

Tips for promoting your Breathe Refreshed campaign on Social Media

You can self-promote your Breathe Refreshed campaign on:

- Your Website
- In Email Communications
- On Facebook
- On Twitter
- On Linked In
- On Pinterest
- On your blog
- On You-Tube
- Just about anywhere you are presented online!

Share that you are participating in the Breathe Refreshed campaign!

Mower Refreshed has designated **#BreatheMowerRefreshed** as the official hashtag! Use it when you share things that are related to your campaign.

Create a Poll on one of your social outlets that asks your viewers why they Breathe Refreshed!

Share some photos of your companies Breathe Refreshed environment! Did you place a lawn sign in the parking lot? Share it! Have a bulletin board just for people to share their Breathe Refreshed stories? Share it!

Share some photos of your customers (with permission) that relate to your Breathe Refreshed environment! (such as a customer enjoying a healthy meal in your restaurant or a customer enjoying your smoke free area)

Tell your customers you care about their health and tell them why a non-smoking environment is important to you! When did these policies come into place? What improvements have you noticed since your location became smoke free?

Share stories!

Visit Mower Refreshed during the campaign period and use our posts to spread the word!

Post links to Quit Plan and other resources that can help your viewers get answers and help!

