



Digital Media Toolkit

The goals of CDC OSH's social media efforts for the *Tips From Former Smokers* Campaign are to engage audiences, motivate them to become ambassadors for key campaign messages, help people quit and stay quit and prevent uptake in young people by highlighting the health consequences of smoking. Social media will reach target audiences when and how they communicate by integrating some of the most widely used social networks into our communication outreach plans. Facebook, Twitter, YouTube and mHealth strategies will be supported by a campaign website to ensure a complete user experience.

The following platforms, tools and tactics will form part of the earned digital media outreach and support for CDC's *Tips from Former Smokers* campaign.

Distribution, Outreach and Engagement Platforms

CDC OSH encourages the use of the following channels and tools to cross promote campaign materials through partner networks and expand the reach of the campaign to target audiences through these sites and networks. Partners will be able to leverage OSH content on their existing Web sites or social media profiles or may decide to create new profiles or content in support of the campaign.

Campaign Web Site – <http://www.cdc.gov/quitting/tips>

- **Tips Campaign Participants' Landing pages** - Read biographies, review creative, learn about the participants' smoking related conditions, and hear them tell their stories.
- **I'm Ready to Quit Call-to-Action** – Find this click-to-action featured prominently as a button on every page and from our site navigation. This option is never more than a click away.
- **Campaign Resources page** – Access and download *Tips* buttons, badges, images, overviews of the diseases featured in the campaign and more.
- **Press Room page** – Access and download press materials including the campaign press release, matte articles, images and contact information for press.
- **Stay Connected page** – Find campaign resources and social media event information, including live chats and video contests from this page. Share CDCTobaccoFree (Facebook / Twitter) content and create your own about the *Tips* Campaign on Facebook, Twitter and YouTube.
- **Spanish Version of Tips Web Site** – Find campaign materials and resources in Spanish. Additional creative and content will be added through the duration of the campaign.

CDC Tobacco Free Profiles & Playlists

- **Facebook** – <http://www.facebook.com/CDCTobaccoFree> - Like and share tobacco prevention and control information and resources, including campaign specific messaging and content. Join the conversation for a Tobacco Free World.
- **Twitter** – <http://www.twitter.com/CDCTobaccoFree> - Follow @CDCTobaccoFree on Twitter and retweet current data, articles, research and campaign resources. Also, participate in live events. Follow and use #CDCTips in your tweets about the campaign, and plan to join a live Twitter chat hosted by CDC Director, Dr. Frieden on March 21st from 1 – 2pm EST.

- **YouTube** – From the [CDC/OSH Smoking & Tobacco Use playlist](#), partners can view, share, rate and discuss current television ads, as well as the back-stories of real people with tobacco related diseases and disabilities featured in the campaign.

Digital Media Tools & Social Networking

Digital media tools help us capture interest that is peaked offline or on-line and deepen the user’s experience with the campaign. Click-to-action chances improve when the consumer of our creative becomes engaged in the social aspects of our campaign. Digital media gives us the ability to target and host audience specific resources just one to two clicks away. Our goal with these digital strategies is to target our communications and expand our reach by providing campaign partners with tools that are both easy to share and that add value to their own communication plans.

Social Media Content

Share & retweet CDCTobaccoFree messages from your own profiles or create your own messages that feature content from the Tips Campaign Web site. Campaign messages include the following types:

- **General Campaign Awareness & Resources:**
FB Post: Tobacco Prevention Partners, Physicians: *Tips From Former Smokers* campaign resources are available on CDC’s Tips Web site, including fact sheets, buttons and badges, print ads, videos from the campaign, and more. Download materials and feature these tools on your own sites to encourage people quit smoking, or even better – to never start!
[LINK: <http://www.cdc.gov/tobacco/campaign/tips/resources/>]

Tweet: Download & share #CDCTips campaign resources, including buttons, fact sheets & videos featuring former smokers & their #quitting tips.
[LINK: <http://www.cdc.gov/tobacco/campaign/tips/resources/>]
- **Disease / Condition Specific:**
FB Post: 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: <http://www.cdc.gov/tobacco/campaign/tips/stories/#disease>]

