

Great American Smokeout 2022 (GAS)

Tips for Posting Social Media

#Hashtags!

Be sure to always include the same hashtag when posting about your campus' GAS event(s). Using #greatamericansmokeout #GAS #quittobacco #quitvaping #quitdate #youcanquit is a great way to reach young people, 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 you GAS 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 the Great American Smokeout 2022 social media. Each post has a quit tip and directs young people to CYAN's digital quit kit.

Step One: Select a Great American Smokeout post.

Step Two: Copy and paste the text below, or feel free to create your own text.

Step Three: Add the #hashtags

Step Four: Link to a quit resource.

Step Four: Post!



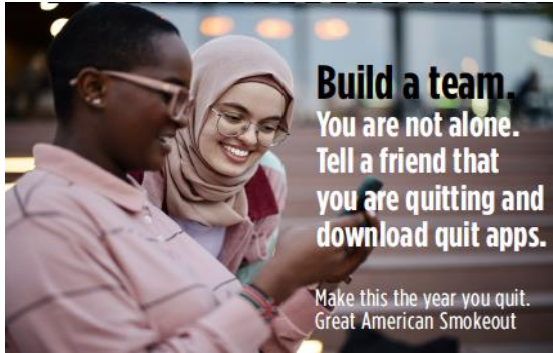
1. **Pick a Date to Quit:** Setting a quit date means you are serious. Circle it on your calendar, put it in your phone, and tell your friends. Do something special on that day to celebrate the start of living smoke or tobacco-free. For free and anonymous quit support visit: cyanonline.org/quit-tobacco (link in bio).
#greatamericansmokeout #GAS #quitdate #quitvaping #quittobacco #youcanquit #smokefreecampus #vapefreelife #tobaccofreelife #myquitjourney #vapefree #tobaccoquittips



2. **Know Your Why:** Think about why you want to stop using tobacco. Knowing why you are quitting will help you better manage the urge to vape or use tobacco. Make a list of why you want to quit: for your health, to save money, for your family, to set a good example for younger siblings, to breathe and exercise with ease, or to break the cycle of addiction - write them all down! For free and anonymous quit support visit: cyanonline.org/quit-tobacco (link in bio).
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3. **Identify Your Triggers:** Think about what makes you more likely to vape or use tobacco. Is it being around friends who vape? Drinking alcohol or caffeine? When you feel stressed or bored? Smelling vapor or smoke? Driving? Once you know the things you usually do when you vape or use tobacco or the things that make you want to, create a plan to do something different in that situation. For example, when I feel stressed and want to vape, I will take five deep breaths to calm down.
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4. **Build your Support Team:** Quit attempts are more successful with a support team. Tell a friend or family member that you are quitting and text or call them whenever you have cravings. Download and use the free quit apps or text/call Kick It California. You don't have to do this alone - there is support! For free and anonymous quit support visit: cyanonline.org/quit-tobacco (link in bio).
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5. **Be Prepared with Healthy Snacks:** Part of quitting means breaking your hand and mouth fixation. Healthy, crunchy snacks are one way to address this, and they also prevent you from snacking on sugary or processed snack items that may cause weight gain. Stock up on seeds, nuts, apples, carrots, beef jerky, and other healthy snacks that are easy to grab. For free and anonymous quit support visit: cyanonline.org/quit-tobacco (link in bio).
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6. Today is The Great American Smokeout (GAS)! Quitting vaping and tobacco products is the single BEST decision you can make for your health! Deciding to quit can feel overwhelming, but if quitting is something you've been thinking about START HERE: cyanonline.org/quit-tobacco (link in bio). Our free and anonymous Digital Quit Kit has all the resources, tips, and tools to help you be successful on your quit journey!

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