Twitter Chat Social Media and Email Guide

As part of DC Calls It Quits Week 2017 the DC Tobacco Free Coalition will be taking the conversation about smoking cessation online, with a live Twitter Chat on September 20, 2017. With Quits Week partners, the Coalition will lead a conversation on Twitter about how to access resources to quit.

This Twitter chat will be an opportunity for the DC Tobacco Free Coalition and other DC Organizations to connect via social media and engage their communities. For a successful chat it is important that there are a variety of participants to ensure reach to a wider audience. To do this, the Coalition, Quits Week partners, and current participants in the Twitter chat should encourage others to get involved in the Twitter chat via social media and over email.

**Recommended Campaign Hashtag**: #DCQuits, #Smokefree, #TobaccoFree

**Sample Tweets:**

* Join us on 9/20 at \*\*\* for the #DCquits Twitter Chat! We’ll be discussing quitting tips & resources. #Smokefree
* On 9/20 @DCTFC1 will be hosting a Twitter Chat for #DCQuits Week! To learn more, see the link below!
* Join the conversation! 9/20 at \*\*\* @DCTFC1 to host a Twitter Chat quitting resources! Check out the link below for more info! #DCQuits
* Mark your calendars for 9/20 at \*\*\*, @DCTFC1 will host a Twitter Chat for #DCQuits week 2017. (Include Link)
* Do you want to learn more about tobacco cessation? Join @DCTFC1 on 9/20 for a Twitter Chat on quitting! #TobaccoFree ( Include Link)
* Have something to say about tobacco cessation? Be a part of the conversation on 9/20 w/ @DCTFC1! #DCQuits, #Smokefree ( Include Link)
* DC Calls It Quits! Week is full of events – including a Twitter Chat Wednesday at \*\*\*. Join us on Twitter using \*\*\*[attach schedule image]

**Sample Facebook Posts:**

* DC residents benefit immediately if they quit within one to two years. Quitters have a reduced risk of cancer and heart disease. Join us on 9/20 for a conversation on quitting tips and resources. (Include Link) DCQuits #TobaccoFree
* Nearly seven in ten adult smokers would like to quit smoking, and over 61 percent of DC smokers have made an attempt to quit in the last year. On September 20, 2017 we will be discussing ways to quit smoking with the DC Tobacco Free Coalition. #Smokefree, #TobaccoFree
* Do you have opinions about smoking cessation? Make your voices heard and join the DC Calls It Quits Week Twitter chat on September 20, 2017. ( Include Link)
* Join the DC Calls It Quits! Week partners on Twitter September 20th at \*\*\* to discuss the importance of smoking cessation and resources available to District of Columbia residents.
* DC Calls It Quits! Week is full of events – including a Twitter Chat Wednesday at \*\*\*. Join us on Twitter using \*\*\*[attach schedule image]

**Sample Email:**

Dear XXXX,

Smoking is the leading cause of preventable death and disease and a major health threat for Washington, DC residents.

During the week of September 18 through 22, 2017, [INSERT ORGANIZATION NAME] is partnering with the District of Columbia Department of Health (DOHDC), the DC Tobacco Free Coalition and local organizations in the District of Columbia to sponsor DC Calls It Quits Week, a public awareness campaign aimed at informing residents about the importance of quitting smoking.

On Wednesday, September 20, at \*\*\*, we will be participating in a DC Calls It Quits Week Twitter Chat to highlight the importance of quitting smoking and the resources available to help DC residents quit smoking.

 We hope you can join the discussion to learn more about DC Calls It Quits Week and to share your thoughts.

To learn more about all community events taking place during DC Calls It Quits! Week, please visit the event calendar here.

Thank you,