SOUTH EAST
SMOKEFREE ALLIANCE
QUIT TOGETHER | LIVE BETTER

‘Stop Smoking, Feel Happier’ Campaign Toolkit

December 2025

Your social media guide for the ‘Stop Smoking, Feel Happier’ Campaign

In this guide you will find examples of post copy that you can use to promote the campaign through your channels such as: websites, newsletters, resident emails and social media.

We’ve also outlined some guidance on how the posts on the main campaign’s social media platforms will work and tactics around posting that will help amplify your local accounts as well as the main campaign account.

Platforms

When posting on social media, ensure that you are tagging 'South East Smokefree Alliance' across all platforms.

As well as the campaign materials provided, if you have other images of service details / numbers to call, pictures from case studies etc, feel free to share these as they are a good way of helping to bring the campaign to life.

Facebook: www.facebook.com/**SouthEastSmokefreeAlliance**

If you are posting through your own Facebook page, please ensure that you are tagging in the correct page so that it can be reshared.

Videos, single and carousel graphics can be posted on Facebook.

Instagram: **@southeastsmokefreealliance**

Ensure that you are tagging the correct social media account across all posts.

Videos, single and carousel graphics can be posted on main feeds, and also stories.

We recommend posting as collaborative posts with the **@southeastsmokefreealliance** account as combined posting can help your content reach more people.

TikTok: **@sesmokefreealliance**

Ensure that you are tagging the correct social media account across all posts.

Videos perform better than graphics, however there is still an option to post carousel graphics from mobile devices on the app.

Launch Period

Campaign descriptor:

The following copy can be used within newsletters, or social media posts with accompanying graphics / images.

A new regional campaign is hitting the streets to dispel a common myth about smoking as a way of relieving stress and ask what makes the South East happy?

Members of the South East Smokefree Alliance (SESA) will be out and about across towns and cities throughout January to spark conversations about wellbeing, and the link between quitting smoking and feeling better.

The campaign is built on growing evidence that stopping smoking doesn't just improve your physical health, it can also make you happier. Within weeks of quitting, people's brains start to rebalance dopamine, the "happy hormone" that smoking suppresses us creating naturally.

Content Schedule

We have created a content schedule which can be used as a guide for when to post content organically across your social media platforms, including which assets to post alongside the copy. There are also suggested posts which will co-ordinate with each Roadshow event across the South East.

Download Content Schedule Here

Suggested social media post copy: Relevant assets to post alongside can be downloaded on P7.

Post one

Quitting smoking has been shown to lift your mood and support your mental wellbeing by reducing stress, anxiety, and depression.

With the right support, you're more likely to stop smoking for good.

(insert link to local stop smoking service)

Post two

Fact is, people who stop smoking are happier — and it can start within just a few weeks.

Nicotine tricks your brain into thinking smoking reduces stress, but really, it steals your happiness.

When you quit, your amazing brain starts producing dopamine — your natural happy hormone — all on its own again.

A calmer, less stressed you is closer than you think.

👉 Get free, friendly local support: *(insert link to local stop smoking service)*

Launch Period

Suggested social media post copy: (continued)

Post three

The good news?

It doesn't matter how long you've smoked or how many times you've tried to quit - support works.

Your brain can relearn how to feel good naturally, without nicotine getting in the way, and local stop smoking teams are here to help you every step of the way.

Start your journey to feeling happier, calmer and more in control.

Get free support today at *(insert link to local stop smoking service)*

Post four

Stopping smoking doesn't just improve your health — it boosts your mood too.

Within weeks, people who quit report feeling happier, less stressed and more themselves again.

Our service offers free, personalised support to help you quit in a way that works for you.

Ready to start feeling better? Visit *(insert link to local stop smoking service)*

Short Captions for Reels / TikTok / Video Posts:

- A happier you is just weeks away. 💛

  Free support: *(insert link to local stop smoking service)*

- Nicotine steals your happiness. Quitting gives it back.

  Get help: *(insert link to local stop smoking service)*

- Quit smoking. Feel better. It's proven.

  Free support available now.

- Your brain can feel good again — naturally.

  Start your quit journey today.

