**COVID-19 Test, Trace, Isolate**

**Social Media Campaign**

**Overview**

These social media posts support and promote the roll out of the Test, Trace, Isolate videos and workplace posters. Below are options for posts intended for the Washington State DOH and Seattle & King County Facebook and Instagram pages. These posts could also be picked up by other organizations, if necessary.

**Posts**

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| *Communication Goal* | *Style of post* | *Graphic File* | *Post Content* | *Links* |
| Promote 15 sec video | Link to Video |  | #DYK what to do if you think you might have #COVID19 or if you know you’ve been exposed? Check out the video and find out. Learn more at [INSERT LINK] | WA DOH: www.coronavirus.wa.gov  Public Health Seattle and King County: www.kingcounty.gov/covid |
| Promote 30 sec video | Link to Video |  | You can follow 3 steps to help find and stop the spread of #COVID19 infections:   1. Stay home 2. Get tested. 3. Respond quickly.   Check out the video! Learn more at [INSERT LINK] | WA DOH: www.coronavirus.wa.gov  Public Health Seattle and King County: www.kingcounty.gov/covid |
| Promote 60 sec video | Link to Video |  | When everyone in your community does their part to help find and stop #COVID19, schools and businesses can reopen safely.  If you think you’re sick or if you know you’ve been exposed, follow 3 steps to do your part:   1. Stay home 2. Get tested. 3. Respond quickly.   Check out the video! Learn more at [INSERT LINK] | WA DOH: www.coronavirus.wa.gov  Public Health Seattle and King County: www.kingcounty.gov/covid |
| Promote workplace/business posters – whole set | Static | GV\_COVID\_Poster-Set.png | #DYK what to do if you think you might have #COVID19 or if you know you’ve been exposed? Download the posters to find out! [INSERT LINK] | WA DOH: www.coronavirus.wa.gov  Public Health Seattle and King County: www.kingcounty.gov/covid |
| Promote Poster – Stay Home | Static | GV\_COVID\_Poster-StayHome.png | Spread the word, not the virus! Download posters at [INSERT LINK] and hang them up in your workplace or business. Share the steps everyone can follow if they think they might have #COVID19 or if they know they’ve been exposed. | WA DOH: www.coronavirus.wa.gov  Public Health Seattle and King County: www.kingcounty.gov/covid |
| Promote Poster – Get Tested | Static | GV\_COVID\_Poster-GetTested.png | Spread the word, not the virus! Download posters at [INSERT LINK] and hang them up in your workplace or business. Share the steps everyone can follow if they think they might have #COVID19 or if they know they’ve been exposed. | WA DOH: www.coronavirus.wa.gov  Public Health Seattle and King County: www.kingcounty.gov/covid |
| Promote Poster – Answer the Phone | Static | GV\_COVID\_Poster-RespondQuickly.png | Spread the word, not the virus! Download posters at [INSERT LINK] and hang them up in your workplace or business. Share the steps everyone can follow if they think they might have #COVID19 or if they know they’ve been exposed. | WA DOH: www.coronavirus.wa.gov  Public Health Seattle and King County: www.kingcounty.gov/covid |
| Focus on “Stay home” message | Static/Gif | GV\_COVID\_ExposureTime.gif | Here’s what to do if you think you might have #COVID19 or if you know you’ve been exposed:   1. Stay home. 2. Get tested 3. Respond quickly.   Learn more at [INSERT LINK]. | WA DOH: www.coronavirus.wa.gov  Public Health Seattle and King County: www.kingcounty.gov/covid |
|  | Static | GV\_COVID\_GroceriesAndSupplies.gif | If you’re not feeling well and think you might have #COVID19, stay home, even if you have mild symptoms. If you were in contact with someone who’s sick, stay home while you watch for symptoms.  Help may be available to get groceries or supplies. Learn more at [INSERT LINK]. | WA DOH: www.coronavirus.wa.gov  Public Health Seattle and King County: www.kingcounty.gov/covid |
