

# Social Media Guide to Address Tobacco Use Among Agricultural Workers



Social media is key to reaching, educating, and supporting Migratory and Seasonal Agricultural Workers (MSAWs). It allows health center staff to share information, ideas, and messages anytime and anywhere using platforms like **Facebook, Instagram, WhatsApp, and YouTube**. This is especially helpful for MSAWs who live in rural or isolated areas. This population is more at risk of using tobacco because of the nature of their work, moving around often, and traditional beliefs or customs. Stress, anxiety, habits, social situations, and nicotine addiction also make quitting hard. Health centers can utilize social media as a tool to educate MSAWs about the health risks of tobacco, the benefits of quitting, and provide resources to help them quit.

This social media guide will provide health center staff with general best practices, strategies, and resources for using social media to raise awareness on any relevant health education topics for MSAWs. With a focus on tobacco-related health risks, cessation, and support, this guide will highlight how these strategies and best practices can effectively promote awareness and drive positive change.<sup>1,2,3,4,5,6</sup>

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3. 2022 Special Populations Funded Programs. (n.d.). Data.hrsa.gov. <https://data.hrsa.gov/tools/data-reporting/special-populations> (Data temporarily unavailable)

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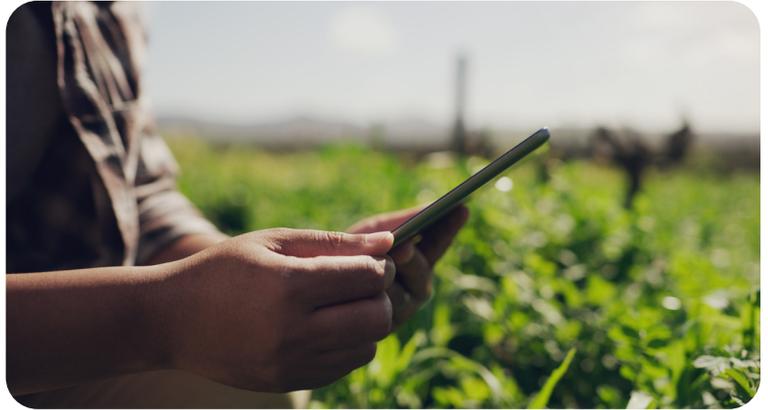
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# The Benefits of Using Social Media to Reach MSAWs

Over the years, social media has become increasingly important for MSAWs, as many use it to access health information, stay connected with each other, and find community resources and support to navigate health issues such as tobacco use.

According to MSAWs interviewed in the [National Agricultural Survey \(NAWS\) Digital Access Supplement Survey](#):

- 99% had digital access to information
- 92% had a cell phone with internet
- 96% had a cell phone with texting capabilities
- 40% had a computer
- 18% had a tablet<sup>7</sup>



Social media can be a great tool for MSAWs who want to quit tobacco and for health centers that want to help. Here's how it can make a difference:

MSAWs can:	Health Centers can:
<ul style="list-style-type: none"> <li>• Easily access health information about tobacco, its health risks, and quitting methods.</li> <li>• Search for nearby healthcare services.</li> <li>• Find community resources and events like health fairs or mobile clinics.</li> <li>• Join online quit support groups on Facebook or WhatsApp.</li> <li>• Connect with Community Health Workers (CHWs), outreach workers, and patient navigators for assistance with other social needs related to their tobacco-free journey.</li> </ul>	<ul style="list-style-type: none"> <li>• Share health information about the risks of tobacco use and the benefits of quitting with hard-to-reach groups like MSAWs.</li> <li>• Expand visibility and promotion of tobacco cessation services, resources, and events.</li> <li>• Implement WhatsApp as a method of communication with patients for follow-up and engagement.</li> <li>• Establish online support groups for MSAWs trying to quit tobacco through platforms like Facebook or WhatsApp.</li> <li>• Promote partner resources and connect patients to community resources.<sup>8,9</sup></li> </ul>

7. National Agricultural Workers Survey. (2021–2022). \*Findings from the National Agricultural Workers Survey: A demographic and employment profile of United States crop workers\*. <https://www.dol.gov/sites/dolgov/files/ETA/news/pdfs/NAWS%20Research%20Report%2017.pdf>

8. Migrant and Seasonal Farmworker Health Overview - Rural Health Information Hub. (n.d.). <https://www.ruralhealthinfo.org/topics/migrant-health>

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# Social Media Strategies to Reach MSAWs

These 8 strategies offer practical tips for creating and sharing effective social media messages to help MSAWs quit tobacco.