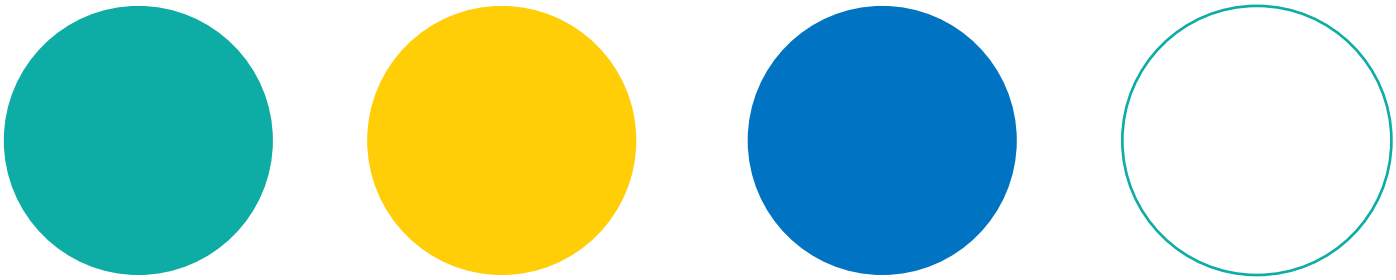
Reminder:

Links will only work in the post copy on facebook . For Instagram and Tiktok, direct people to click the 'link in bio'.

Guidelines

When editing the materials provided, please follow these guidelines to keep everything consistant with the South East Smokefree Alliance brand.

Colours



#2BAFBB **#FFCE06** **#0C5595** **#FFFFFF**

These are the four main brand colours that must be used when adding text or QR codes to the materials.

Text Colours: The main colours you will need when adding text is **#FFCE06** and **#FFFFFF** to maintain high contrast against the background.

QR Codes: When generating QR codes, create your QR and save it as a white PNG if possible or save it as a SVG file that you can then open and change to white **#FFFFFF** in the design software you are using.

Once it is white, place it on the rounded **#2BAFBB** space provided on the design - see page 10 for more.

Font

The brand font is **Libre Franklin** and is a free font available on either canva or illustator.

Libre Franklin Bold

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z | a b c d e f g h i j k l m n o p q r s t u v w x y z

This is the main font style to use when adding text.

Logos

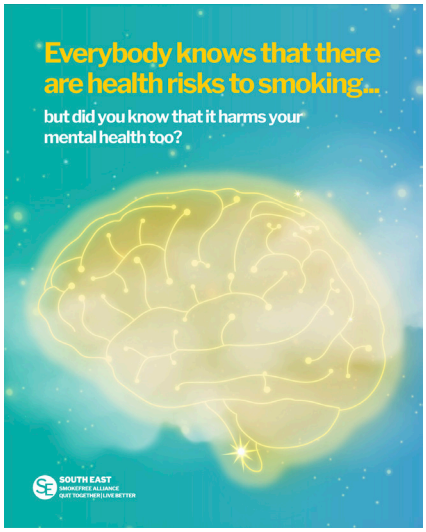
When adding your logos to the Whitelabel materials, please use a white version of your logo if possible. If you do not have a white logo, then please sit your logo on top of a white band or rounded box.

Social Media Assets

A range of social media assets have been created for you to use.

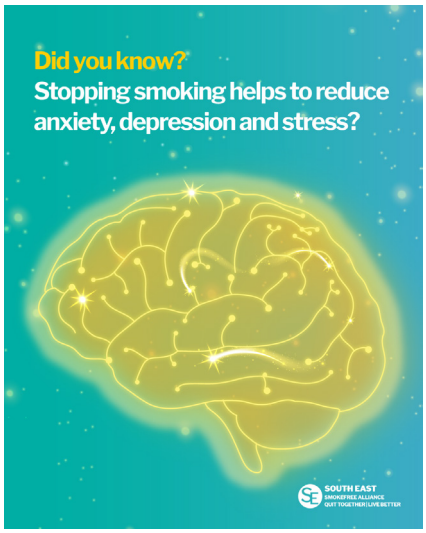
Below you will find two sets of assets: one set contains a range of generic South East Smokefree Alliance assets, the second set contains assets with space for you to add in your own logos as well as some 'blank' designs for you to add your own messaging - **see how to edit these on the next page.**

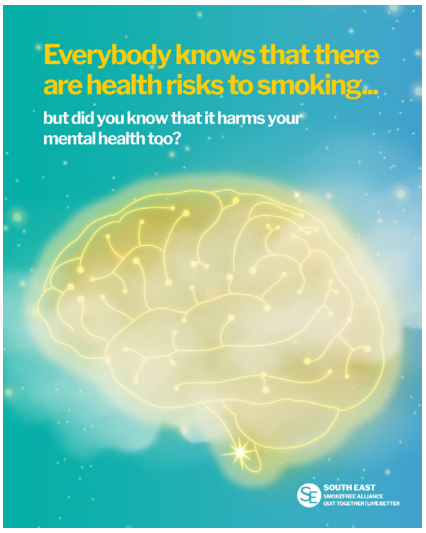
Generic SESA Assets:

