



Scheduling your social media content allows you to save time and minimize stress. The benefits of a social media content calendar include:

- **Building in time** for the content-approval process.
- **Less or no scrambling to find content** at the last minute.
- **Coordinating simultaneous posts** across platforms.

The two following documents are examples of social media Calendars that can be used for developing messaging and staff roles and responsibilities.

The **Sample Social Media Monthly Content Calendar** (page 2) focuses staff on developing a month's worth of Social Media postings. The calendar has spaces for listing campaigns and key messaging, staff assignments, the text, and visuals of the posts, as well as the publishing dates and social media network. All the images found in this calendar can be found in the Tobacco Education Clearinghouse of California (TECC) [Tobacco Free Images Galleries](#).

The **Sample Social Media Calendar by Staff** (page 10) focuses on the staffing aspect of work related to Social Media including monthly assignments and responsibilities of staff while also focusing on how social media connects to the program's Scope of Work.

Blank templates of both Social Media Content Calendars can be found in the **Resources section** of the [TECC Social Media Toolkit landing page](#).

Stop Tobacco Organizing Project (STOP)

	Campaign / Key Message	Staff Responsible	Text of post / description	Visuals	Publish Day	Publishing Channels
<p>JANUARY</p>	WEEK 1					
	<p>Industry Targeting/Flavors</p>	<p>Alex</p>	<p><i>Flavors may be refreshing, but they are deadly</i></p>	 <p>https://www.tecc.org/tobacco-control-related-social-images/flavors/</p>	<p>Monday & Thursday</p>	<p>Facebook & Instagram</p>
<p>Industry Targeting/vaping</p>	<p>Bekah</p>	<p><i>They call it vapor, but it is toxic aerosol</i></p>	 <p>https://www.tecc.org/tobacco-control-related-social-images/e-cigarettes-and-vaping/</p>	<p>Tuesday & Friday</p>	<p>Facebook & Instagram</p>	

<p>Industry Targeting/Specific Populations</p>	<p>Kareem</p>	<p><i>Smoking related illnesses are the #1 cause of death among African Americans</i></p>	 <p>https://www.tecc.org/tobacco-control-related-social-images/diverse-populations/</p>	<p>Monday</p>	<p>Twitter</p>
<p>Tobacco Retail Laws/STAKE Act</p>	<p>Kareem</p>	<p><i>Check IDs for anyone who looks under the age of 30</i></p>	 <p>https://www.tecc.org/tobacco-control-related-social-images/t21-taxes/</p>	<p>Wednesday</p>	<p>Twitter</p>
<p>Special topic</p>	<p>Alex</p>	<p>TBD or Current Events</p>		<p>As needed</p>	<p>Twitter, Facebook & Instagram</p>

WEEK 2

Health impact

Alex

Smoking affects more than just your lungs



Tuesday

Twitter

<https://www.tecc.org/tobacco-control-related-social-images/health-impact/>

Secondhand smoke

Alex

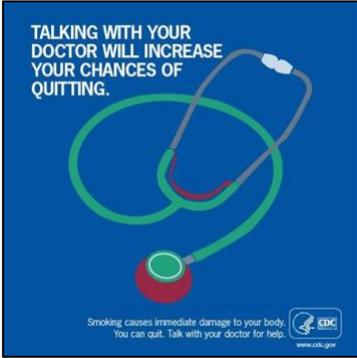
Secondhand smoke affects children



Thursday

Twitter

<https://www.tecc.org/tobacco-control-related-social-images/secondhand-and-thirdhand-smoke/>

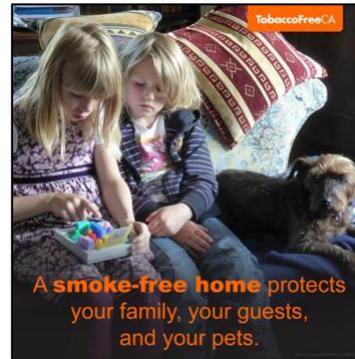
Cessation	Bekah	<i>Resources to quit</i>	 <p>https://www.tecc.org/tobacco-control-related-social-images/cessation/</p>	Monday & Wednesday	Facebook & Instagram
Smoke free environments	Kareem	<i>Support smoke free beaches</i>	 <p>https://www.tecc.org/tobacco-control-related-social-images/environment/</p>	Tuesday & Friday	Facebook & Instagram
Special topic	Bekah	TBD or Current Events		As needed	Twitter, Facebook & Instagram

