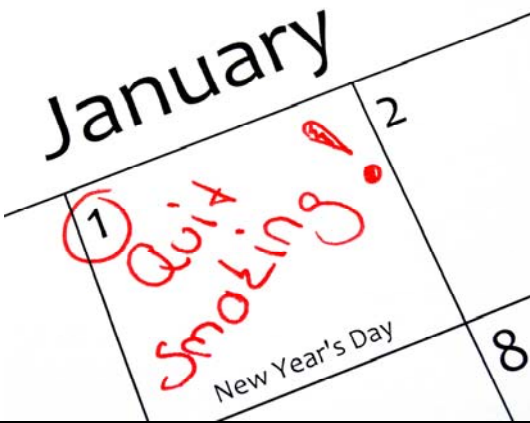

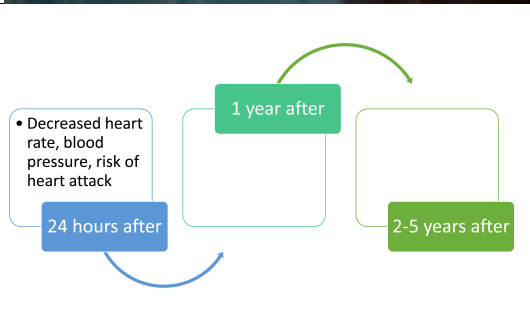

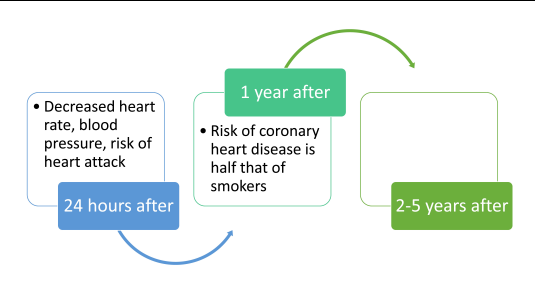


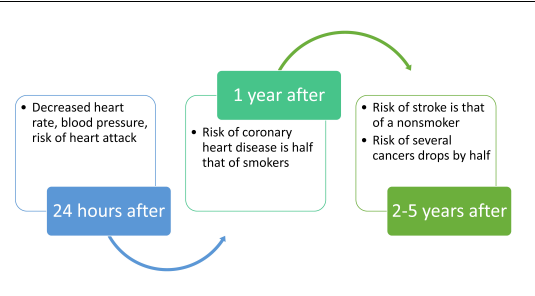



Example Tobacco Control Agency Social Media Editorial Calendar

Proposed Posting Date	Day of Week	Post Type	Proposed Copy	Proposed Image, Video, Link	Notes (i.e. data source)
January 1 st	Sunday	New Year's Resolution (Link post)	Caption: New Year, new start! Today is a day for resolutions. Whether for you that means eating healthier or quitting tobacco, we support you! Download the quit smoking app to help you quit.		This will be a link post going directly to the app store download page. http://apple.co/2vFMAhY
January 4 th	Wednesday	Thirdhand Smoke (Link post)	Caption: Did you know that thirdhand smoke—toxic residue left on indoor surfaces from smoking—may be responsible for tobacco related health problems in children and nonsmokers?		This will be a link post going to this link: https://cle.clinic/2GvxrrE
January 6 th	Friday	Benefits of Quitting (Link post)	Caption: Benefits of quitting? After only 24 smoke free hours, a person will experience a decrease in their heart, blood pressure, and risk of heart attack.		This will be a link post for the following URL: https://bit.ly/2hd1Goo
January 10 th	Tuesday	National Mentor Month (Photo post)	Caption: It's National Mentor Month, and who is a bigger mentor to their children than their parents? The longer a parent smokes, the more likely their child is to smoke. Set an example for your child by not smoking or quitting today!		Source: http://reut.rs/2x1rl1l

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

<p>January 13th</p> <p>Friday</p>	<p>Benefits of Quitting</p> <p>(Link post)</p>	<p>Caption: Benefits of quitting? How about one year after their last cigarette a person's risk of coronary heart disease is half that of a smoker's?</p>	 <p>• Decreased heart rate, blood pressure, risk of heart attack</p> <p>24 hours after</p> <p>1 year after</p> <p>• Risk of coronary heart disease is half that of smokers</p> <p>2-5 years after</p>	<p>This will be a link post for the following URL: https://bit.ly/2hd1Goo</p>
<p>January 16th</p> <p>Monday</p>	<p>New Year's Resolution</p> <p>(Link post)</p>	<p>Caption: Two weeks after New Year's almost 1/3 of people give up on their resolutions. We believe you can keep yours! If your resolution was to quit smoking, get a little extra help with the quit smoking app.</p>		<p>This will be a link post going directly to the app store download page. http://apple.co/2vFMAhY</p> <p>Source: https://www.statisticbrain.com/new-years-resolution-statistics/</p>
<p>January 19th</p> <p>Thursday</p>	<p>Local Community College Anti-Tobacco Policy</p> <p>(Photo post)</p>	<p>Caption: Our local community college is starting the New Year off right—students in class today will find the campus is now smoke and tobacco free. Congratulations on making your community a healthier place!</p>		
<p>January 24th</p> <p>Tuesday</p>	<p>Benefits of Quitting</p> <p>(Link post)</p>	<p>Caption: Benefits of quitting? A former smoker's risk of stroke is the same as a nonsmoker's after 2-5 years. Another bonus? Within 5 years the risk of mouth, throat, esophagus, and bladder cancer are cut in half!</p>	 <p>• Decreased heart rate, blood pressure, risk of heart attack</p> <p>24 hours after</p> <p>1 year after</p> <p>• Risk of coronary heart disease is half that of smokers</p> <p>2-5 years after</p> <p>• Risk of stroke is that of a nonsmoker</p> <p>• Risk of several cancers drops by half</p>	<p>This will be a link post for the following URL: https://bit.ly/2hd1Goo</p>
<p>January 26th</p> <p>Thursday</p>	<p>Secondhand Smoke</p> <p>(Link post)</p>	<p>Caption: Blowing smoke away from others does not keep them safe from passive smoking. Secondhand smoke, or the secondhand smoke that trails off the end of a lit cigarette is more dangerous than Mainstream smoke- the smoke breathed out by smokers.</p>		<p>This will be a link post going to this link: https://bit.ly/2jM0fi7</p>