## Strategy #1: Use Social Media Platforms MSAWs Already Use

MSAWs with internet access often use **Facebook**, **Instagram**, **WhatsApp**, and **YouTube** to stay connected and access health information. Health centers can leverage these platforms to promote tobacco cessation and related health services and share information about available services, upcoming events, patient success stories or testimonies, and even run online support groups for MSAWs.<sup>10</sup>

### Facebook and Instagram – Why Use Them?

Health centers can use Facebook and Instagram to share tobacco-related health information with MSAWs. They can post messages, share stories and reels for quick messages, and use live streaming to connect through events, Q&As, or interviews.

#### Tips for Posts:

- Keep your text brief, with a hook, description, and **call to action** ([see strategy 4 on page 5](#)).
- Use engaging visuals (images, graphics, and short videos) to make them attractive to the audience.
- Add hashtags and contact information to increase visibility and categorize your content to connect with others interested in the topic.
- Share and cross-promote content from trusted sources ([see strategy 7 on page 6](#)).<sup>11</sup>

**Tips for Stories** (*Stories are visible to your followers for 24 hours before they automatically disappear from your profile*):

- Share live updates and events.
- Use engaging visuals (images, graphics, and short videos) to connect with your audience.
- Add background music.
- Use the poll features.
- Add a hashtag to increase the visibility of your story.<sup>12</sup>

For additional tips on stories, visit [Hootsuite](#).

#### Tips for Reels/Videos:

- Create 60-90 second videos with 1-2 key talking points.
- Add music or text overlays to make your video interesting and highlight key talking points.
- Use engaging visuals (images, graphics, and short videos) to attract your audience.

10. Farmworker COVID-19 Community Assessments. (2022, February 28). National Center for Farmworker Health. Retrieved March 18, 2022, from <https://www.ncfh.org/research-and-data-collection/farmworker-covid-19-community-assessments-fccas/> (Data temporarily unavailable)

11. Austin, S. (2024, May 12). The Anatomy of a Successful Facebook Post in 2025: An In-Depth Guide - Marketing Scoop. Marketing Scoop. <https://www.marketingscoop.com/marketing/the-anatomy-of-a-successful-facebook-post-in-2024-an-in-depth-guide/>

12. Olafson, K. (2019). How to use hashtags: a quick and simple guide for every network. Hootsuite Social Media Management. <https://blog.hootsuite.com/how-to-use-hashtags/>

### Tips for Live Streams:

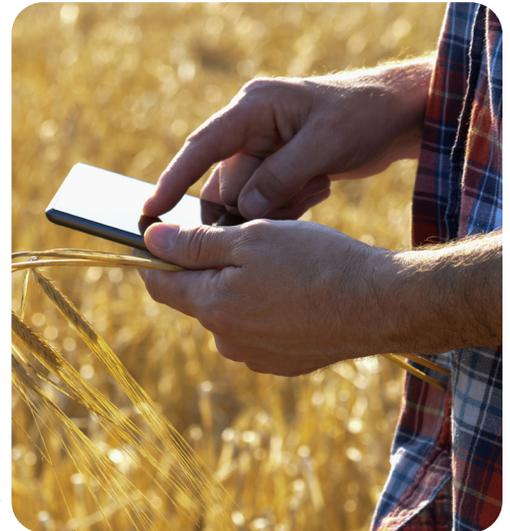
- Promote beforehand to build excitement.
- Use a catchy title to capture attention.
- Do live Q&A sessions.
- Do interviews to feature MSAW patients or health center staff (with their permission).
- Offer incentives to boost engagement.
- Go live during health events to encourage attendance.<sup>13</sup>

## WhatsApp – Why Use It?

This platform allows for connecting through free video, texting, and audio calls to follow up and stay in touch with MSAWs.

### Tips for Messages:

- Make audio and text messages conversational.
- Keep your text brief with a hook, description, and **call to action** ([see strategy 4 on page 5](#)).
- Personalize messages before introducing hook, like “Hello [name of patient]” to build rapport.
- Consider audio messages.
- Use private channels to share one-way messages, pictures, videos, and polls.
- Share short statuses that disappear after 24 hours ([see sample stories template on page 10](#)).<sup>14,15</sup>



## YouTube – Why Use It?

This platform allows you to create a *YouTube* channel for video sharing, making it easy for MSAWs to access online videos.