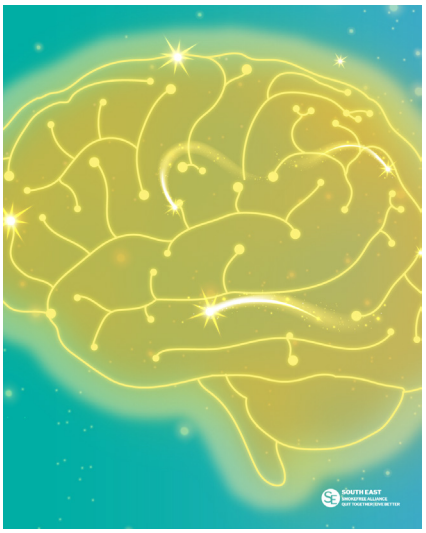


Download Generic Assets

Whitelabel Assets:







Download Whitelabel Assets

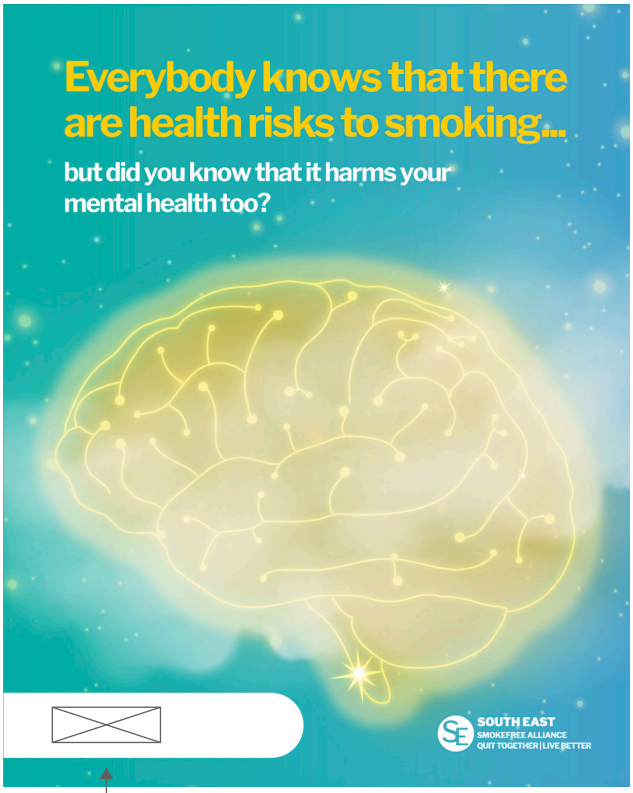
Social Media Assets - How to edit

1. **Upload the artwork to canva or illustrator (PNG).**

2. **Space has been left for you to add your own logo.** If you dont have a white version of your logo, please place it on a white band or rounded box as shown in the example below.

3. **Export the file as a PNG, the dimensions should already be set to export.** (1080x1350px - suitable for feed posts on all platforms, 1920x1080px for stories or reels.)

If you have a white version of your logo, this can be added to a relevant space on the design, as seen here.



Your logo on a white band if no white version is available.

Blank Designs

Blank designs have been included for you to add your own copy. These can be used as conversation starters by asking questions such as: **What makes you happy?**

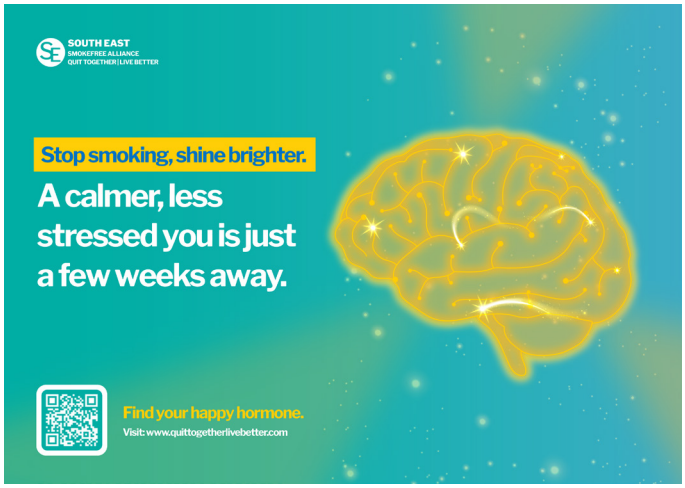
Please keep the text format as similiar to the orginal designs as possible and follow the guidelines on page 6.