|  | Static | GV\_COVID\_GIFs\_Symptoms.gif | #DYK the symptoms of #COVID19?  • Fever or chills  • Cough  • Shortness of breath or difficulty breathing  • Fatigue  • Muscle or body aches  • Headache  • New loss of taste or smell  • Sore throat  • Congestion or runny nose  • Nausea or vomiting  • Diarrhea  If you know the symptoms, you can watch out for them! |  |
|  | Video Clip | GV\_COVID\_SM\_English\_StayHome.mp4 GV\_COVID\_SM\_Spanish\_StayHome.mp4 | If you think you might have #COVID19 or if you know you’ve been exposed, stay home.  While you stay home:   * Try to stay away from other family members and pets. * If you can, stay in a separate room and use a separate bathroom and personal items. * Wash your hands and clean surfaces frequently. * Don’t have outside contacts. * Don’t go to work or school outside the home. * Help may be available to get groceries or supplies. |  |
| Focus on “Get tested” message | Static/Gif | GV\_COVID\_Testing\_Hospital.gif | Free testing for #COVID19 may be available!  Testing helps find and stop the spread of infections. Find a testing location and learn more at [INSERT LINK]. | WA DOH: www.coronavirus.wa.gov  Public Health Seattle and King County: www.kingcounty.gov/covid |
|  | Static/Gif | GV\_COVID\_Testing\_DriveThrough.gif | Free testing for #COVID19 may be available!  If you think you might have #COVID19 or know you’ve been exposed, get tested as soon as you can.  Find a testing location and learn more at [INSERT LINK]. | WA DOH: www.coronavirus.wa.gov  Public Health Seattle and King County: www.kingcounty.gov/covid |
|  | Video Clip | GV\_COVID\_SM\_English\_GetTested.mp4  GV\_COVID\_SM\_Spanish\_GetTested.mp4 | If you think you might have #COVID19 or if you know you’ve been exposed, get tested as soon as you can.  Find a testing location and learn more at [INSERT LINK] | WA DOH: www.coronavirus.wa.gov  Public Health Seattle and King County: www.kingcounty.gov/covid |
| Focus on “Respond quickly” message | Static | GV\_COVID\_ResponseAndContactTracer.gif | If you think you might have #COVID19 or know you’ve been exposed, respond quickly when a contract tracing interviewer gets in touch.  The interviewer: • Will keep your information confidential.  • Will help you understand what to do next and where to find resources.  • Will keep your information private from your contacts, even if they ask.  • Will never ask for your social security number, immigration status, or banking information.  Find out more about contact tracing at [INSERT LINK] | WA DOH: www.coronavirus.wa.gov  Public Health Seattle and King County: www.kingcounty.gov/covid |
|  | Static/Gif | GV\_COVID\_Response.gif | If you think you might have #COVID19 or know you’ve been exposed, respond quickly when a contract tracer gets in touch.  They’ll ask about people you’ve been in close contact with. They can help you figure out what to do next and where to find resources.  Find out more about contact tracing at [INSERT LINK] | WA DOH: www.coronavirus.wa.gov  Public Health Seattle and King County: www.kingcounty.gov/covid |
|  | Video Clip | GV\_COVID\_SM\_English\_RespondQuickly.mp4 GV\_COVID\_SM\_Spanish\_RespondQuickly.mp4 | If you think you might have #COVID19 or know you’ve been exposed, respond quickly when a contract tracer gets in touch.  They’ll ask about people you’ve been in close contact with. Then your contacts can get tested and learn what to do to protect themselves and others.  Find out more about contact tracing at [INSERT LINK] | WA DOH: www.coronavirus.wa.gov  Public Health Seattle and King County: www.kingcounty.gov/covid |
| Explain the importance and benefits of the process | Static | GV\_COVID\_Community.gif | #DYK what to do if you think you might have #COVID19 or know you’ve been exposed?  You can help stop the spread of COVID-19 by staying home, getting tested, and responding quickly to contact tracers.  When everyone in the community does their part, schools and businesses can reopen safely. |  |
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Social Media dimensions:

* *Facebook link image size: 1200 x 630*
* *Facebook image post size: 1200 x 630*
* *Instagram image post size: 1080x1080*
* *Instagram story: 1080px x 1920 px*