### Tips for YouTube Videos:

- Create 3–5 minute short videos.
- Feature health center staff or MSAW patients (with their permission).
- Add captions and subtitles to your video to increase accessibility.
- Split long videos into shorter clips and share them on *WhatsApp*, *Facebook*, or *Instagram*.
- Use a **call to action** in your video ([see strategy 4 on page 5](#)).
- Use keywords in the title of your video to increase search results.<sup>16</sup>

Refer to [Appendix A](#) for a sample social media tobacco-related post, [Appendix B](#) for Sample Script for Reels, videos, and stories, and [Appendix C](#) for a Q&A session script.

13. Julia Campbell. “8 Ways Your Nonprofit Can Use Live-Streaming Video for Better Storytelling.” ELEVATION, 19 Apr. 2017, [www.elevationweb.org/blog/8-ways-your-nonprofit-can-use-live-streaming-video/](http://www.elevationweb.org/blog/8-ways-your-nonprofit-can-use-live-streaming-video/). Accessed 28 Feb. 2025

14. Stark, J. (2024, June 20). Why do so many immigrants use WhatsApp? Geographic FAQ Hub: Answers to Your Global Questions. <https://www.ncesc.com/geographic-faq/why-do-so-many-immigrants-use-whatsapp/>

15. WhatsApp. (n.d.). WhatsApp. WhatsApp.com. <https://www.whatsapp.com/>

16. How YouTube Works - Product Features, Responsibility, & Impact. YouTube. Year: 2022 from <https://www.youtube.com/howyoutubeworks/>

## Strategy #2: Best Times to Post

Share your social media posts at times when MSAWs in your community are most likely to see them, to increase your reach.

### Tips for Best Times to Post:

- Post early in the morning (4-7 am) or late in the evening (6-9 pm) during weekdays.
- Post anytime during the weekend or when you know MSAWs in your community have the day off.
- Schedule posts ahead of time. Tools like [Hootsuite](#) or [Social Media Content Calendars](#) can help you manage and schedule posts across multiple social media accounts.
- Post regularly to build your online presence, aim for 3-4 posts throughout the week.



## Strategy #3: Use Relatable Social Media Messages

Create relatable social media messages to help you build trust, connect, and encourage MSAWs to adopt healthier choices, such as quitting tobacco or seeking care.

### Tips for Relatable Social Media Messages:

- Choose relevant health topics that reflect the needs of your community.
- Identify the languages MSAWs speak in your community and create bilingual or multilingual messages to increase reach.
- Share visuals (photos, graphics, and short videos) that represent your audience.
- Build a media bank of photos or videos from outreach events or other community events (with their permission).
- Center your message on the health of the entire community, rather than just the individual (i.e., protect the health of your family, coworkers, or elders etc.).<sup>17</sup>

## Strategy #4: Use Call to Actions

Use a “Call to Action” in social media messages to help encourage MSAWs to take action, such as making lifestyle changes, learning more information, accessing resources, or signing up for events that support smoking cessation and healthier habits.

### Tips for Creating Call to Actions:

- Always include a call to action in all social media posts, stories, and live streams.
- Use encouraging messages like “You have the courage to quit smoking, or We encourage you to quit smoking,” instead of direct commands like “Stop smoking today!”
- Add contact information such as your health center website, phone number, and any community events or other tobacco support programs.

17. January 2024 Creating Community-Based Health Education Materials for Indigenous Farmworkers. (n.d.). Retrieved February 19, 2025, from [https://www.ncfh.org/wp-content/uploads/2025/04/ncfh\\_creating\\_community-based\\_health\\_education\\_materials\\_for\\_indigenous\\_farmworkers\\_toolkit\\_nov\\_2023-2.pdf](https://www.ncfh.org/wp-content/uploads/2025/04/ncfh_creating_community-based_health_education_materials_for_indigenous_farmworkers_toolkit_nov_2023-2.pdf)

## Strategy #5: Review Social Media Messages with MSAWs

Testing your messages and getting feedback from MSAWs is important to help ensure the social media content is relevant, clear, and resonates with them.

### Tips For MSAW Reviews:

- Establish groups of current or former MSAW patients to review social media messages.
- Consider providing compensation for their support and valuable work.
- Provide a list of guided questions to help MSAWs review messages and provide feedback.

## Strategy #6: Share Stories from MSAWs

You can use social media to share personal stories from MSAWs to build trust, connect with workers, and reach a broader audience.

