

Social Media Toolkit

Title: Novel Coronavirus (2019-nCoV)

For use during week 7 (for immediate use)

Launch Date: February 3, 2020

Introduction

**Describe content of toolkit.*

**Describe background of topic*

**Describe the source(s) for the toolkit content*

This toolkit will describe the Novel Coronavirus (2019-nCoV) and provide ten Facebook posts, ten Instagram messages, ten tweets, and videos. The toolkit is providing information, not news, about the coronavirus because the news is changing very rapidly and it is expected that when this toolkit is released, there will be continued updates and more information not covered in this toolkit.

What is a Coronavirus?

Coronaviruses (CoV) are a large family of viruses that cause illness ranging from the common cold to more severe diseases such as Middle East Respiratory Syndrome (MERS-CoV) and Severe Acute Respiratory Syndrome (SARS-CoV). Coronaviruses were first identified in the 1960s and get their name from their crown-like shape.¹ Coronaviruses are zoonotic, meaning they are transmitted between animals and people.⁴ Some coronaviruses have adapted to spread person-to-person.

Coronaviruses cause an infection of the nose, sinuses or upper throat. Often a coronavirus causes upper respiratory infection symptoms like a stuffy nose, cough, and sore throat. You can treat them with rest and over-the-counter medication. The coronavirus can also cause middle ear infections in children. Most coronaviruses spread the same way other cold-causing viruses do: through infected people coughing and sneezing, by touching an infected person's hands or face, or by touching things such as doorknobs that infected people have touched. Almost everyone gets a coronavirus infection at least once in their life, most likely as a young child. In the United States, coronaviruses are more common in the fall and winter, but anyone can come down with a coronavirus infection at any time.¹

Although most coronaviruses are not dangerous, some types can be serious.

The 2019 Novel Coronavirus (2019nCoV)

2019 Novel Coronavirus (2019-nCoV) is a new (novel = new) coronavirus not previously detected in humans. It was identified as the cause of an outbreak of respiratory illness first detected in Wuhan, China. Early on, many of the patients in the outbreak in Wuhan, China reportedly had some link to a large seafood and animal market, suggesting animal-to-person spread. However, a growing number of patients reportedly have not had exposure to animal markets, indicating person-to-person spread is occurring. At this time, it is unclear how easily or sustainably this virus is spreading among people.² As this is a major public health concern, local health departments are monitoring any persons suspected/confirmed with 2019-CoV and their contacts. Currently there is no vaccine for 2019-nCoV, but research labs are working rapidly to develop one.⁸ There is no treatment for 2019-nCoV infection. People infected with 2019-nCoV should receive care to help relieve symptoms. For severe cases, go to the hospital.

How the 2019-nCoV Spreads³

When person-to-person spread has occurred with MERS and SARS, it is thought to have happened mainly via respiratory droplets produced when an infected person coughs or sneezes, similar to how influenza and other respiratory pathogens spread. Spread of SARS and MERS between people has generally occurred between close contacts. Common signs of infection include respiratory symptoms, fever, cough, shortness of breath and breathing difficulties. In more severe cases, infection can cause pneumonia, severe acute respiratory syndrome, kidney failure and even death.

Preventing the Spread of 2019-nCoV⁷

The Centers for Disease Control and Prevention notes that the best way to prevent infection is to avoid being exposed to this virus. However, as a reminder, CDC always recommends everyday preventive actions to help prevent the spread of respiratory viruses, including the following:

- Wash your hands often with soap and water for at least 20 seconds. Use an alcohol-based hand sanitizer that contains at least 60% alcohol if soap and water are not available.
- Avoid touching your eyes, nose, and mouth with unwashed hands.
- Avoid close contact with people who are sick.
- Stay home when you are sick.
- Cover your cough or sneeze with a tissue, then throw the tissue in the trash.
- Clean and disinfect frequently touched objects and surfaces.

At this time, there is no recommendation for healthy individuals to routinely wear face masks to prevent infection from 2019-nCoV.

If you are considering international travel, please consult the [CDC website](#) (situation summary) and the [U.S. State Department Travel Advisory](#) website for up-to-date information.

