

# Social Media Toolkit

## Title: Spring Cleaning (April)

For use during week 17 (4/20/20-4/26/20)

Launch Date: Monday, April 20, 2020

### Introduction

*\*Describe content of toolkit.*

*\*Describe background of topic*

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

This toolkit contains information on spring cleaning. There are five Facebook posts, five Instagram posts, 10 hashtags and 10 tweets.

Spring cleaning is an informal ritual practiced by countless individuals, families, and organizations around the world. It's a great way to keep spaces fresh, but it's also an important public health concept, especially as the world grapples with a coronavirus that spreads via droplets. More than ever, it is crucial to re-emphasize sanitation habits that keep the spread of the virus down.

The CDC and FDA both have brief resources regarding spring cleaning specifically, which I've used to guide my search for further information on the topic. In the posts below, information from numerous sources, public and private, has been collected to address numerous aspects of spring cleaning, particularly ones that people may not always think of right away. Examples of this include energy savings and efficiency, calorie-burning, and donations to charity.

### Target audience/high-risk subsets

*\*Describe target audience*

The target audience is the general public.

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

Sub-populations are: People without the training or habit of household/office cleaning, people who are homeless, people who live alone, people who live with families, and people who live with roommates who are not relatives.

### Target Audience Needs/Issues/Considerations

*\*Include considerations that the opposition may provide*

Spring cleaning mainly applies to those with homes/offices, so the contents of the kit are less relevant for sub-populations with other living arrangements.

### Supporting Campaigns

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

[Centers for Disease Control and Prevention](#)

[Food and Drug Administration](#)

### References

<sup>1</sup>Centers for Disease Control and Prevention. *A Healthy Home for Everyone: The Guide for Families and Individuals*. [Internet]. Retrieved on 3/24/20 from: [https://www.cdc.gov/nceh/lead/publications/final\\_companion\\_piece.pdf](https://www.cdc.gov/nceh/lead/publications/final_companion_piece.pdf)

<sup>2</sup> U.S. Food and Drug Administration. *Spring Cleaning Tips*. [Internet]. Retrieved on 3/24/20 from: <https://www.fda.gov/consumers/womens-health-topics/spring-cleaning-tips>

## Toolkit Content

<b>Please list: Developer(s) Affiliation(s) Title(s)</b>	Ramsey Baden Lake County General Health District Public Health Associate																													
<b>Estimated time used to create</b>	5 hours																													
<b>Date submitted</b>	3/26/20																													
<b>DUE date &amp; TARGET date for release (Monday)</b>	Due Date: Friday, April 3, 2020 Target Date for Release: Monday, April 17, 2020																													
<b>Approvals</b>  (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 &amp; language (grammar)</th> <th style="width: 10%;">Social media content</th> <th style="width: 15%;">Public health content</th> </tr> </thead> <tbody> <tr> <td>Amy Lee, MD, MPH</td> <td>4/6/20</td> <td>AL</td> <td>AL</td> <td></td> </tr> <tr> <td>Kim Trowbridge, MEd, MCHES, CHC</td> <td>3/27/20</td> <td>KT</td> <td>KT</td> <td>KT</td> </tr> <tr> <td> </td> <td> </td> <td> </td> <td> </td> <td> </td> </tr> <tr> <td> </td> <td> </td> <td> </td> <td> </td> <td> </td> </tr> </tbody> </table>					Reviewer	Date	Format & language (grammar)	Social media content	Public health content	Amy Lee, MD, MPH	4/6/20	AL	AL		Kim Trowbridge, MEd, MCHES, CHC	3/27/20	KT	KT	KT										
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<b>Approvers Instructions</b> <ul style="list-style-type: none"> <li>• 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.</li> <li>• Feel free to add or make edits—there will not be an opportunity for the original student group to make further edits</li> </ul>																														
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<b>Social Media Platforms Included</b>	<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%;">In this toolkit</th> </tr> </thead> <tbody> <tr> <td>Facebook</td> <td style="text-align: center;">5</td> <td style="text-align: center;">5</td> </tr> <tr> <td>Twitter</td> <td style="text-align: center;">10</td> <td style="text-align: center;">10</td> </tr> <tr> <td>Instagram</td> <td style="text-align: center;">5</td> <td style="text-align: center;">5</td> </tr> <tr> <td>Hashtags (for Twitter or Instagram)</td> <td style="text-align: center;">10</td> <td style="text-align: center;">11</td> </tr> <tr> <td>Video (YouTube)</td> <td style="text-align: center;">Optional</td> <td></td> </tr> <tr> <td>Print media (e.g. press release)</td> <td style="text-align: center;">Optional</td> <td></td> </tr> <tr> <td>Other (list): Photos Blog post ideas</td> <td style="text-align: center;">Optional</td> <td></td> </tr> </tbody> </table>					Platform	Ideal number	In this toolkit	Facebook	5	5	Twitter	10	10	Instagram	5	5	Hashtags (for Twitter or Instagram)	10	11	Video (YouTube)	Optional		Print media (e.g. press release)	Optional		Other (list): Photos Blog post ideas	Optional		
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**FACEBOOK**

