WHAT IS SOCIAL ACTIVISM?

Social activism is an intentional action with the goal of bringing about social change.

If you feel strongly about a cause and are working towards a change, you could be considered an activist.

An activist is anyone who is fighting for change in society.

EXAMPLES
HOW CAN SWAT USE SOCIAL MEDIA FOR SOCIAL ACTIVISM?

QUESTION:
How much time do you spend a day on Instagram?
SOCIAL STRATEGY INTRO

Social Media is a great tool for brand awareness and relationship building.

With so much to say and do on social, a social media strategy can help your content be effective.

1. Goal
2. Audience
3. Strategy
4. Message

FRAMEWORK

GOAL:
Accentuate the impact of SWAT’s local/county initiatives

MESSAGE
Join SWAT to stand up against Big Tobacco

AUDIENCE
Youth Network, Future SWAT Members, Community Leaders

DELIVERY
Instagram
FRAMEWORK

Goal: Accentuate the impact of SWAT's local/county initiatives

Audience: Youth Network, Future SWAT members, Community Leaders

Strategy: Awareness and Education, Inspire and Motivate

Messages: Not a Lab Rat, Facts on Tobacco Products, Anti-Industry Facts, Policy Updates, SWAT News + Events

MESSAGE MAP

SWAT Instagram Message Map

-30 second version of the video to post on social

Not a Lab Rat

Facts on Tobacco Products

Anti-Industry Facts

Policy Updates

SWAT News + Events

- Instagram posts on vaping facts
- Anti-tobacco industry IG stories
- Tobacco control local news editorial
- Interviews with YAB members for recruitment
TIPS AND TRICKS FOR CREATING CONTENT

Good social content is:

- Relevant
- Something you want to engage with
- Creative
IMAGES

VIDEOS
IG STORIES

POSTING CONTENT

Local County Pages

SWAT youth create content → Content to be reviewed by coordinators/advisor → Content approved for posting

SWAT’s Main Page

SWAT youth reach out to SWAT YAB with content idea → Collaborate with Statewide Youth Advocacy & Media Coordinator
RECAP

• Social ideas can come from anywhere
• Social media can help drive social activism
• A social media strategy can make content more effective
• Content best practices

Questions?
## Important Dates

<table>
<thead>
<tr>
<th>Tobacco Observances</th>
<th>Event/Activities</th>
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<tbody>
<tr>
<td>International Beach Clean up</td>
<td>September 21, 2019</td>
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<tr>
<td>Not A Lab Rat Day (NALR)</td>
<td>October 16, 2019</td>
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<tr>
<td>Red Ribbon Week</td>
<td>October 23-31, 2019</td>
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<td>Great American Smoke Out</td>
<td>November 21, 2019</td>
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<tr>
<td>Season of Giving It Up</td>
<td>January 01, 2020</td>
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<tr>
<td>Valentine's Day (Flavors edition)</td>
<td>February 14, 2020</td>
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<tr>
<td>Through With Chew Week</td>
<td>February 21-27, 2020</td>
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<tr>
<td>Tobacco Litter Challenge</td>
<td>March 9-27, 2020</td>
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<tr>
<td>World No Smoking Day</td>
<td>March 15, 2020</td>
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<tr>
<td>Kick Butts Day (KBD)</td>
<td>March 18, 2020</td>
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<tr>
<td>No Menthol Sunday</td>
<td>May 24, 2020</td>
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Youth and Young Adult Essay Contest

Purpose
To educate the public on measures to reduce access to, and use of, tobacco and nicotine, and the harmful effects of tobacco and nicotine use, plus help prevent the initiation of tobacco use among youth.

Prize
A $100 gift card to an establishment that does not sell tobacco products. Multiple prizes will be awarded. However, there is only one prize per published essay.

Rules

Who
The youth & young adult essay contest is open to anyone under 21 years of age.

What
To win, write an essay on anti-tobacco measures (i.e. measures to reduce access to tobacco, including electronic cigarettes and liquid nicotine), and have it published as a viewpoint or opinion piece on the op-ed page of a major daily Florida newspaper.

For more information, visit http://pierobon.org/tobacco/web/essay.htm.

Group Activity
Miami Dade SWAT Chapter
Tobacco Prevention and Control Program | Middle to High Grade

Thank you!

https://edmo.do/j/fkz5gd

Rmd.at/dadeswat

Social Media

Thank you!