Target audience/high-risk subsets

**Describe target audience*

**Describe high-risk or sub-populations, if appropriate*

Individuals at highest risk for contracting coronavirus are those who have close contact with those infected, such as healthcare workers caring for 2019-nCoV patients. The general American public is at low risk.

Target Audience Needs/Issues/Considerations

**Include considerations that the opposition may provide*

There might be fear and some confusion as the coronavirus has been front-page news since the outbreak was first detected. Keeping posted of updates from the reliable sources (CDC, WHO) and placing new information as it becomes available from these sources would lessen any confusion. Sources report that misinformation is being spread through social media.^{5,6} Instagram users are attaching the #coronavirus hashtag on posts to bring attention to photos that are unrelated coronavirus.

Supporting Campaigns

**Include organizations that would have credible information and would be likely to have their own campaigns*

[Centers for Disease Control and Prevention](#)

[Ohio Department of Health](#)

[World Health Organization](#)

References

¹WebMD.com. [Internet]. Coronavirus. Retrieved on 1/29/20 from: <https://www.webmd.com/lung/coronavirus#1>

²Centers for Disease Control and Prevention. (2020, January 28). About 2019 Novel Coronavirus (2019-nCoV). Retrieved on 2/29/20 from: <https://www.cdc.gov/coronavirus/2019-ncov/about/index.html>

³Centers for Disease Control and Prevention. (2020, January 27). How 2019-nCoV spreads. Retrieved on 2/29/20 from: <https://www.cdc.gov/coronavirus/2019-ncov/about/transmission.html>

⁴World Health Organization. (Internet). Coronavirus. Retrieved on 1/30/20 from: <https://www.who.int/health-topics/coronavirus>

⁵Romm, Tony. (2020, January 27). Facebook, Google and Twitter Scramble to Stop Misinformation about the Coronavirus. The Washington Post. Retrieved on 1/20/20 from: <https://www.washingtonpost.com/technology/2020/01/27/facebook-google-twitter-scramble-stop-misinformation-about-coronavirus/>

⁶Sparks, H. (2020, January 31). New York Post. Bozo Instagram influencers are exploiting coronavirus for clout. <https://nypost.com/2020/01/31/bozo-instagram-influencers-are-exploiting-coronavirus-for-clout/>

⁷Centers for Disease Control and Prevention. (2020, January 29). Prevention and Treatment. Retrieved on 2/3/20 from: <https://www.cdc.gov/coronavirus/2019-ncov/about/prevention-treatment.html>

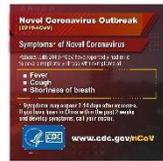
⁸Johnson, Carolyn Y. (2020, January 30). Coronavirus vaccine research is moving at record speed. The Washington Post. Retrieved on 2/3/20 from: <https://www.washingtonpost.com/health/2020/01/30/coronavirus-treatment-vaccine-cure/>

