

# PREVENTION FIRST

## Social Media Guide

This guide aims to provide social media strategies and messaging for your FY27 Youth Vaping Prevention Communication Campaign.

When you post on social media, consider a few strategies that improve engagement. It is helpful to include images and other media posts. You can find curated graphics in the Groupsite folder and text to add to your posts in this document. Consider including relevant hashtags and account handles or like, share, and retweet other posts.

To create a post, follow these three steps:

1. Add a picture, video, website, or article link
2. Add relevant text
3. Add relevant accounts and hashtags

### **Social Media Messaging:**

Below you can find campaign images with suggested messaging to accompany the post. While selecting the graphics and messaging, the text should make sense with the image you are posting and follow the campaign objectives. Consider tailoring the messaging by changing/adding text, hashtags, tags, or research sources relevant to your target audience. The content below can be used on any social media platform, including Facebook, Instagram, and Twitter.

#### SPRINGFIELD





2800 Montvale Drive  
Springfield, Illinois 62704

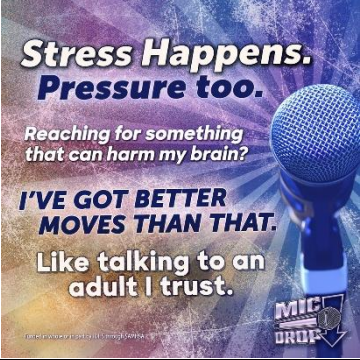



prevention.org  
p: 217.793.7353 / 800.252.8951  
f: 217.793.7354

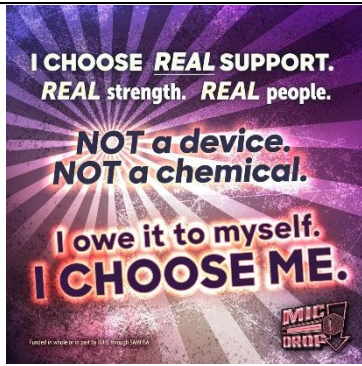
#### CHICAGO

640 N LaSalle Dr., Suite 638  
Chicago Illinois 60654

prevention.org  
p: 312.988.4646  
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IMAGE	POST COPY
 <p>"One hit won't hurt you," they said. Then one turned to ten. Twenty. <b>Fifty.</b> <b>Then I lost count.</b> <b>LOST CONTROL.</b> <b>THAT'S THE HOOK</b> <b>THEY DON'T ADVERTISE.</b> MICHIGAN DROP</p>	<p>Your brain is still growing, and nicotine doesn't wait around. Vaping can train your brain to crave it fast, even after just one try. Stay in control—make your own call.</p>
 <p><b>Nicotine hooks fast.</b> Teen brains? <b>Even faster.</b> <b>THAT'S THE HOOK</b> <b>THEY DON'T ADVERTISE.</b> MICHIGAN DROP</p>	<p>No lectures here—just facts. Nicotine is highly addictive, and your brain is still developing. That combo makes vaping even riskier. Protect your growth, vape-free.</p>
 <p><b>This is my real life.</b> <b>Nicotine doesn't get a say.</b> <b>My story.</b> <b>My choices.</b> MICHIGAN DROP</p>	<p>Teens who vape have an increased risk of nicotine dependency. Depend on the adults in your life who care, not the devices you carry. You're the author of your own story, don't let nicotine write that next chapter.</p>
 <p><b>When life gets heavy,</b> <b>I talk to trusted adults</b> <b>— not the vape pen.</b> MICHIGAN DROP</p>	<p>Teen brains are especially vulnerable to nicotine dependency — and that dependency can affect your day-to-day life. Protect your story. When life gets heavy, lean on a parent, teacher, coach, or another trusted adult. That's how you stay in control, vape-free.</p>

 <p><b>Stress Happens. Pressure too.</b></p> <p>Reaching for something that can harm my brain?</p> <p><b>I'VE GOT BETTER MOVES THAN THAT.</b></p> <p>Like talking to an adult I trust.</p> <p><b>MIC DROP</b></p>	<p>Vaping can change how your brain develops, making it tougher to respond to high-pressure situations. When stress hits, reaching out to a trusted adult is one of the best moves you can make.</p>
 <p><b>Stress is Real,</b> but so is your support system.</p> <p><b>Ditch the vape— talk to an adult you trust.</b></p> <p><b>MIC DROP</b></p>	<p>Your brain is in construction mode, and nicotine? It disrupts that process. Research shows vaping can affect your brain's ability to handle stress and pressure. When things feel heavy, a trusted adult in your corner is worth more than any vape.</p>
 <p><b>Just one puff. To help ease my mind.</b></p> <p>Calm my stress. Reduce my anxiety.</p> <p><b>But what if it's adding to the problem?</b></p> <p><b>THAT'S NOT RELIEF. THAT'S A TRAP.</b></p> <p><b>MIC DROP</b></p>	<p>What may seem like relief in the moment can turn into an added stressor. When things feel overwhelming, real relief comes from leaning on an adult who cares—not from a vape.</p>
 <p><b>You don't need a chemical to cope.</b></p> <p><b>REAL RELIEF HAPPENS VAPE-FREE.</b></p> <p><b>MIC DROP</b></p>	<p>Stress relief: that's how vaping is often marketed. But that relief? It's not real. Research shows that nicotine can actually increase stress and anxiety over time, especially in teens. Skip the vape. When stress hits, lean on a trusted adult for relief.</p>



You deserve to handle stress on your own terms. When things get tough, real strength comes from trusting yourself and the adults in your life who care about you—not from a vape.







Teens who vape experience signs of nicotine dependence, which means it starts to feel less like a choice and more like something you have to do. That's not support, it's losing control. Get real support and keep your control—talk to an adult you trust when things get tough.



Vape clouds may look harmless, but they contain stuff that doesn't belong in your lungs. Even without smoke or tar, vaping still exposes your body to toxic chemicals. Cleaner ≠ safer.



Your lungs are designed to breathe air, not a mixture of chemicals disguised with a flavor. Vaping may skip the smoke and smell, but it doesn't skip the risk. Be vape-free; your lungs will thank you.

 <p><b>My lungs matter.</b> More than any buzz, any flavor, any vape. I need them. To move, to laugh, to live. <b>There's too much at stake.</b></p>	<p>Your lungs work hard for you every day. Vaping exposes them to chemicals that can cause lasting harm. Bad coughs, chest pain, trouble breathing—that's the reality of vaping.</p>
 <p><b>A buzz lasts minutes.</b> <b>The lung damage? Forever.</b></p>	<p>Some vape flavors contain chemicals that can permanently scar your lungs—doctors call it popcorn lung. And no, it's not reversible. Seems like a pretty rough trade for a short-term buzz.</p>
 <p><b>"Start vaping—it's fun," they said.</b> But now they're on the sideline. Fighting to catch their breath. <b>That doesn't look fun.</b></p>	<p>Vaping isn't harmless. It causes real symptoms: coughing, chest pain, and shortness of breath. These aren't just rare side effects or worst-case scenarios—they're common realities, backed by research.</p>
 <p><b>Don't let vaping steal your breath.</b> <b>Stay in the game.</b></p>	<p>Think of what matters to you—school, sports, family, friendships. When something as simple as breathing gets harder, all of those things do too. You deserve to breathe easy, vape-free.</p>