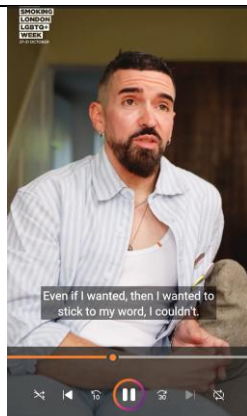


Stop Smoking London LGBTQ+ Week – 27-31 October 2025

Daily themes and suggested organic content

Day - Daily theme	Videos and post assets	Post copy
Monday 27th - Campaign launch DOWNLOAD MONDAY POST ASSETS	LGBTQ+ Launch Graphic (landscape) <i>OR</i> LGBTQ+ Square or Tall Launch Carousel MP4s Also available as separate square images.	This week we're shining a light on the realities of smoking in LGBTQ+ communities. Real stories, expert advice + ways to quit. You're 3x as likely to be successful with support and nicotine replacement. 👉 Download the Smoke Free App to get these free: https://stopsmokinglondon.com/lgbtq-week/ #stopsmokinglondon_lgbtq
	Twice as likely stat (available in square and 4:5 size)	LGBTQ+ people are twice as likely to smoke compared to the general population. ❤️ 6 months access to the Smoke Free App 🧡 24/7 support 💜 Free nicotine products or vape Free if you live in London: https://stopsmokinglondon.com/lgbtq-week/ #stopsmokinglondon_lgbtq

**Tuesday 28th - Lived experience:
Ludwig, Miguel and Sue**

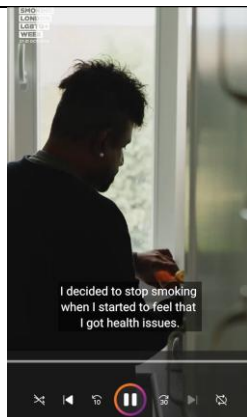


[DOWNLOAD LUDWIG 1x1](#)
[DOWNLOAD LUDWIG 9x16](#)

It's Stop Smoking London LGBTQ+ Week. Ludwig lost his mum to smoking. Before she died, he promised her he would quit. After 15 years of trying, he is now free. You can be too. Find out how on our website:

<https://stopsmokinglondon.com/lgbtq-week/>

#stopsmokinglondon_lgbtq



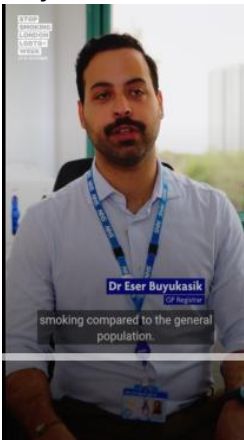
[DOWNLOAD MIGUEL 1x1](#)
[DOWNLOAD MIGUEL 9x16](#)

It's Stop Smoking London LGBTQ+ Week. Socialising without smoking might not seem possible. But, as Miguel discovered, it improves so much about life. You can do it too. Watch his full story and get the Smoke Free App for London free 📱

<https://stopsmokinglondon.com/lgbtq-week/>

#stopsmokinglondon_lgbtq

	 DOWNLOAD SUE 1x1 DOWNLOAD SUE 9x16	Smoking used to be part and parcel of Sue's daily life - especially her social life. 'When it comes to quitting it's not about giving things up, it's about recognising why you want to stop.' Find out more and get the app: https://stopsmokinglondon.com/lgbtq-week/ #stopsmokinglondon_lgbtq
Wednesday 29th - Support for quitting SEE THE COLUMN TO THE RIGHT FOR ALTERNATIVE VIDEO FORMATS	Video: Why is LGBTQ Smoking Important? DOWNLOAD 1x1 DOWNLOAD 9x16 	Lou Ross and Rose Pink from the Smoke Free App discuss why Stop Smoking London's LGBTQ+ Week is so important and how the Smoke Free App can help you. Find out more and get the app: https://stopsmokinglondon.com/lgbtq-week/ #stopsmokinglondon_lgbtq [Share video and TAG the Smoke Free App on X, Facebook, Instagram and TikTok]
	Video: What is the Smoke Free App? DOWNLOAD 1x1 DOWNLOAD 9x16 	Lou Ross and Rose Pink from the Smoke Free App explain more about the app. Get six months access and nicotine replacement or a vape free if you live in London: https://stopsmokinglondon.com/lgbtq-week/ [Share video and TAG the Smoke Free App on X, Facebook, Instagram and TikTok]

	Video: GP Registrar Dr Eser Buyukasik.  DOWNLOAD ESER 1x1 DOWNLOAD ESER 9x16	Smoking can be linked to socialising and night-life – but it doesn't have to be. You're 3x as likely to quit smoking successfully with support and nicotine replacement, including vaping. GP Registrar explains some of the options. https://stopsmokinglondon.com/lgbtq-week/ #stopsmokinglondon_lgbtq
Thursday 30th - Smoking and stress DOWNLOAD THURSDAY POST ASSETS	 1 in 2 stat (available in square and 4:5 size)	Around one in two LGBTQ+ people who smoke said they smoked to relieve stress. It actually makes it worse. Get help to quit with the free Smoke Free App for London on our website. https://stopsmokinglondon.com/lgbtq-week/ #stopsmokinglondon_lgbtq
Friday 31st – Campaign wrap-up SEE THE COLUMN TO THE RIGHT FOR ALTERNATIVE VIDEO FORMATS PLEASE ALSO CHECK OUR PROFILES ON THE DAY AND RE-SHARE.	Please follow and check Stop Smoking London's profiles on Facebook Instagram, London Tobacco Alliance on BlueSky, and LinkedIn like and re-share these across your platforms.	Stop Smoking London LGBTQ+ Week is finishing but it's never too late to quit 🌈 You're 3x as likely to succeed with: ❤️ 6 months free access to the Smoke Free App for London 💜 Free nicotine products or vape 💛 24/7 specialist support https://stopsmokinglondon.com/lgbtq-week/ #stopsmokinglondon_lgbtq

Web / email banners

- [Download web banners](#)

Videos to embed on your website or share in email

- [Use videos from the Stop Smoking London LGBTQ+ Week Playlist](#) on YouTube to share with your network or embed on your website.

Flyer

- [LGBTQ+_Flyers](#)