

SOCIAL MEDIA TIP SHEET

Why is social media an important part of the RAZE movement?

RAZE is a teen-led movement, so it's important that RAZE members are leading the tobacco free conversation on social media. Anytime you share a tobacco prevention post, you're reaching a huge network of friends as an advocate for RAZE.

Why are hashtags important?

Hashtags create a way to search topics and link conversations. RAZE selects a hashtag for Commotions and events to help you see what other members are doing and share how RAZE members are impacting tobacco free causes across West Virginia. So next time you post, use a hashtag like #TobaccoFreeWV or #RAZEWV.

How do I make sure RAZE sees my posts?



Follow RAZE and tag @WV_RAZE in all of your posts.



Post your messages, photos and videos to RAZE's Facebook wall. RAZE will be able to see and share your posts even if your profile is set as private.

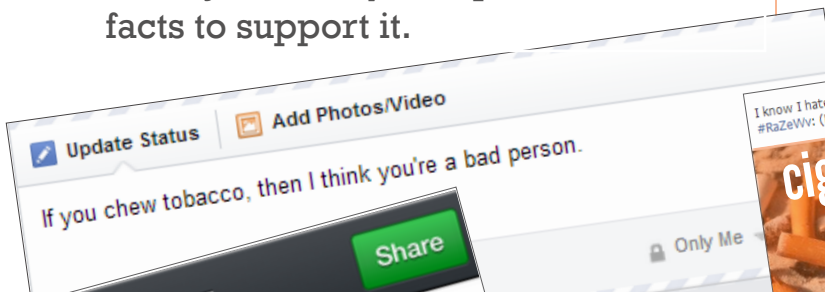
What do I post?

DON'T

- Don't attack tobacco users.
- Don't just state your opinion without facts to support it.

DO

- Do use photos and videos.
- Do share information and address



"#RAZEWV meeting Friday,
10/16 in the VMS Choir Room.
Join the tobacco free movement!"



RAZE
tear down tobacco lies.