

# SAMPLE SOCIAL CONTENT



## SAMPLE TWEETS (tag @ashorg)

1. By banning menthol in cigarettes, we can improve both:
  - ✓ public health and
  - ✓ racial equity.It's time to act. **[INSERT COUNCIL MEMBER HANDLES]**, it's time to ban menthol.
2. Nearly 90% of Black Americans who smoke use menthol. That's a MASSIVE market share and no accident. The tobacco industry has targeted the Black community for decades and pushed menthol relentlessly. Sign up with **@AshOrg** to get involved with menthol bans: <https://ash.org/ban-menthol>
3. Nearly 90% of Black Americans who smoke use menthol. That's because tobacco companies advertise it more in Black communities, seek Black influencers, and offer more discounts in Black communities. Sign up with **@AshOrg** to advocate for local menthol bans: <https://ash.org/ban-menthol>
4. *"We don't smoke that shit. We just sell it. We just reserve the right to smoke for the young, the poor, the black and the stupid."* -Tobacco Exec  
Read that again.  
Menthol in cigarettes is one big con by tobacco companies. Let's prioritize health and ban menthol in cigarettes.
5. Because **@FDATobacco** has not yet banned menthol, as their own research suggests would save lives, 10s of 1000s of Americans, mostly Black Americans, now face a lifetime of addiction and early death. We have the solution: ban menthol. **[INSERT COUNCIL MEMBER HANDLES]** - Please protect us.
6. Menthol makes smoking initiation easier, addiction stronger, and quitting harder. That's a triple threat of death...  
Sign up with **@AshOrg** to find out when you can help advocate for menthol bans to protect your community: <https://ash.org/ban-menthol>
7. The U.S. Federal Government shares the responsibility with state and local governments for protecting Americans' human rights. Here's what that means for our community: **(CERD graphic)**
8. Alert for (Washington, DC/California) Advocates:  
New resources are available at **[LINK]** to strengthen your tobacco control and public health work.  
Spoiler: if we link our work to human rights, the government must protect us from tobacco companies and their deadly menthol flavorings.

**Graphics** (when posting photos on Twitter and Instagram, you can tag all local council members and local advocacy organizations you want to see it in the photo itself. On Facebook, you can do so in the body of the text):

- Tobacco violates a lot of human rights, but most notably, the right to health.
- Black people have been intentionally targeted by the industry for a very long time. As a result, more than 75% of African Americans that smoke, smoke menthols.<sup>1</sup>
- International Convention on the Elimination of All Forms of Racial Discrimination. This includes requirements to ensure that all people have the right to public health.
- DC flag – leader in tobacco control – human rights is next
- *"We don't smoke that shit. We just sell it. We just reserve the right to smoke for the young, the poor, the black and the stupid."*

<sup>1</sup> [https://www.cdc.gov/tobacco/basic\\_information/tobacco\\_industry/menthol-cigarettes/index.html](https://www.cdc.gov/tobacco/basic_information/tobacco_industry/menthol-cigarettes/index.html).



## Sample Facebook (tag @ASHglobalAction) and LinkedIn Posts (tag @Action on Smoking and Health)

1. The **@FDA** has the authority to ban menthol in cigarettes (given to it in 2009). AND, the FDA has been sitting on a mountain of evidence proving the harm caused by menthol yet has done nothing.

As a result, 10s of 1000s of Americans, mostly Black Americans, who would have been protected from a lifetime of addiction and early death, have borne the brunt of FDA's inaction.

**[TAG LOCAL COUNCIL MEMBERS]** - It's time we right this wrong and ban menthol.

2. When they think no one is listening, tobacco executives often show their true colors and speak down about their customers (**see photo**).

Menthol in cigarettes is one big con by tobacco companies. Let's prioritize health and ban menthol in cigarettes. Sign up with **@ASHglobalAction** to find out when you can help advocate for menthol bans to protect your community: <https://ash.org/ban-menthol>



**PHOTO PLACEHOLDER**

3. The **@FDA** has banned all flavors in tobacco products except for menthol (which Black people typically smoke). The menthol exception is not just racist and immoral, and it may violate U.S. law.

