

I COVID QUIT

SOCIAL MEDIA TOOLKIT



CAMPAIGN INTRODUCTION

The Smoking Cessation Leadership Center (SCLC) of University of California San Francisco (UCSF) launched a national social media marketing campaign in March 2021 to promote smoking cessation among people with behavioral health conditions. The campaign utilizes the COVID pandemic as a motivating force to give up smoking. *I COVID Quit* is funded by the Robert Wood Johnson Foundation for “Sustaining and Expanding the National Partnership on Behavioral Health and Tobacco Use.”

SOCIAL MEDIA POSTING

Everyone can play a role in increasing the reach and visibility of this campaign and encouraging more smokers to *do the COVID Quit*. One simple way is to share the branded materials made available in this toolkit on your social media channels <http://www.ICOVIDQuit.org> (Facebook, Instagram, Twitter, LinkedIn, YouTube):

Campaign videos/images

Branded images

Suggested captions

HASHTAGS

To help people to access campaign posts and participate in online conversations (via comments/reposts) about COVID and smoking, make sure your social media posts incorporate the relevant hashtags.

All campaign posts should include the unique/primary hashtag for this campaign:

#ICoVIDQuit

Given that *I CoVID Quit* touches on several key public health issues, recommended secondary hashtags include:

#DoTheCoVIDQuit

#SmokingCessation

#QuitSmoking

#TobaccoFree

#CigaretteFree

#SmokeFree

#AddictionFree

#BehavioralHealth

#MentalHealth

#CoVID19

#CoronaVirus

#CoVID

Suggested Social Media Captions

User Generated Content

Encourage others to share the story about their decision to quit during the COVID-19 pandemic on their social media – also using the unique hashtag, #ICOVIDQuit. User-generated content (UGC), especially for a campaign that highlights real-life stories, lends to the authenticity and impact of the campaign message.

Suggested Captions

1. DYK smoking puts you at higher risk for severe COVID-19 outcomes? Smoking causes poor health conditions. It weakens your respiratory system and immune system. The good news is, quitting offers instant relief to your lungs. Within weeks, your breathing becomes easier and your circulation will start to improve. So, will you do the COVID quit? For more info, visit ICOVIDQuit.org. #ICOVIDQuit
2. If you're recovering from alcohol or drug addiction, consider quitting smoking. Giving up cigarettes helps maintain sobriety. Additionally, quitting will allow your lungs to heal. So, explore the physical and mental health benefits of a tobacco-free lifestyle and get the support you need: ICOVIDQuit.org. #ICOVIDQuit
3. Why quit smoking during the COVID-19 pandemic? Quitting decreases depression, anxiety, and stress. By quitting, you can improve your mental health and may avoid depressive symptoms, psychiatric hospitalization, suicidal behavior, and drug- and alcohol-use relapse. No one ever says it's easy to quit, but everyone knows it's worth it. You're worth it. Call 1-800-QUIT-NOW. #ICOVIDQuit
4. What's one way to take your power back during the COVID-19 pandemic? Quit smoking. Quitting will repair damage to the lungs and airways so you can fight infection. Choosing to quit today means choosing to take control of your health and be present for the people in your life. Call 1-800-QUIT-NOW. #ICOVIDQuit
5. It's no secret that times are hard. Substance abuse and mental health struggles are real. However, quitting smoking is one thing you can do to protect your health (i.e., reduce the risk of heart disease, cancer, complications arising from diabetes, lung disease etc.) – especially at a time when COVID-19 is destroying lives. Learn more about quitting: ICOVIDQuit.org. #ICOVIDQuit

6. Smokers who get COVID-19 are more likely to have severe illness from COVID-19 complications than non-smokers. This is just one of the life-threatening health risks associated with smoking. Quit today. Talking with a partner/friend and mapping out a realistic plan can make all the difference. Get the support you need today: Call 1-800-QUIT-NOW. #ICoVIDQuit

7. DYK tobacco smoke can interact with and hinder the effectiveness of certain medications for mental health challenges and substance use disorders? Quitting can make a world of difference to your health. Please reach out: Call 1-800-QUIT-NOW. Learn more at ICoVIDQuit.org. #ICoVIDQuit

8. Whatever benefits you think you get from smoking are far outweighed by health problems – heart disease, lung and other cancers, and most recently, heightened risk of severe illness from COVID-19 complications. By choosing to quit smoking, you’re choosing to live. Get more info and details on available resources: ICoVIDQuit.org. #ICoVIDQuit

9. Hey you. There is no shame in having a slip-up or a relapse after you’ve attempted to quit smoking. It’s OK to try again. Be patient with yourself. Think about the risks that smokers face during COVID, focus on the many health benefits from quitting smoking, take a deep breath, and try again. For more info, go to ICoVIDQuit.org. #ICoVIDQuit

10. Did you quit smoking during the COVID pandemic? Share your story on social media about how your physical/mental/emotional well-being has improved and encourage someone out there to visit ICoVIDQuit.org or call 1-800-QUIT-NOW. Be sure to include the hashtag, #ICoVIDQuit, in your post. Everyone’s experience is different, but you could give someone the hope they need to quit today.