### Tips for Stories from MSAWs:

- Get permission to share MSAW patients' stories.
- Use these stories for tobacco awareness and cessation campaigns.
- Share testimonials about the benefits and journey of quitting.



## Strategy #7: Cross-promote Social Media Messages with Trusted Organizations and Partners

Cross-promoting information and resources with trusted organizations and partners, such as local tobacco coalitions and support programs, can help reach more MSAWs and make resources more accessible.

### Tips to Expand Your Reach:

- Make your social media pages and posts public.
- Follow trusted organizations and invite partners to follow back.
- Use the “tag” feature to appear in your partners’ feeds and increase visibility.
- Include your social media handles in printed materials, newsletters, or emails you share with partners.<sup>18</sup>

18. Siim T. (2019, May). How to Maximize Social Media Engagement with QR Codes. Pageloot. <https://pageloot.com/qr-codes-for/social-media/>

## Strategy #8: Use Helpful Tools to Develop Social Media Messages

The following tools can help provide additional support for building engaging and effective social media messages:

- [Canva](#): provides templates to create videos, reels, flyers, images, and QR codes.
- Stock Image Sites: [Shutterstock](#), [iStock](#), and [Envato](#) provide high-quality photos and videos that you can use for free or by paying for a license.
- [Bitly](#): shortens long URLs (hyperlinks).
- [Grammarly](#): ensures content is clear, concise, and free of grammatical errors.

## Takeaways

Social media offers an effective way to connect with and educate about the risks of tobacco use and the benefits of quitting. We encourage health centers to use the strategies and tips in this guide, along with the example templates in the appendices (available in both English and Spanish), to enhance their outreach and health education activities. These resources can help you successfully engage MSAWs and support them on their journey toward better health.

If you have any questions or need technical assistance, please contact [info@ncfh.org](mailto:info@ncfh.org).



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# Appendix A

## Customizable Resource: Sample Social Media Posts for Facebook and Instagram

### Messaging in English

#### HOOK

Using tobacco can make you feel tired faster while working in the field.

#### DESCRIPTION

When you quit smoking, your body has more energy, your lungs work better, and you can focus longer. It's time to feel stronger and more energized at work!

#### CALL TO ACTION

You can take a step towards a healthier life today! We encourage you to quit now to protect your health and your family's well-being. It's a big step, but you're not alone; we're here to support you every step of the way!

#### ORGANIZATION'S INFORMATION AND RESOURCES

To find a health center near you or to get connected to a quit tobacco support program that you can call, text, or connect over the internet from anywhere in the United States, contact the National Center for Farmworker Health's Call for Health helpline at +1(800) 377-9968 or through WhatsApp at +1 (737) 999-4162 to start your quit journey!

To learn more about the health risks of tobacco use and the benefits of quitting, visit the NCFH's education door hanger, "[How Using Tobacco Can Affect You and Your Family](#)".

#### HASHTAG

#RightToQuitTobacco!



Messaging in Spanish

### HOOK

El uso de tabaco puede hacer que se sienta cansado más rápido mientras trabaja en el campo.

### DESCRIPTION

Cuando deja de fumar, su cuerpo tiene más energía, sus pulmones funcionan mejor y puede concentrarse por más tiempo. ¡Es hora de sentirse más fuerte y con más energía en el trabajo!”

### CALL TO ACTION

¡Puede dar el paso hacia una vida más saludable hoy! Le animamos a dejar de fumar ahora para proteger su salud y el bienestar de su familia. Es un gran paso, pero no está solo; estamos aquí para apoyarle en cada paso del camino.

### ORGANIZATION'S INFORMATION AND RESOURCES

Para encontrar un centro de salud cercano o conectarse con un programa de apoyo para dejar el tabaco al que puede llamar, enviar mensajes de texto o conectarse por internet desde cualquier lugar de los Estados Unidos, contacte a la línea de ayuda Una Voz Para La Salud del Centro Nacional para la Salud del Trabajador Agrícola (NCFH) al +1 (800) 377-9968 o a través de WhatsApp al +1 (737) 999-4162 para comenzar su camino para dejar de fumar.

Para obtener más información sobre los riesgos para la salud al consumir tabaco y los beneficios de dejar de fumar, visite el colgador de puerta educativo del NCFH, “[Cómo el uso del tabaco puede afectarle a usted y a su familia](#)”.

### HASHTAG

#DerechoADejarElTabaco!