Printable Posters

A range of printable assets have been created for you to use.

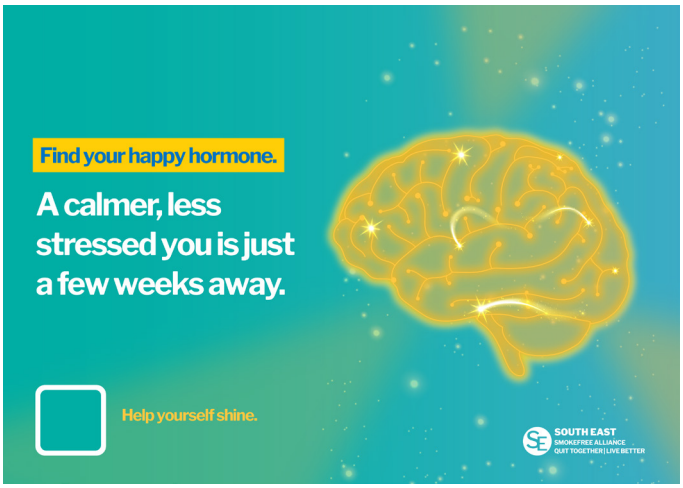
Below you will find two sets of posters: one set contains a range of generic materials containing the South East Smokefree Alliance logo and weblink with a scanable QR, the second set has space for you to add in your own logos as well as your own weblink and QR code - **see how you can use these on the next page.**

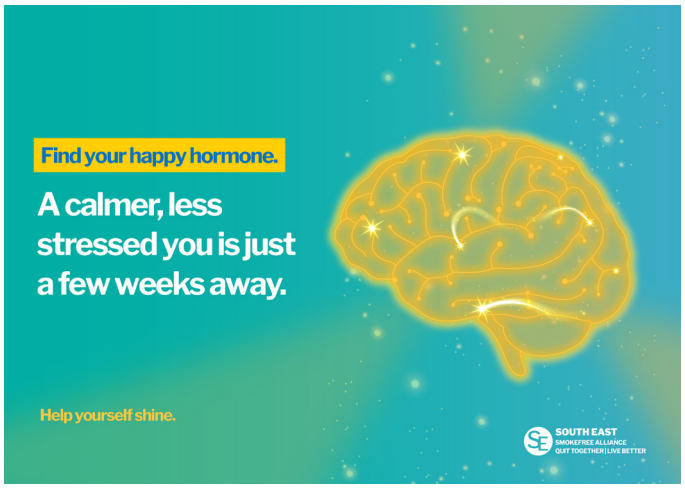
Generic SESA Materials:



Download Generic Materials

Whitelabel Materials:



