



Social Media TOOLKIT

Kick Butts Day

March 20, 2019



What is Kick Butts Day?

Sponsored by the Campaign for Tobacco-Free Kids, Kick Butts Day 2019 is an annual celebration of youth leadership and activism in the fight against tobacco. This year, advocates are also focused on kicking Juul, the e-cigarette that has become enormously popular among youth across the country.

In 2018, an estimated 320,000 youth participated in over 1,200 Kick Butts Day tobacco prevention and education events across all 50 states and many U.S. military bases around the world.

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Building a Social Media Strategy

Kick Butts Day is an excellent opportunity to post on social media to share your message with friends, family and your community. It's also a great chance to network and meet fellow anti-tobacco advocates. Check out these tips for building an effective online strategy:

Building a Foundation

Like any communications program you launch, starting with a solid, strategic foundation is key.

You must understand **A)** how social media will help you achieve your goal and **B)** what resources you need to succeed.

Social media can help win advocacy campaigns by leveraging one or more of the following four drivers. It's important that as you begin your campaign, you identify which will help you succeed and prioritize them accordingly.

1. Increase public awareness (educating people about your issue)
2. Generate public action (asking people to sign petitions, attend events, etc.)
3. Engage decision makers and key opinion leaders (identifying influencers and engaging online or offline)
4. Engage traditional media (build relationships with key journalists, pitch stories, etc.)

Key Messages

As you're likely aware, there are several priority issues in the fight against tobacco. There are campaigns to raise the tobacco age to 21, ban flavored tobacco products, implement smoke-free laws that apply to all public places and workplaces, and raise taxes on tobacco products — just to name a few!

It's important to research the issues that are a priority in your community and focus on one so you can communicate a clear and simple message to your audience.

Once you've picked your issue, it's also especially important that your facts are accurate. You can find a variety of fact sheets and resources for each issue at

<https://www.tobaccofreekids.org/us-resources>

Setting Useful Goals

How will you measure the success of your social posts? Are you just trying to educate people or are you encouraging them to take action? These are the most common metrics you can measure:

- Reach: The total amount of people who saw your post.
- Clicks: The amount of people who click on a link that you're promoting.
- Engagement: The total amount of likes, comments and shares on a post.
- Sentiment: How are people responding to your post? Is it positive or negative?

Make sure that your goals are realistic, and don't be disappointed if you don't meet them. It's impossible to know what will go "viral," and the data will help you tailor your message in the future.

Social Media Guidelines

Facebook

- Post approximately **once a day** before Kick Butts Day, approximately twice on Kick Butts Day, and at least once after Kick Butts Day.
 - People should know that the day is coming and what the impact of your event looked like
- Include a **photo, graphic or link** with every post. **Videos** are also very successful on Facebook.
- Copy should be short and have one clear message. Most people won't spend more than a few seconds looking at your post, so get creative to grab their attention.
- If you're going to be busy on Kick Butts Day, you can learn how to schedule a post on your Facebook page [here](#).

Twitter

- Tweet **1-2 times** per day leading up to the event and, **2-3 times** during Kick Butts Day (this can include responses and retweets), and at least once after Kick Butts Day
- **Reply and engage** with people who reply positively to your posts
 - You may encounter people on Twitter who disagree with your message. Remember that debating on the internet is rarely productive. Instead, you can block, mute or simply ignore the trolls. You can also make your profile private, but your reach will be limited to your existing followers.
- **TweetDeck** is a great free platform for scheduling Twitter posts, making lists of influencers and supporters, and following the rest of the conversation around Kick Butts Day
- Include **images** in tweets as much as possible. Images outperform text-only tweets by nearly 100%
- Use **hashtags** in each tweet, but don't go overboard. This year's main hashtags are #KickButtsDay and #KickJuul.

Instagram

- Post **one to two** times on Kick Butts Day
- Put a **link in your profile** if you want to direct people to a petition, news story, fact sheet, etc.
- Use **at least one** hashtag per post
- Build your **Instagram story** by giving followers a behind-the-scenes look at preparations for the event and share pictures of the event itself. Share as many stories as you want throughout the day.