As a result of the targeted flavor ban, White smoking prevalence, especially among White children, has gone down dramatically since 2009. For the Black community, progress has been slower.

**[TAG LOCAL COUNCIL MEMBERS]** - It's time we protect the Black community as much as we protect the White community and ban menthol in tobacco.

4. Nearly 90% of Black Americans who smoke use menthol cigarettes.

That's a MASSIVE hold on the market and the result of tobacco companies advertising menthol more in Black communities, seeking Black influencers, and offering more discounts in Black communities.

Sign up with **@ASHglobalAction** to learn about local advocacy opportunities to ban menthol in your community: <https://ash.org/ban-menthol>

5. Because the **@FDA** has not yet banned menthol in tobacco products, as their OWN research suggests would save lives, 10s of 1000s of Americans, mostly Black Americans, now face a lifetime of addiction and early death.

We have the solution: ban menthol.

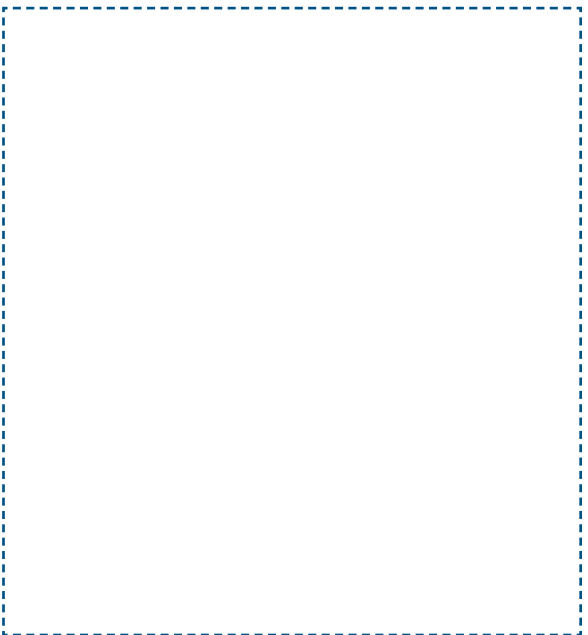
**[INSERT COUNCIL MEMBER HANDLES]** - Please act now and protect us from menthol.

6. Menthol makes smoking initiation easier, addiction stronger, and quitting harder. That's a triple threat of death! Sign up with **@ASHglobalAction** to find out when you can help advocate for menthol bans to protect your community: <https://ash.org/ban-menthol>

7. The U.S. Federal Government shares the responsibility with state and local governments for protecting Americans' human rights. Tobacco use infringes on our right to health.

And tobacco companies targeting the Black community with menthol cigarettes infringes on their right to be free from racial discrimination.

Here's what our community can do: (CERD graphic)



**CERD GRAPHIC PLACEHOLDER**



## Sample Facebook (tag @ASHglobalAction) and LinkedIn Posts (tag @Action on Smoking and Health) continued

### 8. Alert for (Washington, DC/California) Advocates:

New resources are available at [\[LINK\]](#) to strengthen your tobacco control and public health work.

Spoiler: if we link our work to human rights, the government must protect us from tobacco companies and their deadly menthol flavorings.

## Sample Instagram Posts (tag @ashorg)

### 1. Nearly 90% of Black Americans who smoke use menthol cigarettes. This is no coincidence.

More Black Americans smoke menthols because tobacco companies advertise menthols more in Black communities, seek Black influencers, and offer more discounts in Black communities.

Sign up with [@ASHorg](#) to learn about local advocacy opportunities to ban menthol in your community and protect Black lives: <https://ash.org/ban-menthol>

### 2. [@FDA](#) research shows that banning menthol in cigarettes would benefit our society, so why haven't they done that? The FDA has had the authority to ban menthol in cigarettes since 2009!