# Appendix B

Customizable Resource: Sample Script for Facebook or Instagram Reel/Video/Story	
<p><b>Messaging in English</b></p>	<p><b>IMAGE 1: MSAW OR JUST AN IMAGE OF TOBACCO</b>            Voiceover and text on screen: “Quitting tobacco use can be hard for Migratory and Seasonal Agricultural Workers.”</p> <p><b>IMAGE 2: HEALTH CARE WORKER (CHW) TALKING TO A MSAW PATIENT</b>            Voiceover and text on screen: “But you’re not alone.” “There’s support to help you quit.”</p> <p><b>IMAGE 3: WORKER SMILING WHILE LOOKING AT A PHONE WITH A SUPPORT MESSAGE</b>            Voiceover and Text on screen “call to action”: “We encourage you to join a support group today and take that first step towards becoming tobacco-free!”</p> <p><b>IMAGE 4: HEALTH CENTER SUPPORT GROUP FLYER</b>            Voice over and text on screen “additional call to action”: “Contact us for free support and let’s do this together!”</p>
<p><b>Messaging in Spanish</b></p>	<p><b>IMAGE 1: MSAW OR JUST AN IMAGE OF TOBACCO</b>            Voiceover and text on screen: “Dejar de usar tabaco puede ser difícil para los trabajadores agrícolas migratorios y de temporada.”</p> <p><b>IMAGE 2: HEALTH CARE WORKER (CHW) TALKING TO A MSAW PATIENT</b>            Voiceover and text on screen: “Pero no está solo.” “Hay apoyo para ayudarle a dejarlo.”</p> <p><b>IMAGE 3: WORKER SMILING WHILE LOOKING AT A PHONE WITH A SUPPORT MESSAGE</b>            Voiceover and Text on screen “call to action”: “¡Lo animamos a unirse a un grupo de apoyo hoy y dar el primer paso hacia una vida libre de tabaco!”</p> <p><b>IMAGE 4: HEALTH CENTER SUPPORT GROUP FLYER</b>            Voice over and Text on screen “additional call to action”: “Contáctenos para recibir apoyo gratis y hagámoslo juntos”.</p>

# Appendix C

Customizable Resource: Sample Script for Facebook and Instagram Live Q&A Sessions:	
<p>Messaging in English</p>	<p><b>OPENING SCENE: HEALTH WORKER ON CAMERA, SMILING.</b>            Voiceover: “Hi everyone! I’m [Name], and I’m here to help answer your questions about quitting tobacco.”</p> <p><b>SCENE 2: HEALTH WORKER ASKING ENGAGING QUESTIONS.</b>            Voiceover: “Have you tried quitting tobacco before? What’s been the hardest part for you?”</p> <p><b>SCENE 3: HEALTH WORKER INVITING MORE QUESTIONS.</b>            Voiceover: “We’re here to help, so drop your questions in the comments! What kind of support do you need to quit for good?”</p> <p><b>SCENE 4: HEALTH WORKER GIVING TIPS ON QUITTING AND CALL TO ACTION.</b>            Voiceover: “We encourage you to access our tobacco resources and support groups to help you quit! Remember, you are not alone! We can take that first step together to becoming tobacco-free!”</p>
<p>Messaging in Spanish</p>	<p><b>OPENING SCENE: HEALTH WORKER ON CAMERA, SMILING.</b>            Voiceover: “Hola a todos! Soy [Nombre], y estoy aquí para ayudar a responder sus preguntas sobre cómo dejar el tabaco.”</p> <p><b>SCENE 2: HEALTH WORKER ASKING ENGAGING QUESTIONS.</b>            Voiceover: “¿Ha intentado dejar el tabaco antes? ¿Cuál ha sido la parte más difícil para usted?”</p> <p><b>SCENE 3: HEALTH WORKER INVITING MORE QUESTIONS.</b>            Voiceover: “Estamos aquí para ayudar, así que deje sus preguntas en los comentarios. ¿Qué tipo de apoyo necesita para dejar de fumar para siempre?”</p> <p><b>SCENE 4: HEALTH WORKER GIVING TIPS ON QUITTING AND CALL TO ACTION.</b>            Voiceover: “ ¡Le animamos a acceder a nuestros recursos sobre el tabaco y grupos de apoyo para ayudarle a dejar de fumar! Recuerde, no está solo. Podemos dar ese primer paso juntos hacia una vida libre de tabaco.”</p>