Toolkit Content

Please list: Developer(s) Affiliation(s) Title(s)	Sandra Vasenda NEOMED Graduate Student																																					
Estimated time used to create	5 hours																																					
Date submitted	1/30/20																																					
DUE date & TARGET date for release (Monday)	None Monday, February 3, 2020																																					
Approvals (Needs at least one reviewer per column—initial appropriate column)	<table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th style="width: 50%;">Reviewer</th> <th style="width: 10%;">Date</th> <th style="width: 15%;">Format & language (grammar)</th> <th style="width: 10%;">Social media content</th> <th style="width: 15%;">Public health content</th> </tr> </thead> <tbody> <tr> <td>Ramsey Baden, Public Health Associate</td> <td>1/31/20</td> <td>RB</td> <td>RB</td> <td></td> </tr> <tr> <td>Amy Lee, MD, MPH</td> <td>1/31/20</td> <td>AL</td> <td>AL</td> <td></td> </tr> <tr> <td>Margo Erme, DO, MPH</td> <td>2/1/20</td> <td></td> <td></td> <td>ME</td> </tr> <tr> <td> </td> <td> </td> <td> </td> <td> </td> <td> </td> </tr> </tbody> </table> <p>Approvers Instructions</p> <ul style="list-style-type: none"> • Please approve by the target date for release. Approvers may review for more than one review category (e.g. both public health content and social media content). At least one approver is needed per category; two approvers are preferred. • Feel free to add or make edits—there will not be an opportunity for the original student group to make further edits <table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th style="width: 30%;">Reviewer</th> <th style="width: 70%;">Items for review</th> </tr> </thead> <tbody> <tr> <td>Public health content</td> <td>Information provided is current (within six months of launch date or the most recent information as relevant for a specific topic e.g. the latest guidelines). Also, from a credible source.</td> </tr> <tr> <td>Social media content</td> <td>Layout, imaging, length of posts</td> </tr> <tr> <td>Format and language</td> <td>Good grammar, punctuation, format compliant with toolkit guidelines.</td> </tr> </tbody> </table>					Reviewer	Date	Format & language (grammar)	Social media content	Public health content	Ramsey Baden, Public Health Associate	1/31/20	RB	RB		Amy Lee, MD, MPH	1/31/20	AL	AL		Margo Erme, DO, MPH	2/1/20			ME						Reviewer	Items for review	Public health content	Information provided is current (within six months of launch date or the most recent information as relevant for a specific topic e.g. the latest guidelines). Also, from a credible source.	Social media content	Layout, imaging, length of posts	Format and language	Good grammar, punctuation, format compliant with toolkit guidelines.
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Accuracy	Sources of all data are provided (all credible sources) YES or NO																																					
Social Media Platforms Included	<table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th style="width: 60%;">Platform</th> <th style="width: 15%;">Ideal number</th> <th style="width: 25%; background-color: #ffff00;">In this toolkit</th> </tr> </thead> <tbody> <tr> <td>Facebook</td> <td>5</td> <td>5</td> </tr> <tr> <td>Twitter</td> <td>10</td> <td>13</td> </tr> <tr> <td>Instagram</td> <td>5</td> <td>5</td> </tr> <tr> <td>Hashtags (for Twitter or Instagram)</td> <td>10</td> <td>2</td> </tr> <tr> <td>Video (YouTube)</td> <td>Optional</td> <td>1</td> </tr> <tr> <td>Print media (e.g. press release)</td> <td>Optional</td> <td></td> </tr> <tr> <td>Other (list): Photos Blog post ideas</td> <td>Optional</td> <td></td> </tr> </tbody> </table>					Platform	Ideal number	In this toolkit	Facebook	5	5	Twitter	10	13	Instagram	5	5	Hashtags (for Twitter or Instagram)	10	2	Video (YouTube)	Optional	1	Print media (e.g. press release)	Optional		Other (list): Photos Blog post ideas	Optional										
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FACEBOOK

Facebook 1	
Facebook 2	
Facebook 3	
Facebook 4	
Facebook 5	

	Infographic	Website	Caption (if provided)	When accessed	Permission
Facebook 1		https://www.cdc.gov/coronavirus/2019-ncov/about/symptoms.html	Symptoms of Novel Coronavirus	1/29/20	Source: Centers for Disease Control and Protection
Facebook 2		https://www.who.int/emergencies/diseases/novel-coronavirus-2019/advice-for-public/myth-busters	Can pets at home spread the new Coronavirus?	1/29/20	Source: World Health Organization
Facebook 3		https://www.who.int/emergencies/diseases/novel-coronavirus-2019/advice-for-public/myth-busters	Are there any specific medicines to prevent or treat the new coronavirus?	1/29/20	Source: World Health Organization
Facebook 4		https://www.who.int/emergencies/diseases/novel-coronavirus-2019/advice-for-public/myth-busters	Are antibiotics effective for preventing and treating the new Coronavirus?	1/29/20	Source: World Health Organization
Facebook 5		https://www.who.int/images/default-source/health-topics/coronavirus/myth-busters/mythbuster-2.png	Does the new coronavirus affect older people, or are younger people also susceptible?	1/29/20	Source: World Health Organization

TWEETS

Twitter best practices

- *Keep it short and simple--although messages can be <280 characters now, keep them short anyway!*
- *Post often--it is recommended to post 3 tweets per day, with different framing to reach diverse populations*
- *Post other relevant content from partners or followers*
- *Use relevant hashtags (maximum of 2 hashtags)*