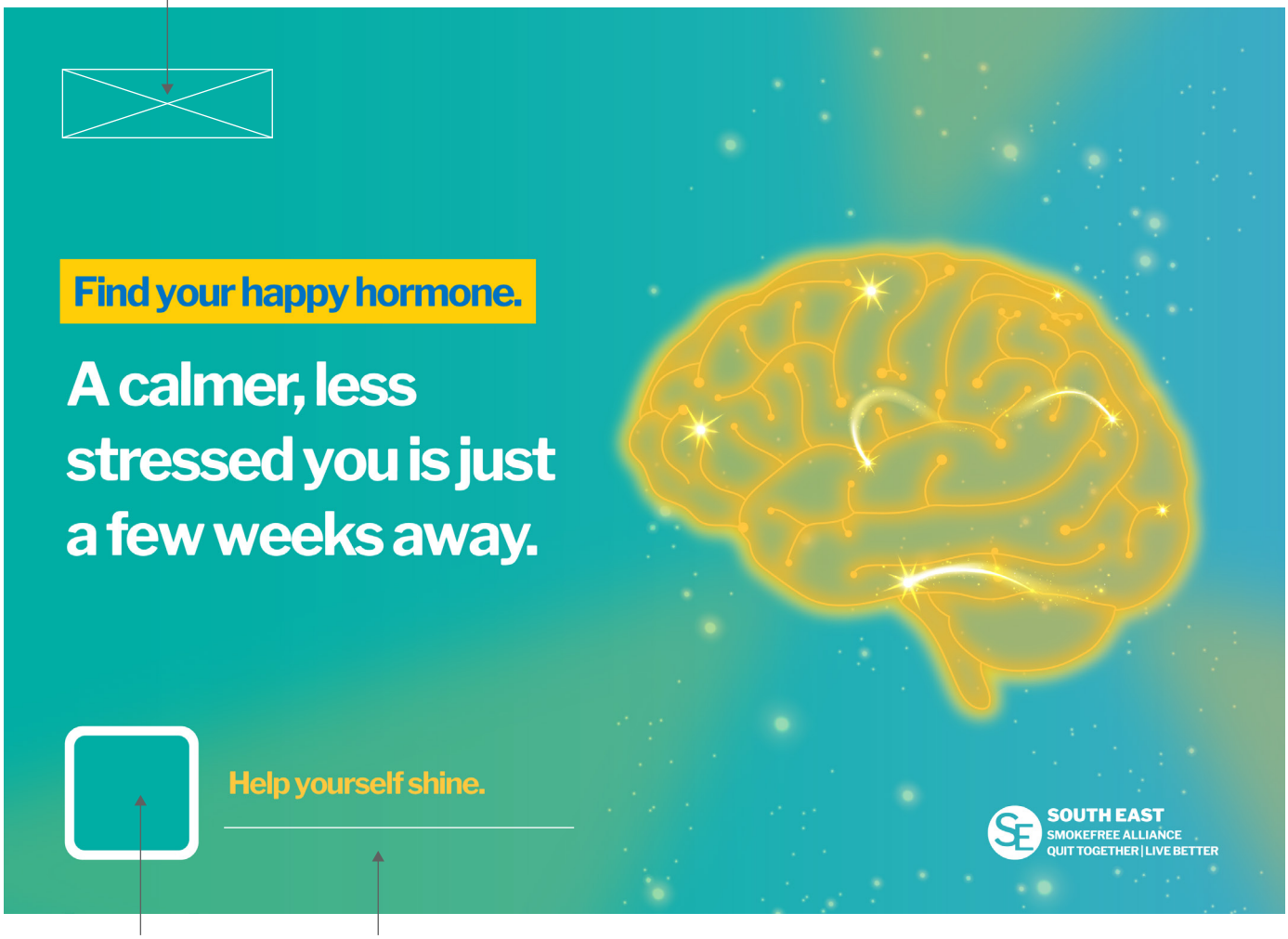


Download Whitelabel Materials

Printable Posters - How to edit

1. Upload the artwork to canva or illustrator (A4, CMYK, 300DPI).
2. Space has been left for you to add in your own logo, weblink and QR code.
3. Export the file as a High Quality PDF.

Space to add your logo - If a white version of your logo is not available, sit it on a white band or box.



Space for QR code and weblink (template options also available without a QR code)

Please refer to brand guidelines (P6) when generating QR codes.

When adding your weblink, be sure to use the brand font Libre Franklin Bold in white #FFFFFF (see P6 for more).

Animation Videos

Below is the campaign animation

The campaign animations has been created with two different voiceovers, one being male and the other female. **These are both availble to download below.** There are also subtitle and non-subtitle versions per download too.

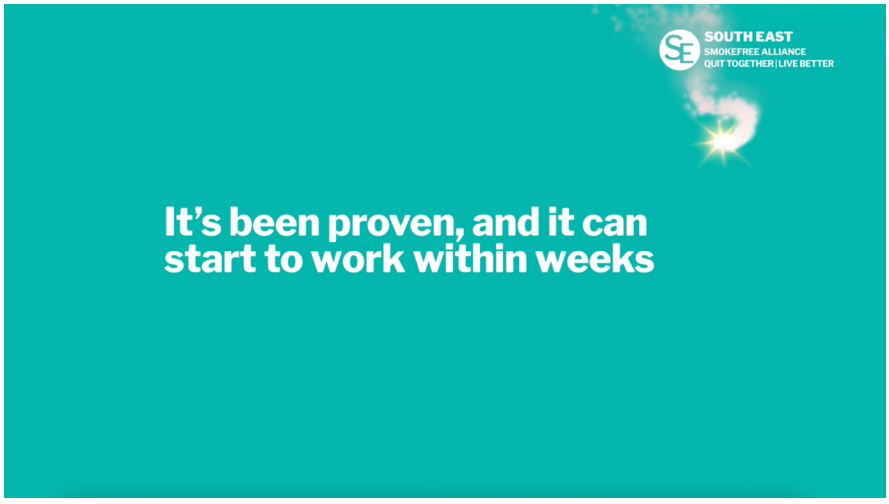
Male Voiceover:

Coming Soon!

