

# Smoke-Free Housing Social Media Toolkit Outline for Cities

**Purpose:** Provide ready to use social media content to raise awareness and promote smoke-free housing policies.

**Target Audience:** Renters, property owners/managers, housing advocates, local decision makers

## **Key Objectives:**

- Educate about the benefits of smoke-free housing
- Encourage adoption of smoke-free policies in multi-unit housing
- Connect people with local smoke-free housing resources

## **How to Use:**

### **1. Open the Canva Template Link**

Open the Canva template by copying and pasting this link into your web browser:

[https://www.canva.com/design/DAGrLw7PiRw/NTxDL91VBUcA4PtIZXRVRQ/view?utm\\_content=DAGrLw7PiRw&utm\\_campaign=designshare&utm\\_medium=link&utm\\_source=publishsharelink&mode=preview](https://www.canva.com/design/DAGrLw7PiRw/NTxDL91VBUcA4PtIZXRVRQ/view?utm_content=DAGrLw7PiRw&utm_campaign=designshare&utm_medium=link&utm_source=publishsharelink&mode=preview)

### **2. Create a Free Canva Account**

If you don't already have a Canva account, you'll be prompted to sign-up. It's quick and free!

### **3. Use the Template**

Click the "Use template" button when the link opens. This will create a copy of the template in your Canva account so you can customize it.

### **4. Customize the posts**

Insert your city logo, change the colors, or anything else to match your organization's style.

### **5. Download Your Graphics**

Click the "share" button in the top right corner and select the correct pages (see below for pages #'s associated with each specific post). Choose "download" and select your preferred file type (PNG or JPG is best for social media).

### **6. Share on Social Media**

Upload your customized graphic to your social media platform of choice and help spread the word about smoke-free housing!

## **Key Messages:**

- Secondhand smoke exposure is harmful.
- Everyone deserves the right to breathe clean air at home.
- Smoke-free housing is a growing trend.
- Smoke is smoke. All forms of smoke pose health risks.
- Connect with Live Smoke Free to learn more.

## Templates

**Channel:** Instagram and/or Facebook

- **Post 1: “Benefits of Smoke-Free Housing”** (pages 1-5)
  - Slide 1: Title slide
  - Slide 2: Cleaner indoor air
  - Slide 3: Reduced fire risk
  - Slide 4: Lower turnover
  - Slide 5: Learn more at <https://mnsmokefreehousing.org/>

**Caption:** Smoke-free policies are legal and benefit both residents and building owners.

- Learn more at [www.mnsmokefreehousing.org](http://www.mnsmokefreehousing.org)

- **Post 2: There is no safe level of secondhand smoke exposure** (pages 6-10)
  - Slide 1: Title slide
  - Slide 2: What is secondhand smoke?
  - Slide 3: Ready to go smoke-free? Learn more at [mnsmokefreehousing.org](http://mnsmokefreehousing.org)

**Caption:** Everyone deserves to breathe clean air at home. A smoke-free building policy is one of the best ways to protect the health of all residents.

- Learn more at [www.mnsmokefreehousing.org](http://www.mnsmokefreehousing.org)

- **Post 3: Smoke-free housing is a growing trend!** (pages 11-15)
  - Slide 1: Title slide
  - Slide 2: Minnesota renters prefer smoke-free housing but are still being exposed to secondhand smoke
  - Slide 3: Ready to go smoke-free? Learn more at [mnsmokefreehousing.org](http://mnsmokefreehousing.org)

**Caption:** Ready to make the change? A growing number of Minnesota renters prefer a smoke-free building, yet many are still exposed to secondhand smoke. Learn how to transition to smoke-free living at [mnsmokefreehousing.org](http://mnsmokefreehousing.org).

- **Post 4: Smoke is Smoke** (pages 16 and 17)
  - Slide 1: Title slide
  - Slide 2: Ready to go smoke-free? Learn more at [mnsmokefreehousing.org](http://mnsmokefreehousing.org)

**Caption:** Secondhand smoke can drift between units, seep through vents, and harm neighbors, especially children, older adults, and people with health conditions. Learn more at

[www.mnsmokefreehousing.org](http://www.mnsmokefreehousing.org)

- **Post 5: (If proclaimed a “Smoke-Free Housing Day”)** (pages 18 and 19)
  - Slide 1: Title slide
  - Slide 2: Ready to go smoke-free? Learn more at [mnsmokefreehousing.org](http://mnsmokefreehousing.org)

**Caption:**

Today we recognize our community’s commitment to ensuring that all residents have the right to breathe clean, smoke-free air at home.

By supporting smoke-free multi-unit housing, we are:

- ✓ Protecting residents from secondhand smoke
- ✓ Promoting healthier living
- ✓ Creating safer, cleaner communities for all

Thank you to the residents, housing providers, and public health partners who continue to make smoke-free living a reality in (insert city name)!

Learn more from Live Smoke Free at [www.mnsmokefreehousing.org](http://www.mnsmokefreehousing.org)

**Hashtags:**

- #SmokeFreeHousing
- #HealthyHomes
- #BreatheEasy
- #CleanAirForAll