

Washington State Coronavirus Response (COVID-19) Partner Toolkit User Guide

Tips on How to Use the Toolkit Materials:

This partner toolkit has been developed to share resources, materials, and communication tools with partners and organizations across Washington State working to prevent COVID-19 and promote the COVID-19 and flu vaccines. The sections in the toolkit represent the different COVID-19 communication campaigns that have been developing since March 2020 – each with a different topic or audience focus.

These materials are available to assist you in reaching your own audiences with accurate, helpful, and informative messaging about the actions they can take (and the importance of those actions) to prevent the spread of COVID-19. Materials in the toolkit are available in multiple languages.

Note: If you're interested in customizing any of these materials with your own logo, or you want to use the Vaccinate WA logos on your own materials, please send a request to us for the native files: COVID.Vaccine@doh.wa.gov

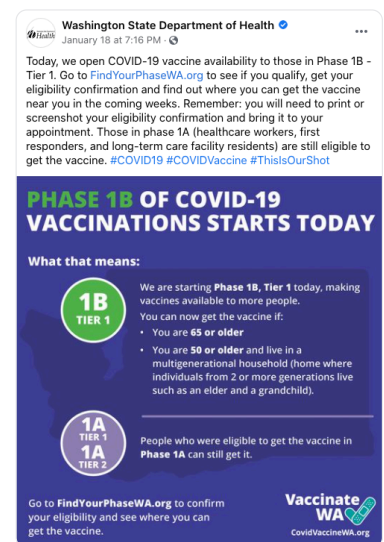
Types of Materials Included in Each Section are Listed Below:

Social media graphics and text

- **What is it?** The social media graphics and text can be used to share messaging and information from a variety of COVID-19 related campaigns on your own social media channels.
- **How can I use it?** The social media graphics and text files can be downloaded and shared on your organization's social media accounts. The graphics are sized to work well on Facebook, Instagram, Twitter, and LinkedIn. Each of the graphics can be used on their own or paired with the included text options. Note, the text can be used as-is or to inform your own version of this messaging for your audience. These can be shared "organically" (a normal post with no paid promotion) or "boosted" with money behind the post to increase the number of people who see it.

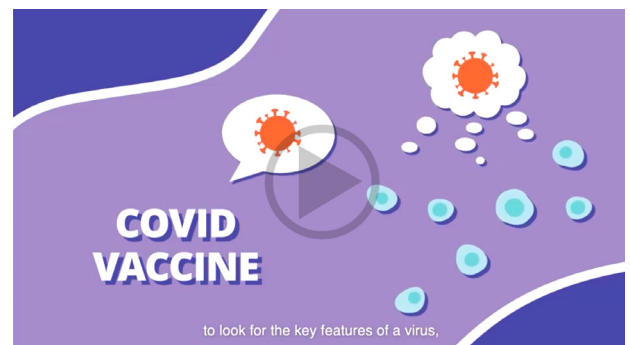
Options for text and hashtags

Options for post graphics



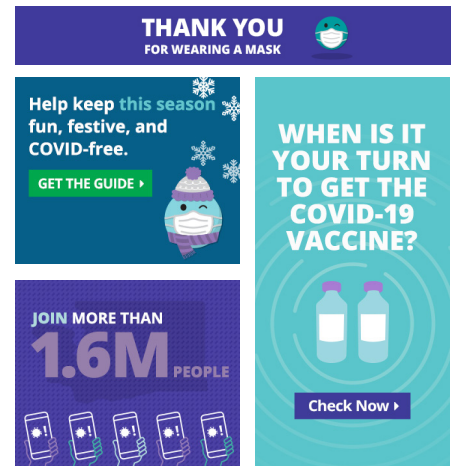
Videos

- **What is it?** This toolkit contains both links to view and files to download video ads that have been created for COVID-19 marketing campaigns.
- **How can I use it?** The video ads come in a variety of lengths, including 15, 30 and 60 seconds. You can: 1) click the video links to view the videos on WA DOH's YouTube page (these links are public and can be shared), or 2) download the video files directly. Suggested places to share or embed these videos include but are not limited to: your organization's website, emails to community members, patients or staff, blog posts, and social media platforms (Facebook, Instagram, Twitter and LinkedIn).



Banner ads

- **What is it?** These banner ads come in a variety of sizes and styles for use in digital communications. Some banners are “animated” and therefore download as a GIF file – cycling through multiple graphics/messages rotate, and some are “static” meaning the graphic/message doesn’t change and acts like a normal image file.
- **How can I use it?** The multitude of banner sizes were created so they can be used on as many different websites and devices (smartphone, laptop, etc.) as possible. Suggested places to share or embed these banners include but are not limited to: your organization’s website, emails to community members, patients or staff, blog posts, print publications (use static banners) and presentations.



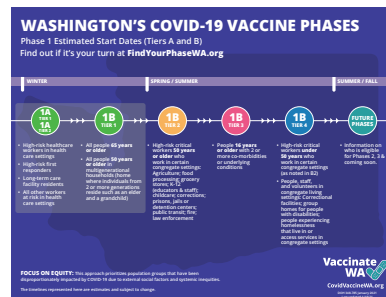
Sample email, newsletter content, and blog posts

- **What is it?** Sample email, newsletter content, and blog posts were developed to provide turnkey messaging for partners to use in their communications with staff and community members. This can be used as-is or as a template for your own version of this messaging for your audience.
- **How can I use it?** Suggested places to share or embed these emails include but are not limited to your organization’s blog, emails to community members, patients, staff, blog posts, and newsletters. These can be used as-is or as a template for your own version of this messaging.



Print ads and printable materials like infographics and posters

- **What is it?** The print ads and other printable materials were developed to share information and messaging about COVID-19 in a non-digital format to run in printed media publications such as newspapers and magazines or to be put up as posters in businesses and clinics.
- **How can I use it?** These printable materials can be used in a variety of ways— printed in publications like newsletters, newspapers, and magazines; printed and displayed as posters, flyers, or adapted for digital use on websites and presentations.



Radio ads and scripts

- **What is it?** The radio ads and scripts included in the toolkit were developed to be played or read as ads on local radio stations.
- **How can I use it?** Both the completed radio ads and the scripts have been provided for you to use on your own local radio stations but could also be used as on-hold messages for callers waiting to speak to someone at your organization. The scripts can be used as-is or as a template for your own version of this messaging.