

SOCIAL MEDIA PLAYBOOK

BE FREE. LIVE PROUD.

PURPOSE OF THE STRATEGY

This document is a social media playbook, created in conjunction with Elasticity, intended to provide content, assets, and best practices to:

- Raise awareness of the larger consequences of tobacco and nicotine use.
- Raise the self confidence of the target audience and motivate them to reconsider their use of tobacco and nicotine products.
- Raise awareness of the resources available to those looking to quit and drive them to make use of those resources.

The content is designed for easy posting and integration into your own social media.

Nothing in this playbook should be considered legal or medical advice and is offered as technical assistance by Missouri Partners in Prevention.

TARGET AUDIENCE

Youth and young adult tobacco users:

- 18 – 24 years old.
- Focus on the college student population, but palatable for individuals who may have chosen to pursue something other than higher education (*a gap year, entering the workforce, etc.*).
- Use any tobacco or nicotine products (*cigarettes, vaping, e-cigs, chew, pouches, etc.*).

This audience knows that tobacco is dangerous (*although maybe less so with specific products*) and often do not care. Therefore, messaging is meant to be compassionate, positive and understanding, with a core focus on connection.

EARNED MEDIA PLAN *(conceptual)*

Platforms to be utilized:

- Social media (*Meta - Facebook/Instagram*)
- Video streaming (*Disney+, Hulu, Netflix, YouTube, etc.*) – would be second tier option in the future

Paid Social via Meta (*Facebook/Instagram*):

- Placement – Facebook/Instagram feeds (*image ads*)
- Placement – Stories/Reels
- Primary targeting – MO adults (18-24) with interests that align with the intended audience

SOCIAL MEDIA HASHTAGS

#BeFreeLiveProud

#ProudToBeSmokeFree

#ProudToBeTobaccoFree

#YouCanQuitMO

#YouCanQuit

#EliminateTobacco

#ShowMeSmokefree

#MyLifeMyQuit

#QuitTogether

#SmokeFree

#TobaccoFree

#VapeFree

#FreeToBeSmokeFree

#FreeToBeTobaccoFree

#TimeToChange

#MakeAChange

#HealthyLiving

#PublicHealth

SOCIAL MEDIA CONTENT



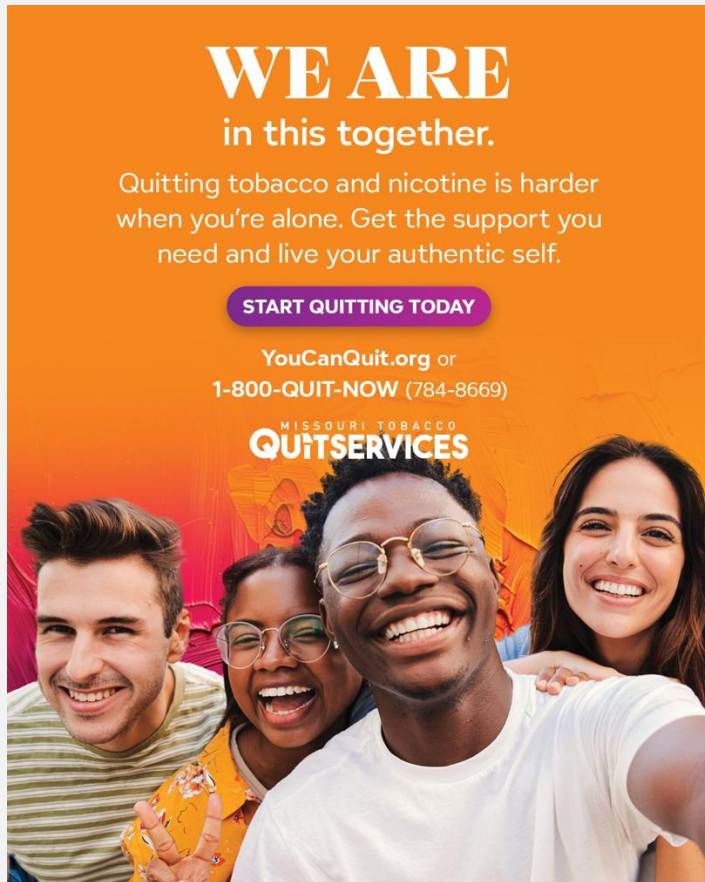
“Our community is strong – Let’s quit together!”