Snapchat

- Set up a custom Snapchat geo-filter for your Kick Butts Day event for as little as \$5. A custom geo-filter will be available to users in a certain area for a pre-set period. We have created a custom filter that you can upload to Snapchat at the link below (download the filter from our downloadable resources [page](#))

CREATE A CUSTOM SNAPCHAT GEOFILTER

- Create a story for your event on Snapchat by giving followers a behind-the-scenes look at preparations for the event and share videos and pictures of the event itself. (tip: take the photo/video on Snapchat first, download it your photos, and then upload it to your Instagram story to avoid doing the same shot twice for each platform)



Tips for Kicking Butts Online

1. Connect with Us

Connect with us on [Facebook](#), [Twitter](#) and [Instagram](#) to hear the latest Kick Butts Day updates and see what youth around the country are doing to stand out, speak up, and seize control against Big Tobacco. Tag us (@KickButtsDay) anytime to let us know how things are going. We're listening!

Don't forget to also connect with our main page @TobaccoFreeKids

2. Share Your Message

Share images and videos to social media that showcase how you're kicking butts with the hashtag #KickButtsDay and you'll be displayed in our online gallery. The gallery helps to connect all the Kick Butts Day events and showcases all of our incredible progress in the fight against tobacco.

[#KickButtsDay Gallery](#)

3. Appoint a Social Media Specialist

Appoint one person on your Kick Butts Day planning team to be your social media specialist. Give this person the responsibility of posting during your Kick Butts Day preparations and at your event. Make sure to have a back-up person ready too, just in case!

4. Create an Event

Create a Facebook event for your Kick Butts Day activity and invite friends and any key decision-makers in your community. This is a great way to publicize your event because when your friends RSVP, it will appear in their newsfeeds.

5. Make it Visual

Love taking pictures? Great! Fill your feed with photos before, during, and after your event. Be sure to use the hashtags! Document your event preparation and the event itself through pictures and videos. Visual content is always more interesting and engaging. The higher-quality the photos, the better. These photos can be posted before and during your event and [sent to the media](#).

6. Increase your Impact

To increase your reach, tweet at well-known or important people in your community and ask them to retweet. For example, you could tweet at your city council members, athletes, news anchors, social media personalities, etc.



Sample Social Media Messages

Below is sample language for Facebook, Twitter and Instagram. This is just a starting point. We highly encourage you to alter, personalize and get creative with your posts!

Hashtags, Handle & Address

- **#KickButtsDay#KickJuul**
- **@KickButtsDay @tobaccofreekids**
- **www.kickbuttsday.org**

Facebook

Today is Kick Butts Day! I'm joining thousands of youth around the country who are standing up against the e-cigarette epidemic sweeping through our schools. Together, we can create the first tobacco-free generation!

It's Kick Butts Day! I'm joining the @Campaign for Tobacco-Free Kids in the fight against tobacco to protect kids and save lives. Together, we can create the first tobacco-free generation!

Twitter

Today is #KickButtsDay! I'm proud to stand with @tobaccofreekids and thousands of youth across the country to say enough to the e-cigarette epidemic. #KickButtsDay #KickJuul

This #KickButtsDay, I'm joining youth across the country who are calling on @FDATobacco to ban all flavored tobacco products. Stop Juul and other e-cigarettes from using sweet flavors to addict a new generation of kids #KickButtsDay #KickJuul

Instagram

Today is #KickButtsDay! I'm proud to stand with my peers and thousands of youth across the country who are fighting to reverse the e-cigarette epidemic. #KickButtsDay #KickJuul [tag @kickbuttsday and @tobaccofreekids in the photo]

Downloadable Graphics for Social Media

Visit our Resources page to download FREE social media graphics and templates to use this Kick Butts Day. We have a Facebook profile frame, Facebook cover photo, Snapchat filter, and images + captions for Twitter and Instagram:

DOWNLOADABLE GRAPHICS