A 30 second version of the animations

Download Animations

Female Voiceover:



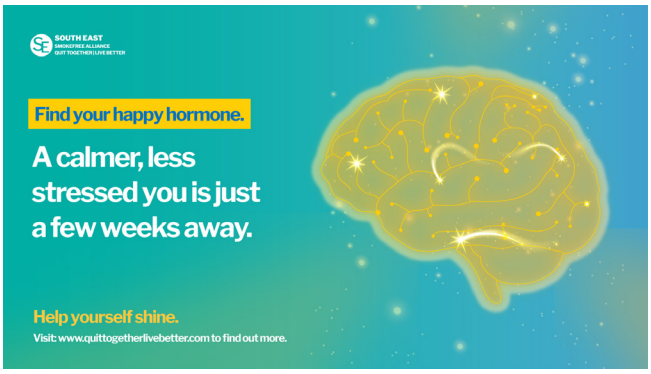
Download Animations

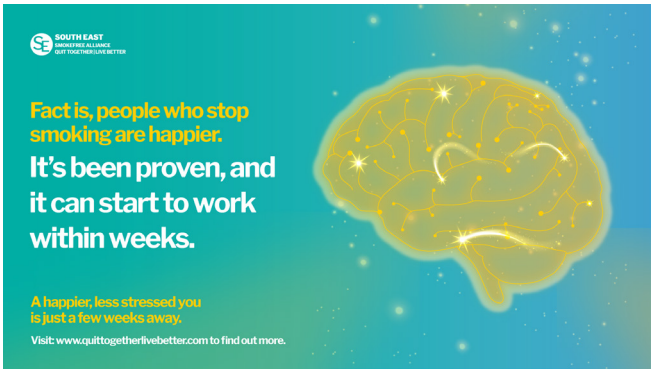
GP Screens

A range of GP Screen options have been created for use in GP surgerys.

These designs are set up for screens (1920x1080px) and can be edited in the same way as the other materials in this document. **We have also included these within a powerpoint along with the campaign animation.**

Generic SESA Screens:

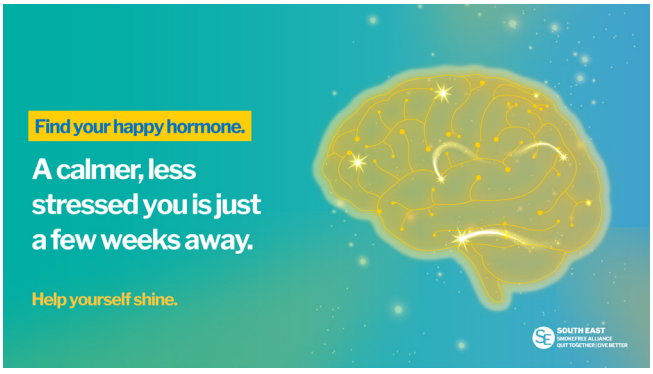


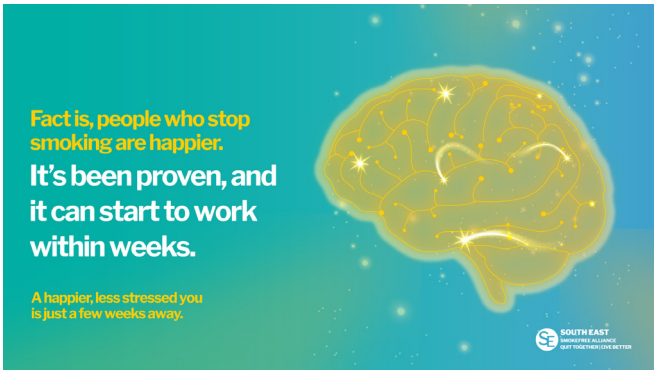


Download Generic GP Screens

Whitelabel Screens:

If you are using the powerpoint provided in this download, the graphic screens will need switching out before use to include your own logos and web links.



