

## ETV Social Media Advisory

Please be aware that many social media platforms have strict tobacco policies (including vape and e-cigarettes).

1. Meta, who owns Facebook and Instagram, does not allow any tobacco or nicotine products to be promoted.
  - a. This includes cessation (ending or stop using) products or information that is targeted to those under 18.
  - b. No imagery of anyone using, smoking, vaping, or chewing tobacco products may be used.
  - c. Official META policies:
    - i. [Tobacco and Related Products Policy](#)
    - ii. [Branded Content Policy](#)
2. Twitter does not allow any tobacco or nicotine products to be promoted.
  - a. No imagery of minors using, smoking, vaping, or chewing may be used.
  - b. Official Twitter policy
    - i. [Prohibited content for minors](#)
3. Tik Tok does not allow any harmful activities by or for minors.
  - a. Advertising/promotions that offer a contest or challenge cannot be targeted to minors.
  - b. It is against their policy to post, upload, download, or steam anything on TikTok that is against their policies protecting minors.
  - c. Official TikTok policy
    - i. [Minor Safety Community Guidelines](#)

Please check the policies of any other social media platform before posting. We would not want your organization or personal pages to be taken down because of this well intended messaging.

Here are some suggestions to remember when posting:

- Try not to use the word “vape”, “e-cigarette”, “smoking”, or “tobacco”.
  - Instead use terms like:
    - Don’t Start
    - Harmful effects of continued use
    - Think about it
- The use of provided graphics have been strategically worded so as to not get flagged.
  - If flagging occurs, please discontinue use.
  - Email [mnescapethevape@gmail.com](mailto:mnescapethevape@gmail.com) to inform the staff of the issue
- When posting the website use [www.jointheescape.org](http://www.jointheescape.org).