

Example Tobacco Control Agency

Social Media Editorial Concept Calendar

January 2017						
SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
1 New Year's Resolution	2	3	4 Thirdhand Smoke	5	6 Benefits of Quitting	7
8	9	10 National Mentor Month	11	12	13 Benefits of Quitting	14
15	16 New Year's Resolution	17	18	19 Community College Anti-Tobacco Policy	20	21
22	23	24 Benefits of Quitting	25	26 Secondhand Smoking	27	28
29	30 Community College student quote	31				

Primary Themes: New Year, New Start; Quitting

Total number of Posts: 10 planned posts, 2 opportunistic posts (Total of 12 posts in January)

Example Tobacco Control Agency
Social Media Editorial Concept Calendar (cnt'd)

- **CONCEPT NAME:** New Year's Resolution
 - **CONTENT PILLAR:** Opportunistic
 - **CONTENT TYPE:** Photo Post
 - **POST TIMING:** January 1st, January 16th
 - **QUANTITY:** 1 or 2
 - **KEY MESSAGE:** Encourage followers to start their year with a tobacco-free lifestyle. Give further encouragement on second post.

- **CONCEPT NAME:** Third-Hand Smoke
 - **CONTENT PILLAR:** Educational
 - **CONTENT TYPE:** Photo
 - **POST TIMING:** January 4th
 - **QUANTITY:** 1
 - **KEY MESSAGE:** We can use data from the recently published study to show that smoking can leave harmful residue in your car or home that can impact others, even if you don't smoke around them! Specifically, a researcher is quoted saying that third-hand smoke can linger in an area for up to five years!

- **CONCEPT NAME:** Benefits of Quitting
 - **CONTENT PILLAR:** Educational
 - **CONTENT TYPE:** Photo/Link
 - **POST TIMING:** January 6th, January 13th, January 24th
 - **QUANTITY:** 3
 - **KEY MESSAGE:** Posts with a link or photo will inform individuals how quitting smoking will affect one's body. This is specifically aimed at engaging people who are attempting to quit or have recently quit and can help motivate people to continue the journey to being tobacco free. Information can be pulled from the CDC website and smokefree.gov. Sample topics are included below.
 - After just 24 hours smoke free, blood pressure and heart rate have lowered. Within just one day, risk of a heart attack declines.
 - Within 2-5 years of quitting smoking, the risk of a stroke lowers to approximately that of a non-smoker.
 - Within 5 years, risks of cancer of the mouth, throat, esophagus, and bladder drop by half.

- **CONCEPT NAME:** National Mentor Month
 - **CONTENT PILLAR:** Opportunistic
 - **CONTENT TYPE:** Photo
 - **POST TIMING:** January 10th
 - **QUANTITY:** 1
 - **KEY MESSAGE:** Educate parents that they are mentors and their actions reflect on their children. Use stat that children with smoking parents have a higher chance of becoming smokers themselves. It is time for parents to set good examples for both health and fitness for their kids!

- **CONCEPT NAME:** Community College Anti-Tobacco Policy
 - **CONTENT PILLAR:** Opportunistic
 - **CONTENT TYPE:** Photo Posts
 - **POST TIMING:** January 19th, January 30th
 - **QUANTITY:** 1 or 2
 - **KEY MESSAGE:** On first day of their semester, congratulate the local community college for starting the new year on the right foot with a new tobacco-free policy. Additionally, have one post with a student commenting on the new rule.

Example Tobacco Control Agency
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CONCEPT NAME: Secondhand smoke

- o **CONTENT PILLAR:** Educational
- o **CONTENT TYPE:** Photo
- o **POST TIMING:** January 26th
- o **QUANTITY:** 1

KEY MESSAGE: Secondhand smoke can easily affect passersby. Blowing smoke away from others does not keep them safe from passive smoking. Secondhand smoke, or smoke that trails off the end of a lit cigarette is more dangerous than Mainstream smoke- the smoke blown by smokers.