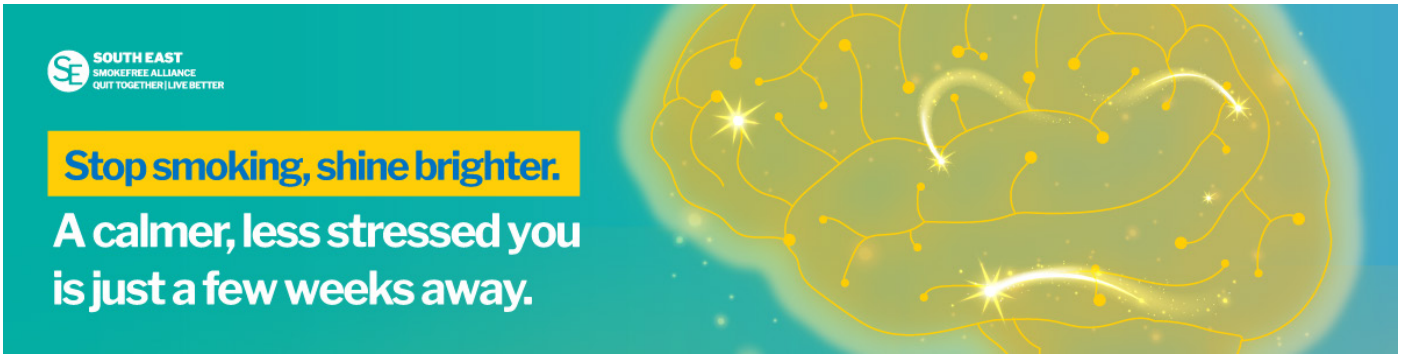


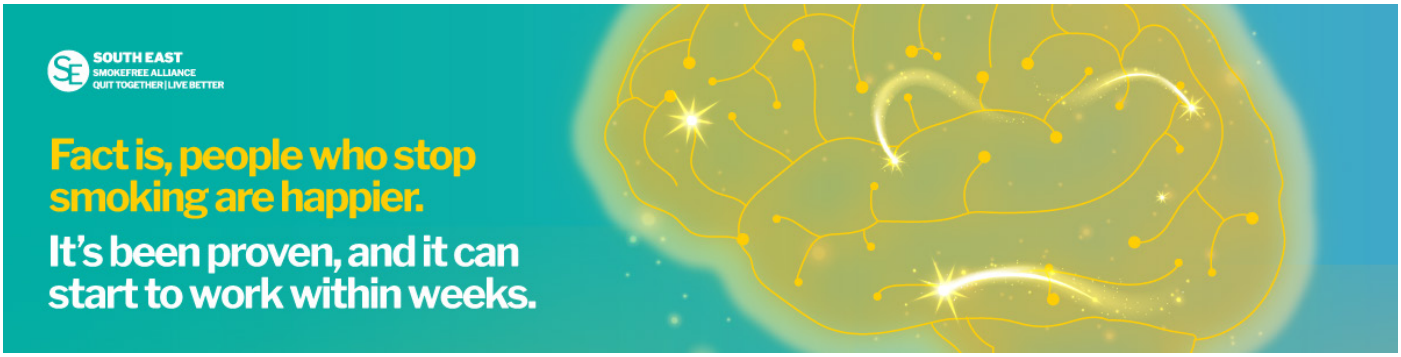
Download Whitelabel GP Screens

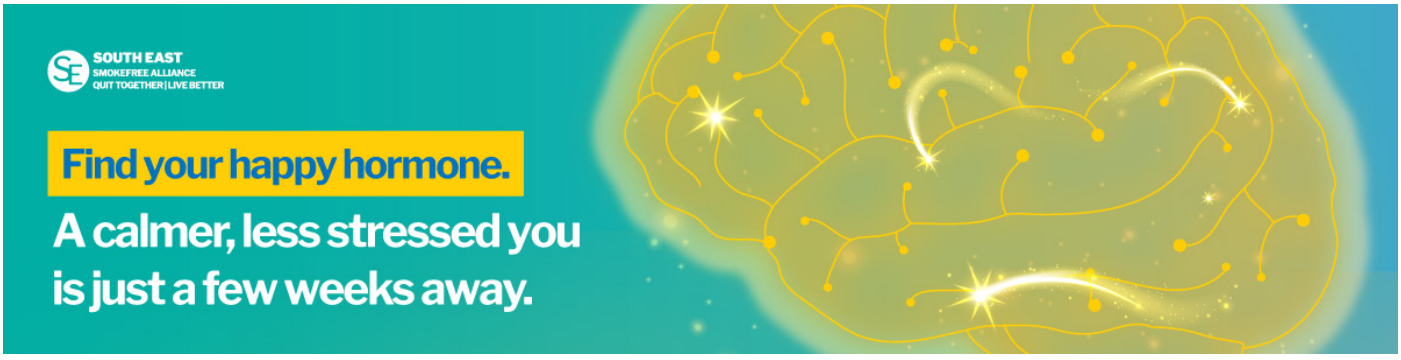
Email Signature Banners

Add a branded banner to your email signature.