Tweet: Smoking causes immediate damage to your body. Learn how it caused Shawn’s throat cancer & led to Suzy’s stroke. #CDCTips
[Link to an Individual’s landing page or [Real Stories page](#) when featuring more than one condition – Add tracking code and Use URL shortener]
- **State Specific / Real People – Real Stories:**
FB Post: For every person who dies from a tobacco related illness, 20 more suffer from a serious chronic disease caused by tobacco use. Brandon and Marie have Buerger’s disease, Annette lung cancer, Roosevelt heart disease, Shawn and Terrie throat cancer and Suzy suffered a stroke from smoking. Hear their stories and learn why they, and other former smokers featured in the Tips From Former Smokers campaign, want you to 1-800-QUIT-NOW!
[LINK: <http://www.cdc.gov/quitting/tips>]

Tweet: Brandon has Buerger’s disease caused by smoking. Hear his story & learn why he wants all N. Dakotans to 1-800-QUIT-NOW! #CDCTips

[LINK: <http://www.cdc.gov/quitting/tips> - Add tracking code & Use URL shortener]

– **Issues Management:**

FB Post: While we respect all points of view on CDC’s Tips From Former Smokers campaign and tobacco use in general, we do ask that all comments to the wall be respectful of others. Please review our commenting policy. All comments that violate the policy will be removed. For answers to Frequently Asked Questions about the Tips campaign, visit:

[Link: Tips FAQs for Gen Public – See Campaign Resources page for this link]


Tweet: @XYZ: Thank you for your comment. Find answers to FAQs about #CDCTips campaign here: [Link: FAQs in Campaign Resources – Active prior to first rotation on 3/19]




Sharable Multimedia

Visit CDC’s *Tips* Campaign Web site and CDC Tobacco Free profiles, such as Facebook, Twitter and YouTube to access and share campaign creative elements.

- **Videos** - Watch the [Tips From Former Smokers campaign ads](#) and back stories featuring campaign participants’ telling their compelling personal stories.
- **Podcasts** – Listen and share radio PSAs from CDC Radio Smoking & Tobacco Use series.
- **Images & Photos** - Download and share images and photos of *Tips* campaign participants that show the damage smoking can cause.
- **Matte articles** – Download and share formatted articles from the *Tips* Press Room. One article for public audiences and one for clinicians about the *Tips* campaign that can be used in newsletter, local newspapers or medical society bulletins.
- **Buttons and Badges** - Send a compelling quit message to your site visitors by placing *Tips From Former Smokers* badges and buttons on your Web pages or social media profiles.

Available from the *Tips* Campaign Resources pages - Each image is coded to link to the CDC *Tips* Web site where visitors can read compelling personal stories of what it’s like to live with smoking-related illnesses and find resources to help them quit smoking. Here are a few examples for partners and physicians:

NAME	SIZE	IMAGE
Brandon Buerger’s disease	180 x 150	

<p>Annette Lung Cancer</p>	<p>150 x 125</p>	
<p>Shawn Throat Cancer</p>	<p>120 x 140</p>	
<p>Physician Cessation Support</p>	<p>180 x 150</p>	

Social Media Guidance & Resources

CDC Health Communicator’s Social Media Toolkit – a recently updated version of this [toolkit](#) can help partners plan and integrate social media activities into their existing communication plans. Social Media is not often an outreach solution on its own, but can be a powerful tool to expand the reach of a campaign and extend the dialogue beyond what the lifespan of the message would be without digital media support for engagement. OSH is available to provide technical assistance to those partners who wish to incorporate the above digital media elements into their communication plans.

Evaluation

Digital media efforts can be evaluated by using paid (SiteCatalyst) or free (WebTrends, Google Analytics) web analytics tools. Social media metrics collected like Facebook insights, Twitter retweets and mentions, as well as YouTube shares can help evaluate reach and virality across these networks. In addition to quantitative measures, it is important to monitor user sentiment by tracking keywords and analyzing the quality of on-line conversations on your profiles and across the digital media landscape. Be sure to record baseline measurements prior to placing new creative and/or messaging about the campaign. Learn more about social media evaluation tools and resources in the [CDC Health Communicator’s Social Media Toolkit](#). See the Social Media Evaluation Worksheet on page 50.