

THIS IS QUITTING

Social Media Guide

Thank you for partnering with us to spread the word about This is Quitting, an important program that is helping thousands of young people quit vaping. This guide provides helpful information and tips for posting the provided TIQ content to your social channels.

Get to Know Your Audience

Developing a clear understanding of the audience you want to target is crucial. In this case, we're trying to reach people who want to quit vaping. Based on our TIQ user insights, we know that this audience is overwhelmingly Gen Z, ages 15-24.

Do some research to familiarize yourself with this group. Find out about their interests, values, as well as how (and when) they're using social media. Here are a few insights to keep in mind when posting your content:

Gen Z Insights:

- In 2019, [Gen Z outnumbered millennials](#), making up 32% of the world's 7.7 billion-person population.
- [48% of Gen Z](#) identifies as racially or ethnically diverse.
- As of 2020, Gen Z makes up [more than 40%](#) of U.S. consumers.
- More than 74% of Gen Z says [they spend their free time online](#).
- [Roughly 75% of Gen Z](#) most frequently uses a smartphone over computers and other devices.
- Gen Z spends an average of [11 hours](#) on their mobile devices per week.
- [56% of teens](#) use social media apps to express themselves creatively.
- On average, Gen Z will pay attention to content for a span of [eight seconds](#) -- four less than millennials.

When (and how often) to post

When it comes to social media, "trial and error" is the name of the game. Experiment with what times you're posting content, keep track of when it is getting the most engagement, and adjust your strategy accordingly.

When posting on social media, it's important that your posts are seen by lots of people, but you also want to avoid posting too often. Flooding your audience's feeds with constant updates will make them less likely to engage with your content or even risk an "unfollow." Check out this [article](#) for more information on when and how often to post on social.

What to post

Oftentimes, knowing what to post on your channels can be difficult, but we've made it easy for you! Truth has provided This is Quitting images, as well social copy (included on the following page) for you to use.

Listen to the Experts

Social media is always changing (and so are its best practices), so when in doubt, listen to the experts. Social media management platforms like SproutSocial and Hootsuite offer tons of great tips and tricks — for free! Here are a few guides you might find helpful when it comes to familiarizing yourself with the different platforms, figuring out a social strategy, and setting up ad campaigns:

- [Social Media Marketing Tips for Every Platform](#)
- [14 Social Media Best Practices to Follow](#)
- [Social Media Advertising: How to Run a Compelling Campaign](#)
- [Resources Social Media Advertising and Paid Social](#)
- [Your Guide to to Social Media Targeting](#)
- [How To: SnapChat Swipe to Call or Text Campaigns](#)
- [How to Create a SnapChat Ad](#)

SAMPLE POSTS / POST EXAMPLES

The following sample posts adhere to Facebook, Instagram, and Facebook's character limits and can be used on all three platforms — on their own (text only) or with one of the images we provided.

****Important Note: Don't forget to insert your KEYWORD into the copy before posting.***

POST #1

#ThisIsQuitting isn't just a text-to-quit vaping program. It's a support system. When you sign up, you'll have 24/7 access to advice and encouragement from real quitters who know what you're going through. Ready to quit? Join the TIQ community by texting KEYWORD to 88709.

POST #2

Stresses, cravings, and slips happen. When you need support, #ThisIsQuitting is there to help. It's free, available 24/7, and 100% anonymous and confidential — so everything stays between you and TIQ. Text KEYWORD to 88709 to get started.

POST #3

Get quitting help anytime, anywhere with #ThisIsQuitting. It's a totally free, anonymous texting service that provides 24/7 support to help you quit vaping. You'll receive daily tips and motivation to keep you focused on your end goal. Text KEYWORD to 88709 to get started.

POST #4

Ready to quit vaping? Text KEYWORD to 88709 to join the thousands of young people getting help from #ThisIsQuitting. It's anonymous, free, and offers 24/7 support — including advice from other quitters — to help you quit.

POST #5

Looking to quit vaping but not sure where to start? Try #ThisIsQuitting, a text-to-quit vaping service that offers free, anonymous support wherever, whenever you need it. Text KEYWORD to 88709 to join the nearly 250,000 young people already using TIQ.