Here are a few different options of branded banners that you can add to your email signature. **These can be seen and downloaded below.**





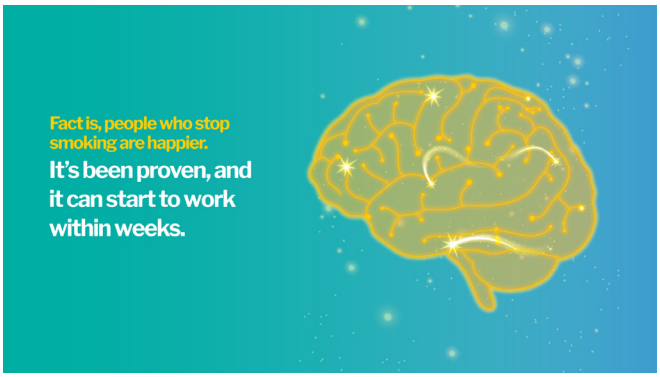


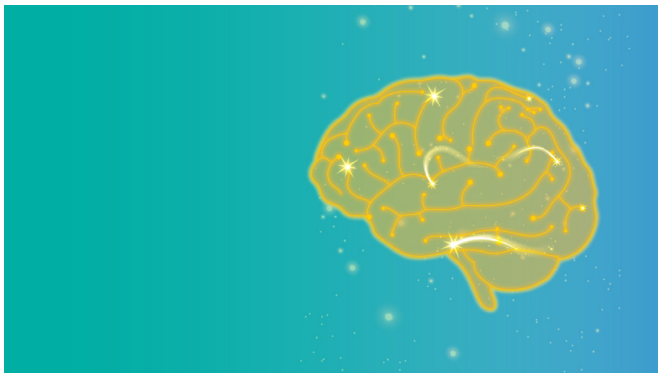
Download Email Banners

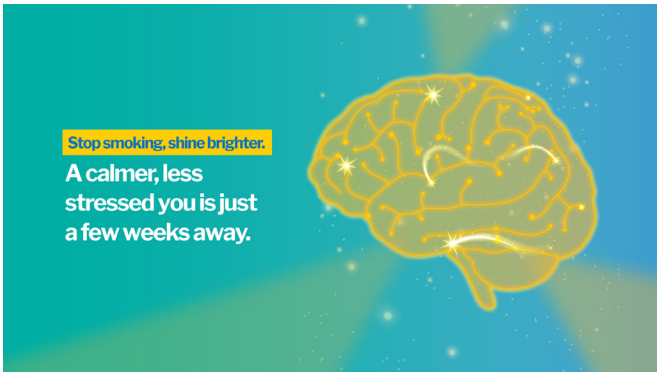
Website Landing Page

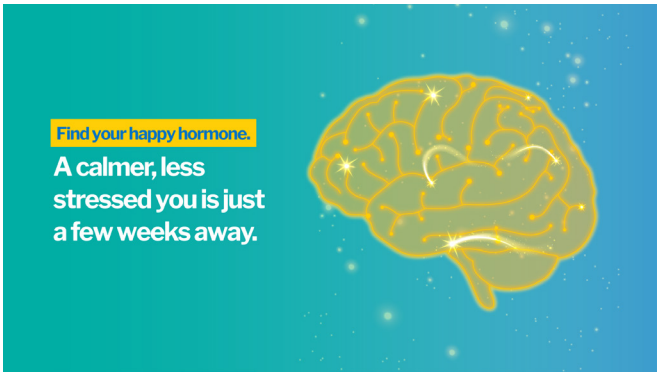
Add a landing page screen to your website.

A range of landing page designs are available for you to add to your website that include complete designs with text and imagergy as well as image based designs that have space for you to add your own text on your website. **The different options can be seen and downloaded below.**









Download Website Landing Screens

SOUTH EAST
SMOKEFREE ALLIANCE
QUIT TOGETHER | LIVE BETTER