”Want to make a change? Call 1-800-QUIT-NOW to start your journey.”

*we recommend ending captions with the phrase,
“**Get the support you need to quit and live as your authentic self.**”

note: all messaging can be interchangeable between graphics

SOCIAL MEDIA CONTENT



“Stronger together. Healthier together. 💪
Call 1-800-QUIT-NOW to start your journey to making you community healthier.”

“Our community is STRONG – Let’s quit together!”


“Focus on what you can control and begin your QUIT JOURNEY today!”

“Quitting is a team-effort. We are in this together 🤝”

*we recommend ending captions with the phrase,
“**Get the support you need to quit and live as your authentic self.**”

note: all messaging can be interchangeable between graphics

SOCIAL MEDIA CONTENT

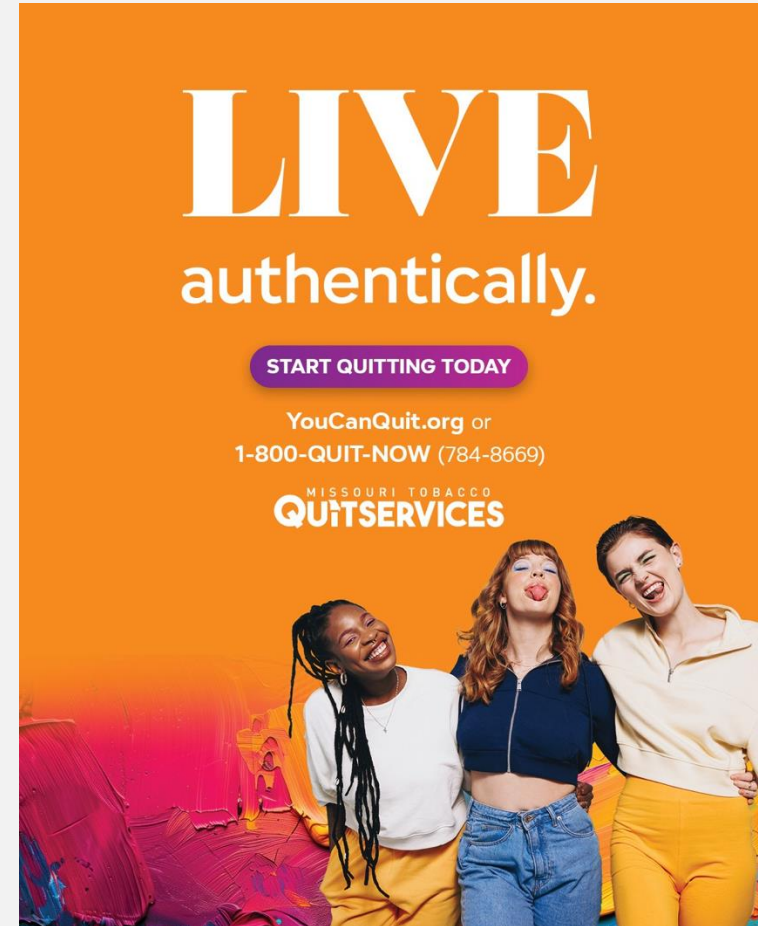
“ Call 1-800-QUIT-NOW to start YOUR journey to a healthier, authentic you.”

“Love yourself enough to quit.”

“Live authentically with the knowledge that every breath is worth celebrating.”

*we recommend ending captions with the phrase,
“**Get the support you need to quit and live as your authentic self.**”

note: all messaging can be interchangeable between graphics



SOCIAL MEDIA CONTENT



“Love yourself enough to quit. You’ve got this! 🤝”

“We’re here for YOU. Call 1-800-QUIT-NOW today!”

*we recommend ending captions with the phrase,
“**Get the support you need to quit and live as your authentic self.**”

note: all messaging can be interchangeable between graphics

SOCIAL MEDIA CONTENT

“Make a plan to leave tobacco and nicotine behind at YouCanQuit.org”

“Interested in learning about the benefits you can expect from quitting?
Check out mopip.org/change to find out more.”

