

PREVENTION FIRST

Social Media Guide

This guide aims to provide you with social media strategies and messaging for your FY22 Youth Vaping Prevention Communication Campaign.

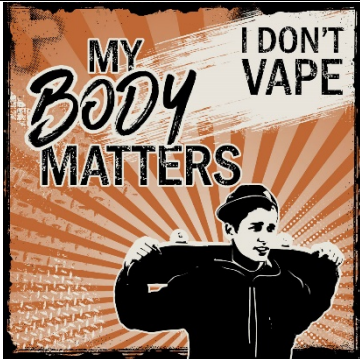
When you post on social media, there are a few strategies that improve engagement. It is helpful to include images and other media posts. You can find curated images in the Groupsite folder and text to add to your posts in this document. Consider including relevant hashtags and account handles or like, share, or 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 it is up to you to select 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, or tags relevant to your target audience. The content below can be used on any social media platform, including Facebook, Instagram, and Twitter.

| IMAGE | POST COPY |
|---|--|
|  | The more research that's done around vaping, the more risks scientists are finding. All of these potentially harmful side effects can do real damage to my body, making it physically harder to accomplish my goals. |

SPRINGFIELD

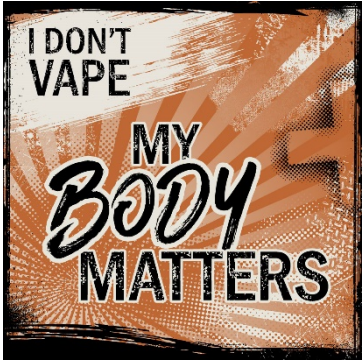
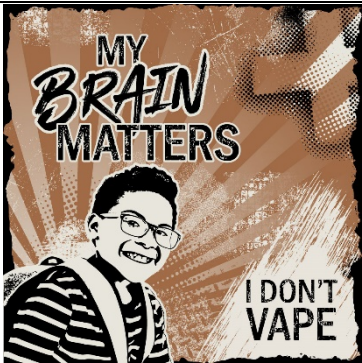
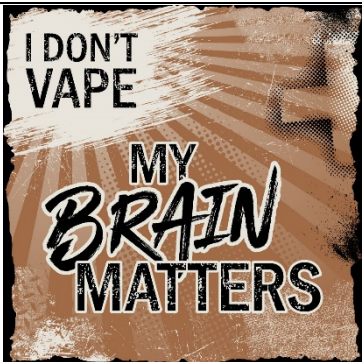
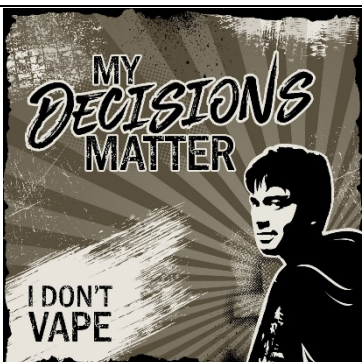
2800 Montvale Drive
Springfield, Illinois 62704

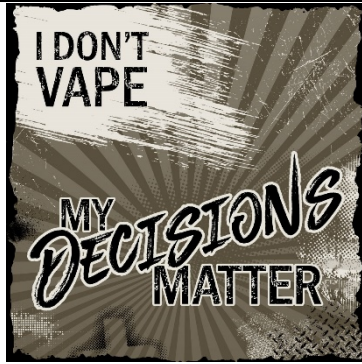
prevention.org
p: 217.793.7353 / 800.252.8951
f: 217.793.7354

CHICAGO

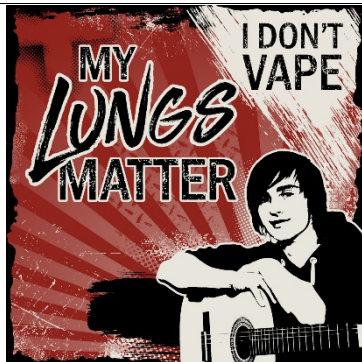
33 W. Grand Avenue, Suite 300
Chicago Illinois 60654

prevention.org
p: 312.988.4646 / 800.252.8951
f: 312.988.7096

| | |
|---|--|
|  | <p>Vaping can have many potentially harmful effects. They include poor learning and academic performance, increased aggressive and impulsive behavior, poor sleep, attention deficits, impaired memory and thinking, and increased depression.</p> |
|  | <p>My brain hasn't even reached its full potential yet! The nicotine sometimes found in e-cigarettes can put my brain at long-term risk while it's still developing.</p> |
|  | <p>Nicotine, often found in vapes, changes the way the brain forms synapses. This can harm the parts of the brain responsible for attention and learning— both crucial skills for success!</p> |
|  | <p>Our brains develop gradually into our mid-twenties. You can support your teens' brain growth by sharing the risks of underage drinking.</p> |



Nicotine in e-cigarettes can lower impulse control and lead me to make risky choices that aren't right for me. That's NOT cool.



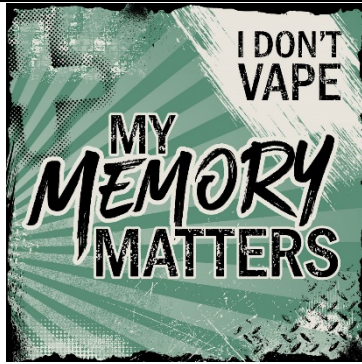
With every breath, I need my lungs. Inhaling the e-liquid often found in vapes can inflame my lungs and permanently scar the smallest airways' branches.



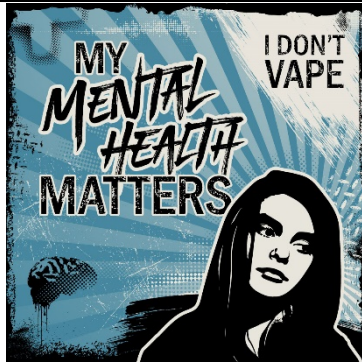
The vape aerosol contains ingredients that can cause long-term harm to your lungs. With damaged lungs comes trouble breathing, a cough that won't go away and the feeling that you can never get enough air.



Every day, there's a lot I have to learn and remember. My memory needs to be on its A-game, but it can't if it's clouded with nicotine. That's why I live vape-free.



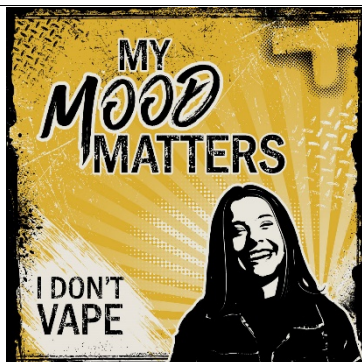
Brains don't fully develop until you're in your mid-twenties. The nicotine in vapes can harm the brain responsible for memory. You've got too much worth remembering to vape!



Just like I look out for my physical health, I also protect my mental health by not vaping. It keeps my mind clear and reduces my chances of anxiety.



Nicotine in vapes can cause anxiety or make it worse. Protect your mental health and choose not to vape.



Vaping is linked to mood disorders and irritability. A bad mood can ruin my day and the day of those around me. I DON'T VAPE.

| | |
|--|---|
|  | <p>Research shows that vaping can affect the parts of the brain responsible for mood and can increase irritability. That's not cool!</p> |
|  | <p>Vapes often contain nicotine, which can make it harder to fall asleep. I'm not vaping because my body and mind deserve restful sleep.</p> |
|  | <p>How can vaping interfere with sleep? Vapes often contain nicotine, which is a stimulant. Stimulants temporarily make you more alert and energetic. But they also can mask exhaustion and make falling asleep more difficult.</p> |