree.org]</p>	<p>Did you know? The average smoker spends around \$177 a WEEK on cigarettes? Let's start saving those big bucks by eliminating #Tobacco on and off campus! [Source: smokefree.org]</p>
<p>Time's Ticking! Did you know that people who smoke 1 pack a day waste 720 hours a year on smoke breaks? Spend that time on something better by being #TobaccoFree! [Source: ACS]</p>	<p>Time's Ticking! Did you know that people who smoke 1 pack a day waste 720 hours a year on smoke breaks? Spend that time on something better by being #TobaccoFree! [Source: ACS]</p>
<p>Did you know? Urea, the main chemical of urine is added to cigarettes for "flavoring". Let's be healthy *insert mascot* by letting toxins stay out of our bodies! #EliminateTobacco [Source: CDC]</p>	<p>Did you know? Urea, the main chemical of urine is added to cigarettes for "flavoring". Let's be healthy *insert mascot* by letting toxins stay out of our bodies! #EliminateTobacco [Source: CDC]</p>
<p>What stinks??? Smoking dulls your sense of smell. Don't go nose blind to your stinky Birkenstocks.</p>	<p>What stinks??? Smoking dulls your sense of smell. Don't go nose blind to your stinky Birkenstocks.</p>
<p>Smoking is a leading cause of home fire deaths. [Source: FEMA]</p>	<p>Smoking is a leading cause of home fire deaths. [Source: FEMA]</p>



Did you know? Approximately 28,000 adults die of a smoking-attributable illness annually in Texas, which is more than the total deaths from AIDS, car accidents, and murder. Join our movement now and #EliminateTobacco. [Source: CDC 2016 BRFSS]



Did you know? The average smoker spends around \$177 a WEEK on cigarettes? Let's start SAVING those big bucks by eliminating #Tobacco on and off campus! [Source: smokefree.org]

DID YOU KNOW?
The average smoker spends around \$177 a week on cigarettes.

Tobacco-Free

Source: smokefree.org

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~28,000 TEXANS DIE OF A SMOKING-ATTRIBUTABLE ILLNESS ANNUALLY

= + +

That is more than the total deaths from AIDS, car accidents, and murder.

Vape-Free Tobacco-Free

Source: CDC 2016 BRFSS

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SEASONAL

 Twitter	 Facebook
<p>School's finally out! Let's all remember to stay safe and be #tobaccofree this summer!</p>	<p>School's finally out! Let's all remember to stay safe and be #tobaccofree this summer!</p>
<p>Summer classes are right around the corner! Don't forget that The University of *insert school* is a tobacco-free campus year round! Let's continue to keep our campus a #tobaccofree enviornment by eliminating #tobacco on and OFF campus!</p>	<p>Summer classes are right around the corner! Don't forget that The University of *insert school* is a tobacco-free campus year round! Let's continue to keep our campus a #tobaccofree enviornment by eliminating #tobacco on and OFF campus!</p>
<p>Happy New Year to all our *insert mascot*! Let's start off 2019 right by keeping cigarettes, e-cigs, and vapes OUT of our bodies. Be kind to yourself and make the most out of this upcoming year by being #TobaccoFree. #EliminateTobacco</p>	<p>Happy New Year to all our *insert mascot*! Let's start off 2019 right by keeping cigarettes, e-cigs, and vapes OUT of our bodies. Be kind to yourself and make the most out of this upcoming year by being #TobaccoFree. #EliminateTobacco</p>
<p>Mark your calendars! The 2018 Great American Smokeout will be occuring on Nov. 15th! Encourage someone you know to use the date to make a plan to quit, or take the step yourself and be #TobaccoFree! For more information on #GASO, visit Cancer.org</p>	<p>Mark your calendars! The 2018 Great American Smokeout will be occuring on Nov. 15th! Encourage someone you know to use the date to make a plan to quit, or take the step yourself and be #TobaccoFree! For more information on #GASO, visit Cancer.org</p>
<p>Today's the big day! The Great American Smokeout is happening all day today. Encourage someone you know to quit smoking, or take charge in your own life by quitting! #EliminateTobacco #GASO</p>	<p>Today's the big day! The Great American Smokeout is happening all day today. Encourage someone you know to quit smoking, or take charge in your own life by quitting! #EliminateTobacco #GASO</p>
<p>Happy Tobacco Awareness Month! The month of November is dedicated to helping students and staff quit smoking! Here's five secrets on how to be #TobaccoFree: http://www.lung.org/stop-smoking/i-want-to-quit/five-secrets-for-quitting-smoking.html [Source: Lung.org]</p>	<p>Happy Tobacco Awareness Month! The month of November is dedicated to helping students and staff quit smoking! Here's five secrets on how to be #TobaccoFree: http://www.lung.org/stop-smoking/i-want-to-quit/five-secrets-for-quitting-smoking.html [Source: Lung.org]</p>