Campaign Images



Campaign Images

National Partnership on
BEHAVIORAL HEALTH
AND TOBACCO USE

I COVID QUIT

*I have more self-esteem now that tobacco
isn't controlling me*

—Patanisha, ex-smoker

CALL 1-800-QUIT-NOW Share your story #ICoVIDQuit ICoVIDQuit.org

National Partnership on
BEHAVIORAL HEALTH
AND TOBACCO USE

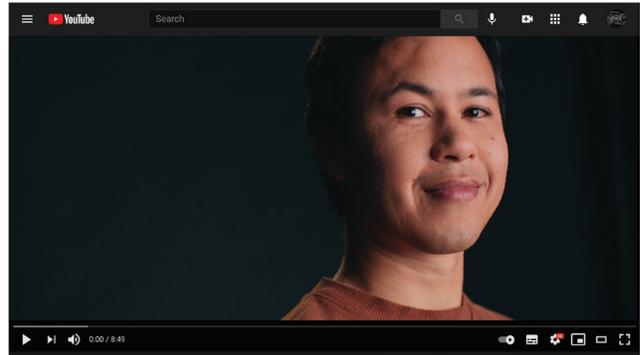
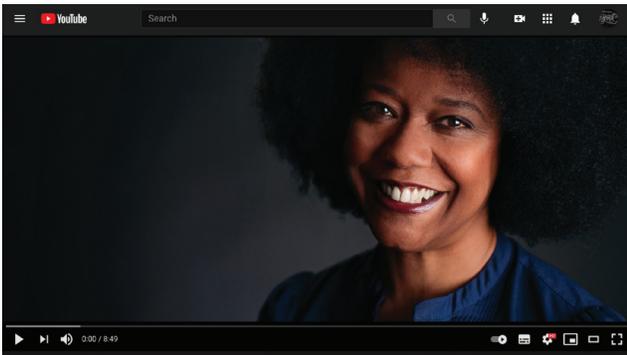
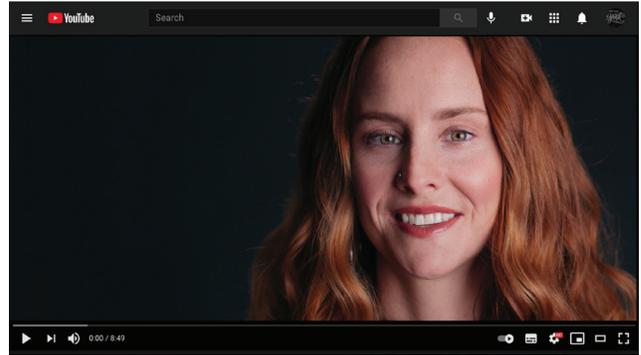
I COVID QUIT

*My lungs are healing - I'm breathing easier,
I have more energy and I'm happier*

—Rodrigo, ex-smoker

CALL 1-800-QUIT-NOW Share your story #ICoVIDQuit ICoVIDQuit.org

Campaign Videos



Branded Quotes

 National Partnership on
BEHAVIORAL HEALTH
AND TOBACCO USE

Breathe easier
Think more clearly
Feel hopeful again
Do the COVID quit



CALL 1-800-QUIT-NOW *Share your story #ICoVIDQuit* ICoVIDQuit.org

 National Partnership on
BEHAVIORAL HEALTH
AND TOBACCO USE

If COVID has taught us anything
It's that nothing matters more
than our health and well-being

*There has never been a better
time to quit smoking*



CALL 1-800-QUIT-NOW *Share your story #ICoVIDQuit* ICoVIDQuit.org

 National Partnership on
BEHAVIORAL HEALTH
AND TOBACCO USE

Quit smoking TODAY

for { *Your physical health*
Your mental wellness
Your loved ones

YOU



CALL 1-800-QUIT-NOW *Share your story #ICoVIDQuit* ICoVIDQuit.org

 National Partnership on
BEHAVIORAL HEALTH
AND TOBACCO USE

Choose to quit smoking
Choose to live

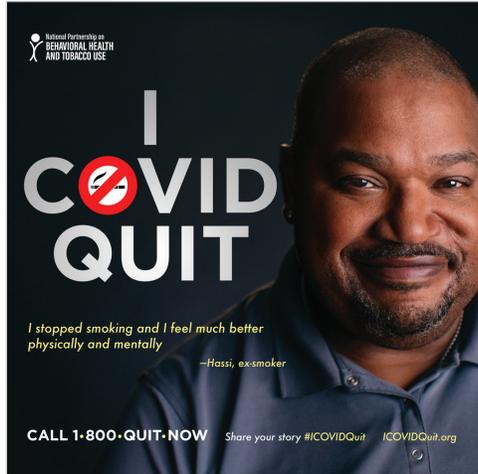


CALL 1-800-QUIT-NOW *Share your story #ICoVIDQuit* ICoVIDQuit.org

Shareable Campaign Images

To download images visit <https://www.ICOVIDQuit.org>

Hassi (Facebook/Instagram)



(Twitter)



Katie (Facebook/Instagram)



(Twitter)



Patanisha (Facebook/Instagram)



(Twitter)



Rodrigo (Facebook/Instagram)



(Twitter)

