

Earth Day 2024

Tips for Posting Social Media

#Hashtags!

Be sure to always include the same hashtag when posting about your campus' Earth Day event(s). Using #EarthDay2023 #ED24 #ProtectOurPlanet #QuitTobacco #TobaccoFreePlanet #QuitVaping #TobaccoFreeCampus is a great way to reach students, but you can get creative too! Feel free to incorporate campus-specific hashtags to make the posts feel more branded to your campus and student body.

Post Across Platforms!

You want to cast a wide net with your Earth Day 2024 social media, so don't limit yourself to one social media platform. Post content across platforms and unite them with your hashtags. You can share these posts on Instagram, Facebook, Twitter, Snapchat, and TikTok to increase reach.

Link to a Quit Resource!

Always be sure to include a quit resource with your post. This can be a campus website, health center, or CYAN's quit tobacco page and digital quit kit, which are available in both English and Spanish. It's also helpful to link this website in your bio so young people can just click on the link instead of copy/paste. We suggest adding (link in bio) in the text of your post(s) so young people know they can click the link in your profile.

Ready. Set. Post!

Below are instructions for posting Earth Day 2024 social media:

Step One: Select an Earth Day 2024 social media post.

Step Two: Add text to the post or a fact about commercial tobacco and the environment.

Step Three: Add the #hashtags

Step Four: Link to a quit resource or campus event.

Step Four: Post!