WEEK 3

Third hand smoke

Alex

Third hand smoke affects children and pets



<https://www.tecc.org/tobacco-control-related-social-images/secondhand-and-thirdhand-smoke/>

Tuesday & Thursday

Facebook & Instagram

Tobacco Retail Laws

Bekah

Tobacco retail laws



<https://www.tecc.org/tobacco-control-related-social-images/t21-taxes/>

Monday

Twitter

Other tobacco products	Bekah	One hour of hookah smoking is like 200 cigarettes	 <p data-bbox="1157 495 1549 625">https://www.tecc.org/tobacco-control-related-social-images/other-tobacco-products/</p>	Friday	Twitter
Social smoking	Kareem	Social smoking is still smoking	 <p data-bbox="1157 917 1549 1015">https://www.tecc.org/tobacco-control-related-social-images/social-smoking/</p>	Wednesday & Friday	Facebook & Instagram
Special topic	Kareem	TBD or Current Events		As needed	Twitter, Facebook & Instagram

WEEK 4

<p>Industry Targeting/Flavors</p>	<p>Alex</p>	<p>Flavors hook kids</p>	 <p>https://www.tecc.org/tobacco-control-related-social-images/flavors/</p>	<p>Monday & Thursday</p>	<p>Facebook & Instagram</p>
<p>Industry Targeting/vaping</p>	<p>Bekah</p>	<p>High school students are vaping more than smoking cigarettes</p>	 <p>https://www.tecc.org/tobacco-control-related-social-images/e-cigarettes-and-vaping/</p>	<p>Wednesday & Friday</p>	<p>Facebook & Instagram</p>

	Industry Targeting/ Tobacco messaging	Kareem	Big tobacco will do anything for their profit	 <p data-bbox="1163 492 1549 591">https://www.tecc.org/tobacco-control-related-social-images/big-tobacco/</p>	Tuesday	Twitter
		Kareem			Thursday	Twitter
	Special topic	Alex	TBD or Current Events		As needed	Twitter, Facebook & Instagram

Stop Tobacco Organizing Project (STOP)

Staff	Week	Day	Scope of Work: Reduce Exposure to Secondhand Smoke, Tobacco Smoke Residue, Tobacco Waste, and Other Tobacco Products	Scope of Work: Promote Tobacco Cessation	Scope of Work: Limit Tobacco Promoting Influences
Facebook – Post 9am/Respond to comments 4pm					
Alex	1	M/TH/F	Third hand smoke affects children and pets	Fines for tobacco sales to minors	Big tobacco will do anything for their profit
	2	T/TH/F	Secondhand smoke affects children	High school students are vaping more than smoking cigarettes	Tobacco companies are responsible for environmental waste
	3	W/TH/F	Support smoke free beaches	Promote the quit line (available in 6 languages)	Expose tobacco industry targeting youth
	4	M/TH/F	Tobacco waste in parks and playgrounds	Social smoking is still smoking	Expose how industry uses coupons
	Special events				
Twitter – Post 8am/Re-tweet 12pm					
Bekah	1	M/W/F	Smoke in multi-unit housing	Local health plan resources to quit	Smoking in the movies
	2	T/W/TH	Hookah smoke exposure	Statistics on health impact	Expose tobacco industry targeting LGBTQ community
	3	W/TH/F	Tobacco waste in campgrounds	Employer support for cessation	
	4	T/W/F	What is thirdhand smoke	Promote the quit line (available in 6 languages)	Expose tobacco industry targeting Asian-Americans
	Special Topics				

Instagram – post 1pm/Share story 5pm

Kareem	1	T/W/F	Secondhand smoke and the environment	Local doctors promote quitting	Expose tobacco industry targeting youth
	2	W/TH/F	What your air filter does not take out of the air	Promote the quit line (available in 6 languages)	Smoking is not glamorous
	3	M/TH/F	Is your pet smoking	Quitting smokeless tobacco	Expose tobacco industry targeting African American community
	4	M/W/F	Tobacco juice	Vaping is not quitting	Big tobacco profits
	Extra				