CONTENT BANK



Happy New Year to all our *insert mascot*! Let's start off 2019 right by keeping cigarettes, e-cigs, and vapes OUT of our bodies. Be kind to yourself and make the most out of this upcoming year by being #TobaccoFree. #EliminateTobacco



Today's the big day! The Great American Smokeout is happening all day today. Encourage someone you know to quit smoking, or take charge in your own life by quitting! #EliminateTobacco #GASO



Happy Tobacco Awareness Month! The month of November is dedicated to helping students and staff quit smoking! Here's five secrets on how to be #TobaccoFree: <http://www.lung.org/stop-smoking/i-want-to-quit/five-secrets-for-quitting-smoking.html> [Source: Lung.org]



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CESSATION

 Twitter	 Facebook
<p>This time, try something different. Texas' 1 800 YES QUIT can help you become an expert in living tobacco-free. YesQuit.org</p>	<p>This time, try something different. Texas' 1 800 YES QUIT can help you become an expert in living tobacco-free. YesQuit.org</p>
<p>Learn how to supercharge your quit attempt with nicotine substitutes or medications. Nicotine replacement therapy or NRT can help. Ask your doctor or pharmacist. Your insurance may even cover the cost.</p>	<p>Learn how to supercharge your quit attempt with nicotine substitutes or medications. Nicotine replacement therapy or NRT can help. Ask your doctor or pharmacist. Your insurance may even cover the cost.</p>
<p>Hey, *school mascot*, need help letting cigarettes go? We've got help right here on campus. *insert link to school specific cessation resources*</p>	<p>Hey, *school mascot*, need help letting cigarettes go? We've got help right here on campus. *insert link to school specific cessation resources*</p>
<p>It takes most smokers multiple attempts to quit. KEEP TRYING. Check out the FDA's new Every Try Counts campaign. https://smokefree.gov/everytrycounts/</p>	<p>It takes most smokers multiple attempts to quit. KEEP TRYING. Check out the FDA's new Every Try Counts campaign. https://smokefree.gov/everytrycounts/</p>

This time, try something different. Texas' 1 800 YES QUIT can help you become an expert in living tobacco-free. YesQuit.org



Ask your doctor or pharmacist about NRT.

Learn how to supercharge your quit attempt with nicotine substitutes or medications. Nicotine replacement therapy or NRT can help. Ask your doctor or pharmacist. Your insurance may even cover the cost.

Vape-Free  Tobacco-Free 

ELIMINATETOBACCOUSE.ORG

Learn how to supercharge your quit attempt with nicotine substitutes or medications. Nicotine replacement therapy or NRT can help. Ask your doctor or pharmacist. Your insurance may even cover the cost.



1-800-YES-QUIT

THIS TIME, TRY SOMETHING DIFFERENT.
Texas' 1 800 YES QUIT can help you become an expert in living tobacco-free. YesQuit.org

Vape-Free  Tobacco-Free 

ELIMINATETOBACCOUSE.ORG



Hey, Roadrunners, need help letting cigarettes go? We've got help right here on campus.

Vape-Free  Tobacco-Free 

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Hey, *school mascot*, need help letting cigarettes go? We've got help right here on campus. *insert link to school specific cessation resources*

Resources

Download toolkit graphics: <https://utexas.box.com/v/social-media-graphics>

UT System managed Twitter accounts: @utsystem, @MDAndersonNews, @UTHealthSA, @UTSWNews, @utarlington, @UTAustin, @UTHealth, @utmbhealth, @UTSA, @utep, @utrgv, @utpb, @UTHealthTyler, @UT_Dallas

UT System managed Facebook accounts: /utsystem, /MDAnderson, /UTHealthSA, /UTSWNews, /utarlington, /UTAustinTX, /MyUTHealth, /UTMB.edu, /UTSA, /UTEPMiners, /utrgv, /UTPermianBasin, /UTHealthTyler, /utdallas

Primary hashtag: #EliminateTobacco

Consider including official hashtags of your institution (UT Austin e.g: #UTAustin, #WhatStartsHere, and #HookEm) to garner more attention and interaction.

Best practices and times to post on social media: https://www.huffingtonpost.com/entry/the-best-times-to-post-on_b_6990376

Contact us at: endtobacco@mdanderson.org

AN INITIATIVE *of* THE UNIVERSITY *of* TEXAS SYSTEM

ELIMINATE
TOBACCO USE

For more resources and tools, visit

EliminateTobaccoUse.org/Resources