

Covid-19 Toolkit: Social Media

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For questions about this publication, contact:

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To request this document in another format, call 1-800-525-0127. Deaf or hard of hearing customers, please call 711 (Washington Relay) or email civil.rights@doh.wa.gov.

Toolkits and Resources

- Family Planning National Training Center (FPNTC) COVID-19 Social Media Toolkit—includes graphics and messaging
<https://www.fpntc.org/resources/covid-19-social-media-toolkit-family-planning-providers>
- CDC COVID-19 Social Media Toolkit
<https://www.cdc.gov/coronavirus/2019-ncov/communication/social-media-toolkit.html>
- CDC National Health Observance Calendar—you can use these dates as a platform to promote sexual and reproductive health service messaging while highlighting safe access to services during quarantine
<https://npin.cdc.gov/pages/annual-observances>
- New York City Health Department Guidance on Safer Sex and COVID-19 (June 2020)
<https://www1.nyc.gov/assets/doh/downloads/pdf/imm/covid-sex-guidance.pdf>

Consider emphasizing the following when developing COVID social media messages

- Ensure Patient Safety—accessing sexual and reproductive health services is still safe.
- Sexual and Reproductive Health Services are Essential—Washington State has prioritized access to sexual and reproductive health services during this crisis.
- List service access from no touch to low touch (curbside, telehealth and in-clinic) as they are available at your location.

The Washington State Department of Health Sexual and Reproductive Health Program links almost all social media messages to our [Clinic Locations](#) webpage. You might change this to link to your own clinics.

The Sexual and Reproductive Health Program includes our [2019 Network Infographic](#) in COVID-19 social messaging to promote the benefit of sexual and reproductive health services. We can assist you to modify the infographic to highlight the impact of your organization in your community. Please note that some of our staff are deployed to support the state's COVID-19 emergency response which might delay our ability to do this.

Low on birth control? Family Planning clinics across the state are here for you! Many offer curbside pickup of medications and emergency contraception to help keep you protected, and safe, during the COVID-19 pandemic. Visit our Family Planning Clinic page to locate your nearest clinic and give them a call to discuss options available to you.

<https://www.doh.wa.gov/YouandYourFamily/FamilyPlanning/ClinicLocations>

Family service centers may offer curbside pickup for #birthcontrol needs. Here's a list of nearby clinics to call:

<https://www.doh.wa.gov/YouandYourFamily/FamilyPlanning/ClinicLocations>

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Your Sexual and reproductive health services are essential and Family Planning clinics across the state provide safe access to them. Contact your local clinic to find out more about telehealth, curbside, and in-clinic services

<https://www.doh.wa.gov/YouandYourFamily/FamilyPlanning/ClinicLocations>

Don't let COVID-19 keep you from accessing sexual and reproductive health care. It is essential. Family Planning clinics offer many services—some through curbside and telehealth. In-clinic appointments are also still available. Contact your local clinic

<https://www.doh.wa.gov/YouandYourFamily/FamilyPlanning/ClinicLocations>