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| **MASTER FY26 ISTEP Social Schedule** | | |
| Purpose: Below are ISTEP graphics and caption ideas for your social media accounts. These are only ideas, with the goal to make social posts easier on you. The dates listed are when the ISTEP Facebook/Instagram will be posting these specific items, however you can post them whenever you like.  Instructions: ***Tag @IowaSTEP in all of your posts.*** Download the graphics from the monthly folders, then copy and paste the caption from this document.  Recommended hashtags: @IowaSTEP #ISTEP #IowaSTEP #NoTobacco #TobaccoFreeGeneration #StudentLeaders #TobaccoFree #VapeFree #StopVaping #HealthyLungs #KnowTheFacts #YouthToday #StudentSupport #TeensSupportTeens | | |
| **Date** | **Graphic** | **Caption** |
| **August 2025** | | |
| August 1 | Calendar  AI-generated content may be incorrect. | Use today. Use for life. Adolescents become addicted easier than adults. That’s why almost 90% of adults who use nicotine today started as teens. Don’t risk it. Don’t start. Learn more at: hhs.iowa.gov/istep  @IowaSTEP #ISTEP #IowaSTEP #NoTobacco #TobaccoFreeGeneration #StudentLeaders #TobaccoFree #VapeFree #StopVaping #HealthyLungs #KnowTheFacts #YouthToday #StudentSupport #TeensSupportTeens |
| August 2 | Saturday |  |
| August 3 | Sunday |  |
| August 4 | A picture containing text  AI-generated content may be incorrect. | Cherry, grape, bubblegum - whatever the flavor, vape e-liquid is made of harmful chemicals, including nicotine. Learn the toxic truth at hhs.iowa.gov/istep. @IowaSTEP #ISTEP #IowaSTEP #NoTobacco #TobaccoFreeGeneration #StudentLeaders #TobaccoFree #VapeFree #StopVaping #HealthyLungs #KnowTheFacts #YouthToday #StudentSupport #TeensSupportTeens |
| August 5 |  |  |
| August 6 | Graphical user interface, website  AI-generated content may be incorrect. | #ISTEP gives you the power to use your voice with purpose. @IowaSTEP equips you with the tools and skills for you to make a difference in your local communities, state and entire 🌎. Join us at: hhs.iowa.gov/istep  #IowaSTEP #NoTobacco #TobaccoFreeGeneration #StudentLeaders #TobaccoFree #VapeFree #StopVaping #HealthyLungs #KnowTheFacts #YouthToday #StudentSupport #TeensSupportTeens |
| August 7 |  |  |
| August 8 |  |  |
| August 9 | Saturday |  |
| August 10 | Sunday |  |
| August 11 |  |  |
| August 12 | Diagram  AI-generated content may be incorrect. | Feeling our best means being vape free! And, we wouldn’t want it any other way! That’s why we stand up against vaping. Join [#ISTEP](https://www.instagram.com/explore/tags/istep/) today at hhs.iowa.gov/istep @IowaSTEP #IowaSTEP #NoTobacco #TobaccoFreeGeneration #StudentLeaders #TobaccoFree #VapeFree #StopVaping #HealthyLungs #KnowTheFacts #YouthToday #StudentSupport #TeensSupportTeens |
| August 13 |  |  |
| August 14 |  |  |
| August 15 | Shape  AI-generated content may be incorrect. | Clearing your lungs help clear your mind. Breathe free, think free! Learn more at: hhs.iowa.gov/istep  @IowaSTEP #ISTEP #IowaSTEP #NoTobacco #TobaccoFreeGeneration #StudentLeaders #TobaccoFree #VapeFree #StopVaping #HealthyLungs #KnowTheFacts #YouthToday #StudentSupport #TeensSupportTeens |
| August 16 | Saturday |  |
| August 17 | Sunday |  |
| August 18 |  |  |
| August 19 | Logo  AI-generated content may be incorrect. | Using tobacco “every now and then” means more than you might think — 3 out of every 4 teen users stay users as adults. Know the risks! Follow us to learn more. @IowaSTEP #ISTEP #IowaSTEP #NoTobacco #TobaccoFreeGeneration #StudentLeaders #TobaccoFree #VapeFree #StopVaping #HealthyLungs #KnowTheFacts #YouthToday #StudentSupport #TeensSupportTeens |
| August 20 |  |  |
| August 21 |  |  |
| August 22 | A picture containing text  AI-generated content may be incorrect. | Tobacco smoke isn’t tasty, it’s toxic! Learn more at: hhs.iowa.gov/istep @IowaSTEP #ISTEP #IowaSTEP #NoTobacco #TobaccoFreeGeneration #StudentLeaders #TobaccoFree #VapeFree #StopVaping #HealthyLungs #KnowTheFacts #YouthToday #StudentSupport #TeensSupportTeens |
| August 23 | Saturday |  |
| August 24 | Sunday |  |
| August 25 |  |  |
| August 26 | Text  AI-generated content may be incorrect. | Secondhand smoke isn’t just gross – it’s dangerous! Protect yourself and friends by being tobacco free. @IowaSTEP #ISTEP #IowaSTEP #NoTobacco #TobaccoFreeGeneration #StudentLeaders #TobaccoFree #VapeFree #StopVaping #HealthyLungs #KnowTheFacts #YouthToday #StudentSupport #TeensSupportTeens |
| August 27 |  |  |
| August 28 | A group of people posing for the camera  AI-generated content may be incorrect. | Peer pressure is a big reason why students try vaping in the first place. If someone pressures you, remember that you’re strong and tell them no thanks. Follow us for vape free inspo! @IowaSTEP #ISTEP #IowaSTEP #NoTobacco #TobaccoFreeGeneration #StudentLeaders #TobaccoFree #VapeFree #StopVaping #HealthyLungs #KnowTheFacts #YouthToday #StudentSupport #TeensSupportTeens |
| August 29 |  |  |
| August 30 | Saturday |  |
| August 31 | Sunday |  |