

Youth Vaping Prevention *“Get Your Head Out of the Cloud”* Partner Social Posts

Below you will find a social toolkit for the American Lung Association and its partners to promote the launch of *“Get Your Head Out of the Cloud”*. We’ve included both suggested social copy and assets for you to share across social channels. If you need additional assets or have any questions or concerns, please don’t hesitate to reach out.

Relevant Social Handles:

- American Lung Association:
 - Facebook: <https://www.facebook.com/lungusa/>
 - Twitter: <https://twitter.com/LungAssociation/>
 - Instagram: <https://www.instagram.com/lungassociation/>
 - LinkedIn: <https://www.linkedin.com/company/american-lung-association/>
- Ad Council:
 - Facebook: <https://www.facebook.com/adcouncil/>
 - Twitter: <https://twitter.com/AdCouncil>
 - Instagram: <https://www.instagram.com/adcouncil/>
 - LinkedIn: <https://www.linkedin.com/company/the-advertising-council>
- Misc. partners

Campaign Launch Social Copy

We have included some sample social copy below that can be shared across your company’s social channels. Please feel free to tweak as you see fit to make the voice most authentic to your brand. Please use the campaign hashtag #TalkAboutVaping whenever possible on Twitter and Instagram to help spread the word.

- **Asset:** *“Get Your Head Out of the Cloud”* PSA (available to reshare on Ad Council’s and American Lung Association’s social channels on September 1)
 - **Note:** We’re also happy to share the native file upon request.
- **Recommended Channels:** Facebook, Twitter, Instagram and LinkedIn
- **Copy Options:**
 - Today, nearly 8,000 kids will start vaping in the U.S. – maybe even yours. Get your head out of the cloud and talk to your kids about the dangers of vaping. Go to TalkAboutVaping.org to start the conversation.
 - There’s no one type of kid who vapes. 5.4 million American kids are vaping each day and it’s time for parents to start talking to their kids about the dangers of e-cigarettes. For facts and resources to help get your head out of the cloud, visit TalkAboutVaping.org.
 - Only 2 in 5 parents are confident that they can influence their child not to vape. Go to TalkAboutVaping.org and get the resources – and confidence boost – you need to help prevent your child from vaping.
 - Have you had the vape talk with your child yet? For tips on how to start the conversation and keep the dialogue going, visit TalkAboutVaping.org and prevent your child from a life of nicotine addiction.

- The new PSA from @AdCouncil and @LungAssociation makes it clear to parents: There is no one type of child who vapes. Help put an end to the youth vaping epidemic by having the conversation with your kid today. Visit TalkAboutVaping.org to learn more.
- As part of our ongoing effort to end the youth vaping epidemic, we're helping parents to "Get Your Head Out of the Cloud" in a new awareness campaign with @AdCouncil and @LungAssociation. Join us at TalkAboutVaping.org.
- Stress and peer pressure are universal motivators for kids to try vaping. Every kid is at risk. Know the facts about vaping and start the conversation at TalkAboutVaping.org.
- 68% of parents say that their child is not the type of kid who vapes, though research shows there's no one type of kid who vapes. It's time to debunk the misconceptions and get your head out of the cloud. Learn more at TalkAboutVaping.org.