	Infographic	Website	Caption (if provided)	When accessed	Permission
Facebook 1		Original photo	Spring cleaning isn't just for the home! Shred unwanted documents and get rid of those piles on your office desk!	4/6/20	Amy Lee
Facebook 2		Original photo	Freshening up your home for spring? A clean oven retains heat more efficiently!	4/6/20	Amy Lee
Facebook 3		Original photo	Piles of paper and magazines can be a fire hazard. Throw them out!	4/6/20	Amy Lee
Facebook 4		<a href="http://www.myenergytips.com/article.aspx?accountId=616&amp;articleId=37556&amp;nl=21092&amp;userID=23217814">http://www.myenergytips.com/article.aspx?accountId=616&amp;articleId=37556&amp;nl=21092&amp;userID=23217814</a>	Spring cleaning is an annual ritual practiced by millions of homeowners. Did you know that it can help you save energy and reduce your impact on the environment? While you're chasing those dust bunnies around, consider the following tips to make your home more energy efficient:	3/24/20	Source: AEP Ohio
Facebook 5		Original photo	How Many Calories Can You Burn Through Spring Cleaning? Vacuuming burns 238 calories in 1 hour!	4/6/20	Amy Lee

## 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)

<b>Tweet 1</b>	Check: ✔ The date on your medicines (they won't work if expired) ✔ That it's safe to toss or flush unwanted medicines ✔ The temperature on your fridge ✔ That your cosmetics are stored properly (makeup can go bad!) Read more about #springcleaning from the FDA at <a href="https://bit.ly/3bnN9Rd">https://bit.ly/3bnN9Rd</a> . 🌸🧼
<b>Tweet 2</b>	When you clean out your closet, consider donating to your local thrift store! #Springcleaning can change lives other than your own. Read United Way's ways to give back while #tidyingup at <a href="https://bit.ly/2JerS0w">https://bit.ly/2JerS0w</a> . 🧺👤👤
<b>Tweet 3</b>	#Springcleaning is a potential defense mechanism against #COVID19 at home. Read @cdcgov's guide at <a href="https://bit.ly/3bsvyYj">https://bit.ly/3bsvyYj</a> to learn how to #deepclean your home. 🧼 (Tips: clean before disinfecting, and use EPA-registered disinfectants if possible. Bleach & alcohol work in some cases)
<b>Tweet 4</b>	As you're #springcleaning, double-check @EPA's list of disinfectants that work against #COVID19 here: <a href="https://bit.ly/2WI4bWq">https://bit.ly/2WI4bWq</a> . #deepclean 🌸🧼🧹
<b>Tweet 5</b>	Doing laundry for #springcleaning? Make sure you launder correctly. If you're using a HE (high-efficiency) machine, use low-sudsing detergent that is designed for it (marked with an HE logo). Read more #homeorganization tips from ABC News at <a href="https://abcn.ws/2y7wWRZ">https://abcn.ws/2y7wWRZ</a> . 🧺🧼✔
<b>Tweet 6</b>	A healthy home is a happy home, and #springcleaning is a great way to get there. Look out for peeling paint, cigarette smoke, radon, and mold, as they are connected to poor health. Check out @cdcgov's full guide for maintaining a healthy home at <a href="https://bit.ly/2UDcJuO">https://bit.ly/2UDcJuO</a> .