“Your health is worth fighting for – We’re here to help. Visit
YouCanQuit.org today!”

*we recommend ending captions with the phrase,
“**Get the support you need to quit and live as your authentic self.**”

note: all messaging can be interchangeable between graphics



POTENTIAL RESPONSES

Topic	Comment/Question	Potential Response 1	Potential Response 2
Enrollment	I want to quit. How should I begin?	Great news! Quitting tobacco/nicotine is one of the best things you can for your health! You can call 1-800-QUIT-NOW or visit YouCanQuit.org to get started.	Hi, [NAME]! You can get a free, personalized quit plan by calling 1-800-QUIT-NOW or by visiting YouCanQuit.org.
Too Late to Quit	I should have quit a long time ago – isn't it too late now?	It's never too late to quit! Call 1-800-QUIT-NOW or visit YouCanQuit.org to get started.	No matter when you quit using tobacco/nicotine there are still health benefits – so it's never too late! Call 1-800-QUIT-NOW or visit YouCanQuit.org to get started.
Vapes/Zyn, etc.	I'm using vapes/Zyn, etc. to help me quit smoking cigarettes.	Vapes still contain nicotine and can cause harm. Good news is that Missouri Tobacco Quit Services focuses on helping people quit any addictive nicotine product.	These products still contain nicotine and can be highly addictive. Missouri Tobacco Quit Services offers a combination of support such as free one-on-one coaching, as well as nicotine patches, gum, or lozenges if eligible. Call 1-800-QUIT-NOW to get the support you need.

POTENTIAL RESPONSES

Topic	Comment/Question	Potential Response 1	Potential Response 2
Cannabis	Cannabis works for reducing my craving for nicotine.	Missouri Tobacco Quit Services offers a combination of support for your unique needs, such as free one-on-one coaching, as well as nicotine patches, gum, or lozenges if eligible. Call 1-800-QUIT-NOW to get the support you need.	
Stress Relief	Nicotine is the only thing that helps me manage my stress.	We understand that oftentimes the use of nicotine seems to reduce stress in the short-term, and this is due to the nicotine easing withdrawal symptoms. We can help you find healthier coping strategies via individual support. Call 1-800-QUIT-NOW or visit YouCanQuit.org for more information.	Missouri Tobacco Quit Services can help you explore relaxation methods that can reduce or replace your tobacco use. Call 1-800-QUIT-NOW or visit YouCanQuit.org for more information.
Cost	How much does this cost?	Missouri Tobacco Quit Services provides free support to help you quit using tobacco/nicotine. Call 1-800-QUIT-NOW or visit YouCanQuit.org for more information.	Missouri Tobacco Quit Services provides FREE support to those who want to quit any nicotine or tobacco product. Call 1-800-QUIT-NOW or visit YouCanQuit.org for more information.

POTENTIAL RESPONSES

Topic	Comment/Question	Potential Response 1	Potential Response 2
Time to Change	What will I find at this “Change” site being promoted?	Thanks for asking! Time to Change is an online program created by Missouri Partners in Prevention that allows you to assess your substance use and provides information about the benefits of quitting as well as resources to help you quit.	Time to Change provides information about the benefits of quitting and resources that are available to help you quit.
Fear of Failure	I've tried to quit before and never succeed. How will this help?	Missouri Tobacco Quit Services counselors are here to provide non-judgmental, empathetic support. They'll work WITH you to create a custom quit plan, address any concerns, and provide guidance on managing triggers and cravings.	Our counselors work WITH you during your quit journey. They are trained to listen to your story and offer tailored advice, coping strategies, and motivation to help you stay on track. You are not alone on this journey!
Personal Story	User shares personal quit story.	Congratulations on going [TIME] without using nicotine or tobacco. We know it's not always an easy journey, but it's one to be applauded.	Thank you for sharing your story. If you ever get to a place where you think you would like support, please reach out to 1-800-QUIT-NOW.

RESOURCES

[Missouri Tobacco Quit Services](#)

[My Life My Quit](#)

[Missouri Department of Health & Senior Services Tobacco Control](#)

[Time to Change](#)

[Show Me Smokefree](#)

[The Truth Initiative](#)

**additional resources can be added upon request*