That means the FDA's inaction on menthol has led to 10s of 1000s of Americans, mostly Black Americans, getting addicted to a product that will make them very sick and lead to an early death.

Black Americans should not bear this uneven brunt of FDA inaction. It's time to protect Black Americans from tobacco companies by banning menthol in tobacco.

**[TAG LOCAL COUNCIL MEMBERS]** – Please act now to ban menthol and protect Black lives.

### 3. When they think no one is listening, tobacco executives often show their true colors and insult their customers.

Why would tobacco companies insult the people who keep them in business? Well, that's just how evil you have to be to sell a product you know will addict and kill your customers, when they use your product exactly as intended.

And adding menthol flavoring into cigarettes is one big added con by tobacco companies. Menthol makes smoking initiation easier, addiction stronger, and quitting harder. That's a triple threat of death.

Let's prioritize health and ban menthol in cigarettes. Sign up with [@ASHorg](#) to find out how to advocate for menthol bans to protect your community: <https://ash.org/ban-menthol>

### 4. The [@FDA](#) has banned all flavors in tobacco products except for menthol (which Black people typically smoke). The menthol exception is not just racist and immoral; it may violate U.S. law.

As a result of the targeted flavor ban, smoking prevalence among White people, especially among White children, has gone down dramatically since 2009. For the Black community, progress has been slower.

**[TAG LOCAL COUNCIL MEMBERS]** - It's time we protect the Black community as much as we protect the White community and ban menthol in tobacco.



## Sample Instagram Posts (tag @ashorg) continued

5. Because the @FDA has not yet banned menthol in tobacco products, as their OWN research suggests would save lives, 10s of 1000s of Americans, mostly Black Americans, now face a lifetime of addiction and early death.

We have the solution: ban menthol.

**[INSERT COUNCIL MEMBER HANDLES]** - Please act now and protect us from menthol tobacco products.

6. Menthol makes smoking initiation easier, addiction stronger, and quitting harder. That's a triple threat of death!

Sign up with @ASHorg to learn about advocacy opportunities to push for menthol bans to protect your community:  
<https://ash.org/ban-menthol>

## Sample Instagram Quiz for Stories (tag @ashorg, but match the color to the background and shrink to hide the tag)

- 1. Who said this: "We don't smoke that shit. We just sell it. We just reserve the right to smoke for the young, the poor, the black and the stupid."**
  - a. Council Member
  - b. U.S. President
  - c. Tobacco Executive
  - d. Local Advocate

i. Answer description: An RJ Reynolds Executive said that when he thought no one was listening. Clearly tobacco executives don't care about their customers.
- 2. Do tobacco companies advertise different products to different communities based on race?**
  - a. Yes/no

i. Answer: Yes, tobacco companies more aggressively market menthol tobacco products in predominately Black communities, using more advertisements, more promo rates, and more Black influencers.
- 3. Do their racially targeted ads pay off?**
  - a. Yes/no

i. Yes, nearly 90% of Black Americans who smoke use menthol. That's a MASSIVE market share and no accident.
- 4. So why hasn't the government stepped in to protect Black Americans from menthol?**
  - a. No one knows which agency or level of government could ban menthol
  - b. The FDA cannot ban menthol
  - c. The FDA can ban menthol and just hasn't

i. The FDA has had the power to ban menthol since 2009. Their own research agrees with us that banning menthol would save lives. ASH, AATCLC, and AMA are suing the FDA right now over their deadly inaction to ban menthol.
- 5. Would banning menthol make that big of a difference?**
  - a. Yes/no

i. Yes, Menthol makes smoking initiation easier, addiction stronger, and quitting harder. That's a triple threat of death.
- 6. Ready to get involved and advocate for a ban on menthol?**
  - a. Yes/no

i. Yes, tag your local council members on social media, asking them to take action and protect us all from menthol. And sign up at [ash.org/ban-menthol](https://ash.org/ban-menthol) to find out how to help in your community.