

Great American Smokeout 2023 (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 Support Guide 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 2023 social media. Each post has a quit tip and directs young people to CYAN's newly updated Digital Quit Support Guide.

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!



Set a quit date.

A quit date means you are serious. Write it down and tell your friends.

Pick a Date to Quit: Setting a quit date means you are serious. Circle it on your calendar, put it in your phone, tell your friends, and do something for yourself to mark the day. For free and anonymous support: cyanonline.org/quit-tobacco (link in bio). #greatamericansmokeout #GAS2023 #quitdate #quitvaping #quittobacco #youcanquit #smokefreecampus #vapefreelife #tobaccofreelife #myquitjourney #vapefree #tobaccoquittips



Know your why.

Knowing why you want to quit will help you better manage the urge to vape.

Know Your Why: 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: to improve your mental health, to save money, to set a good example for younger siblings, to breathe and exercise with ease, or to be able to focus better during classes. Write them all down and circle back to them when you are having a tough moment. For free and anonymous support: cyanonline.org/quit-tobacco (link in bio). #greatamericansmokeout #GAS2023 #quitdate #quitvaping #quittobacco #youcanquit #smokefreecampus #vapefreelife #tobaccofreelife #myquitjourney #vapefree #tobaccoquittips



Identify triggers.

Write down triggers and create a plan to do something different next time.

Identify Your Triggers: Start to think about and write down 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 anxious? 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. For free and anonymous support: cyanonline.org/quit-tobacco (link in bio). #greatamericansmokeout #GAS2023 #quitdate #quitvaping #quittobacco #youcanquit #smokefreecampus #vapefreelife #tobaccofreelife #myquitjourney #vapefree #tobaccoquittips



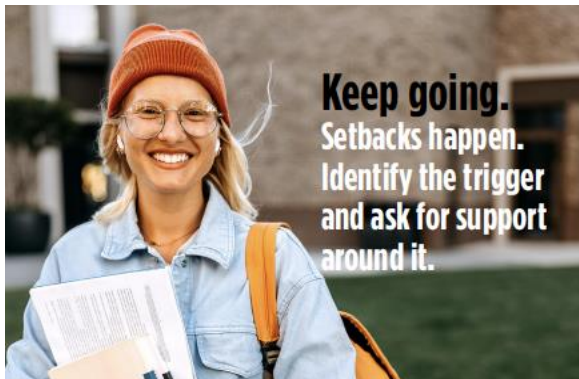
Build a team.
Quits with support
are more successful.
Tell a friend and
download quit apps.

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 support: cyanonline.org/quit-tobacco (link in bio). #greatamericansmokeout #GAS2023 #quitdate #quitvaping #quittobacco #youcanquit #smokefreecampus #vapefreelife #tobaccofreelife #myquitjourney #vapefree #tobaccoquittips



Healthy snacks.
Eat crunchy snacks.
Crunchy foods will
help you break the
hand-mouth fixation.

Be Prepared with Healthy Snacks: Part of quitting means breaking your hand and mouth fixation. Healthy, crunchy snacks are one way to address this. Stock up on seeds, nuts, apples, carrots, beef jerky, and other healthy snacks that are easy to grab. For free and anonymous support: cyanonline.org/quit-tobacco (link in bio). #greatamericansmokeout #GAS2023 #quitdate #quitvaping #quittobacco #youcanquit #smokefreecampus #vapefreelife #tobaccofreelife #myquitjourney #vapefree #tobaccoquittips



Keep going.
Setbacks happen.
Identify the trigger
and ask for support
around it.

Keep Going: Quitting is a process, not an event and it's normal to have setbacks during your quit attempt. Slip-ups happen and are an opportunity to learn from the challenge and make a stronger quit plan. Identify the trigger and ask for support around it. For free and anonymous support: cyanonline.org/quit-tobacco (link in bio). #greatamericansmokeout #GAS2023 #quitdate #quitvaping #quittobacco #youcanquit #smokefreecampus #vapefreelife #tobaccofreelife #myquitjourney #vapefree #tobaccoquittips



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. #greatamericansmokeout #GAS2023 #quitdate #quitvaping #quittobacco #youcanquit #smokefreecampus #vapefreelife #tobaccofreelife #myquitjourney #vapefree #tobaccoquittips