**Nicotine:** [https://vimeo.com/user10001181/review/252184595/f68312f852](https://vimeo.com/user10001181/review/252184595/f68312f852)

**Facebook**

Post Copy: Big Tobacco has been engineering their products to increase the nicotine levels to keep you hooked. Don't let them off the hook. Click here to fight back. *(LINK TO: Landing Page)*

**Twitter**

Post Copy: Big Tobacco has been engineering their products to keep you hooked. Don't let them off the hook. Click here to fight back. *(LINK TO: Landing Page)*

**Low Tar** [https://vimeo.com/user10001181/review/252182779/9824520942](https://vimeo.com/user10001181/review/252182779/9824520942)

**Facebook**

Post Copy: Big Tobacco tricked us into believing low-tar and light cigarettes were healthier. Show them you won’t be fooled again by pinning your name to the map. *(LINK TO: Landing Page)*

**Twitter**

Post Copy: Big Tobacco tricked us into believing low-tar and light cigarettes were healthier. Find out how you can fight back. *(LINK TO: Landing Page)*

**Health** [https://vimeo.com/user10001181/review/252180481/10fe54b37f](https://vimeo.com/user10001181/review/252180481/10fe54b37f)

**Facebook**

Post Copy: Big Tobacco knew smoking was deadly. They hid it to profit from our misery. Fight back by pinning your name to the map. *(LINK TO: Landing Page)*

**Twitter**

Post Copy: Big Tobacco knew smoking was deadly. They hid it to profit from our misery. Fight back by pinning your name to the map. *(LINK TO: Landing Page)*

**Secondhand Smoke** [https://vimeo.com/user10001181/review/252186205/15f94fafad](https://vimeo.com/user10001181/review/252186205/15f94fafad)
Facebook
Post Copy: Big Tobacco wanted us to believe smoking doesn’t harm nonsmokers. You don’t have to stand for that. Click here to fight back. (LINK TO: Landing Page)

Twitter
Post Copy: Big Tobacco wanted us to believe smoking doesn’t harm nonsmokers. You don’t have to stand for that. Click here to fight back. (LINK TO: Landing Page)

General
Facebook
Post Copy: For decades, Big Tobacco misinformed the public about the dangers of its products. That ends now. But the fight is just beginning. (LINK TO: Landing Page)

Twitter
Post Copy: For decades, Big Tobacco misinformed the public about the dangers of its products. That ends now. But the fight is just beginning. (LINK TO: Landing Page)