<b>Tweet 7</b>	#Springcleaning is more important than ever as we come together to slow the spread of #COVID19. Lives depend on carefully washing, dusting, and disinfecting homes and offices. Read Quartz's full guide on #deepcleaning homes at <a href="https://bit.ly/39itPU3">https://bit.ly/39itPU3</a> .
<b>Tweet 8</b>	Check out 5 ways to make #springcleaning easier from the New York Times at <a href="https://nyti.ms/3afe5m6">https://nyti.ms/3afe5m6</a> .
<b>Tweet 9</b>	#Springcleaning can help you burn calories! Check out a full #homeorganization workout from the Home Depot at <a href="https://thd.co/3blUyAs">https://thd.co/3blUyAs</a> . 🧹
<b>Tweet 10</b>	When you #deepclean for #springcleaning, be sure to #declutter first so that it's easier to dust, scrub, and vacuum hard-to-reach spaces in your home. 🌸🧼 Read more from Forbes at <a href="https://bit.ly/2WKbkFt">https://bit.ly/2WKbkFt</a> .

## 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

	Infographic	Website	Caption (if provided)	When accessed	Permission
Instagram 1		<a href="https://www.epa.gov/pesticide-registration/list-n-disinfectants-use-against-sars-cov-2">https://www.epa.gov/pesticide-registration/list-n-disinfectants-use-against-sars-cov-2</a>	As you're #springcleaning, double-check @EPA's list of disinfectants that work against #COVID19 #deepclean 🌸🧼🧽	3/24/20	Amy Lee (original photo)
Instagram 2		<a href="https://abcnews.go.com/Lifestyle/easy-spring-cleaning-tips-top-lifestyle-experts/story?id=30119255">https://abcnews.go.com/Lifestyle/easy-spring-cleaning-tips-top-lifestyle-experts/story?id=30119255</a>	Doing laundry for #springcleaning? Make sure you launder correctly. If you're using a HE (high-efficiency) machine, use low-sudsing detergent that is designed for it (marked with an HE logo). 🧺🧼✅	3/24/20	Amy Lee (original photo)
Instagram 3		NA	Dusting removes dust and dust mites. People with allergies breathe easier in a cleaner house! 🌍	4/6/20	Amy Lee (original phot)
Instagram 4		<a href="https://www.unitedway.org/blog/turn-your-spring-cleaning-into-community-impact">https://www.unitedway.org/blog/turn-your-spring-cleaning-into-community-impact</a>	When you clean out your closet, consider donating to your local thrift store! #Springcleaning can change lives other than your own. 🧺🧑🧑	3/24/20	Amy Lee (original phot)
Instagram 5		NA	Keeping your refrigerator clean helps prevent the spread of bacteria. Use two tablespoons of baking soda to one quart of hot water—scrub, rinse and dry! 🌸	3/24/20	Amy Lee (original phot)

## RELEVANT HASHTAGS

	Hashtag
Hashtag 1	#springcleaning
Hashtag 2	#staybusy
Hashtag 3	#allergyseason
Hashtag 4	#tidyingup
Hashtag 5	#housebound
Hashtag 6	#deepclean
Hashtag 7	#declutter
Hashtag 8	#organized
Hashtag 9	#quarantine
Hashtag 10	#homeorganization
Hashtag 11	#COVID19