Tweet 1	There is currently no vaccine to prevent #2019nCoV infection.
Tweet 2	How can I help protect myself from the coronavirus? Visit http://bit.ly/3b3pLcu to learn about how to protect yourself from respiratory illnesses, like #2019nCoV.
Tweet 3	The 2019 Novel Coronavirus (#2019nCoV) is a new virus that causes respiratory illness in people and can spread from person-to-person. This virus was first identified during an investigation into an outbreak in Wuhan, China.
Tweet 4	Until a vaccine to prevent #2019-nCoV is being developed, preventative measures include washing your hands often and avoiding touching your eyes, nose and mouth with unwashed hands.
Tweet 5	There is still a lot that is unknown about the newly emerged 2019 novel coronavirus (#2019nCoV) and how it spreads. For the latest news, visit http://bit.ly/394BFBe for updates on 2019-nCoV.
Tweet 6	Standard recommendations to prevent infection spread include regular hand washing and covering mouth and nose when coughing and sneezing. Avoid close contact with anyone who is coughing and sneezing.
Tweet 7	The U.S. State Department issued a Level 4 “Do not Travel” to China and the World Health Organization has declared a “Global Public Health Emergency”.
Tweet 8	The basic principles to prevent spread of infection: avoid close contact with people who are coughing and sneezing and wash your hands!
Tweet 9	People with symptoms of acute respiratory infection should practice cough etiquette: maintain distance, cover coughs and sneezes with disposable tissues or clothing, and wash hands.
Tweet 10	2019 Novel Coronavirus (#2019-nCoV) is a virus (more specifically, a coronavirus) identified as the cause of an outbreak of respiratory illness first detected in Wuhan, China.
Tweet 11	There is no treatment for #2019-nCoV infection. People infected with #2019nCoV should receive care to help relieve symptoms. For severe cases, go to the hospital.
Tweet 12	Ohio Department of Health has specific information for Ohio regarding #2019nCoV. Please look over ODH’s coronavirus fact sheet for news and guidance from the state.
Tweet 13	Doctors’ offices and hospitals may ask you if you have traveled to China/overseas or been in contact with someone who has been ill.

INSTAGRAM

Instagram best practices

- Post 3-4 times during the week
- Use varying content (not only picture sharing but include videos and graphics)
- Use relevant hashtags so people can find your content

Instagram 1	
Instagram 2	
Instagram 3	
Instagram 4	
Instagram 5	

	Infographic	Website	Caption (if provided)	When accessed	Permission
Instagram 1		https://www.who.int/images/default-source/health-topics/coronavirus/social-media-squares/blue-1.png	Wash your hands.	1/30/20	Source: World Health Organization
Instagram 2		https://www.who.int/images/default-source/health-topics/coronavirus/social-media-squares/blue-2.png	Protect yourself and others from getting sick: wash your hands	1/30/20	Source: World Health Organization
Instagram 3		https://www.who.int/images/default-source/health-topics/coronavirus/social-media-squares/blue-3.png	Protect others from getting sick	1/30/20	Source: World Health Organization
Instagram 4		https://www.who.int/images/default-source/health-topics/coronavirus/social-media-squares/blue-4.png	Protect others from getting sick	1/30/20	Source: World Health Organization
Instagram 5		https://www.who.int/images/default-source/health-topics/coronavirus/social-media-squares/2.png	Stay healthy while traveling	1/30/20	Source: World Health Organization

RELEVANT HASHTAGS

	Hashtag
Hashtag 1	#2019nCoV
Hashtag 2	#coronavirus (use this one with caution, since Instagrammers are using this for non-informational purposes)
Hashtag 3	
Hashtag 4	
Hashtag 5	
Hashtag 6	
Hashtag 7	
Hashtag 8	
Hashtag 9	
Hashtag 10	

VIDEO (OPTIONAL)

Media	Image	Embed ded code	Website	Caption (if provided)	When Accessed	By Whom	Permission
Videos							
Video #1			https://www.webmd.com/lung/news/20200124/coronavirus-2020-outbreak-latest-updates	Coronavirus 2020 Outbreak	1/29/20	SV	Source: WebMD
Video #2							
Video #3							
