

Social Media Toolkit

Title: Ticks

For use during week 30: 6/18/20-6/21/20

Introduction

**Describe content of toolkit.*

**Describe background of topic*

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

This toolkit contains information and communication tools to be used by local public health agencies on the topic of ticks, including the dangers of tick bites and how to prevent and care for injuries arising from tick exposure. The Centers for Disease Control and Prevention recognizes seven species of ticks in the United States, which have been implicated in biting humans and transmitting disease. The species vary in range and habitat, but together, they cover the nearly the entire contiguous United States and Hawaii.¹ Ticks have the potential to transmit a number of infections to humans, with Lyme Disease and Rocky Mountain Spotted Fever being the most well-known.² Ticks can also transmit parasitic diseases, such as Babesiosis and Ehrlichiosis, as well as several other bacterial and viral diseases.²

Tick exposure is typically more common in the summer months, and those participating in outdoor activities are at increased risk. Though ticks thrive in wooded areas, backyard or neighborhood exposure can occur as well.³ Outdoor clothing and gear can be treated with the tick-repellent solution permethrin, and EPA-approved insect repellants can also be used.³ After coming inside, clothing and gear should be checked for ticks. Heat will generally kill ticks, so washing or drying on high heat for at least 10 minutes are deemed sufficient.³ It is advised to conduct a full body check after coming indoors, including the high-risk areas, such as the arm-pits, face, back of the knees, and waist. Pets should also be checked for ticks as well.³ Ticks on the body can be removed with tweezers, being sure to grab the tick as close to the skin surface as possible, and taking care to not twist or squeeze the tick.⁴

Symptomatology of tick-borne illnesses can vary. Rashes are generally emblematic of Lyme Disease and Rocky Mountain Spotted Fever. Fevers, chills, aches and pains, as well as fatigue may also be presenting signs of tick-borne disease.⁵ Tick-borne disease, if mild and caught early, can be treated with a home regimen of antibiotic medications. However, more severe cases may require hospitalization and more intensive treatment.⁵

The information found in this week's toolkit has been obtained from the Centers for Disease Control and Prevention. Photos, videos, graphics, and captioning are provided, tailored for use on social media platforms, such as Facebook, Twitter, and Instagram. Guidance is provided on how, and with what frequency, to make posts.

Target audience/high-risk subsets

**Describe target audience*

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

The range of ticks covers most of the contiguous United States and Hawaii. It is generally said that those participating in outdoor activities are at greatest risk of contracting tick-borne illness. However, tick exposure can occur in backyard and neighborhood settings as well.³ Most of the general public should be aware of the danger of tick-borne illness and how to prevent it.

Target Audience Needs/Issues/Considerations

**Include considerations that the opposition may provide*

There are no anticipated points of controversy or special considerations regarding this tool-kit content.

Supporting Campaigns

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

[-Centers for Disease Control and Prevention--Ticks](#)

[-Tickborne Diseases in Ohio](#)

References

- 1) Centers for Disease Control and Prevention. 2020. *Geographic Distribution Of Ticks That Bite Humans | CDC*. [online] https://www.cdc.gov/ticks/geographic_distribution.html [Accessed 13 April 2020].
- 2) Centers for Disease Control and Prevention, 2018. *Tick-Borne Diseases Of The United States*. [online] Centers for Disease Control and Prevention. <https://www.cdc.gov/ticks/tickbornediseases/TickborneDiseases-P.pdf> [Accessed 14 April 2020].
- 3) Centers for Disease Control and Prevention. 2020. *Preventing Tick Bites On People | CDC*. [online] https://www.cdc.gov/ticks/avoid/on_people.html [Accessed 14 April 2020].Centers for Disease Control and
- 4) Centers for Disease Control and Prevention. 2020. *Tick Removal | CDC*. [online] https://www.cdc.gov/ticks/removing_a_tick.html [Accessed 14 April 2020].
- 5) Centers for Disease Control and Prevention. 2020. *Symptoms Of Tickborne Illness |CDC*. [online] <https://www.cdc.gov/ticks/symptoms.html> [Accessed 15 April 2020].

Toolkit Content

Please list: Developer(s) Affiliation(s) Title(s)	Sterling Shriber, Medical Student, Northeast Ohio Medical University																													
Estimated time used to create	7 hours																													
Date submitted																														
DUE date & TARGET date for release (Monday)	Due 4-24-2020. Target release 6-15-2020.																													
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>Amy Lee, MD, MPH</td> <td>6/1/20</td> <td>AL</td> <td>AL</td> <td></td> </tr> <tr> <td>Mark Adams, RS, MPH</td> <td>6/1/20</td> <td></td> <td></td> <td>MA</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	6/1/20	AL	AL		Mark Adams, RS, MPH	6/1/20			MA										
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	Approvers Instructions <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 																													
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Content recency All messages in this toolkit were generated in [April/2020] and contain up-to-date information prior to the launch date.																														
Accuracy Sources of all data are provided (all credible sources) YES																														
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 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;">11</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;">10</td> </tr> <tr> <td>Video (YouTube)</td> <td style="text-align: center;">Optional</td> <td style="text-align: center;">1</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	11	Instagram	5	5	Hashtags (for Twitter or Instagram)	10	10	Video (YouTube)	Optional	1	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		https://www.cdc.gov/lyme/images/LymeBookMarkThumb.png	Prevent Lyme disease	4-14-2020	Obtained from Centers for Disease Control and Prevention
Facebook 2		https://www.cdc.gov/lyme/images/TrailSignThumbnail2017.jpg	Prevent tick bites	4-14-2020	Obtained from Centers for Disease Control and Prevention
Facebook 3		https://www.cdc.gov/ncezid/images/homepage/infographics/check-your-pets-for-ticks.jpg	Ticks can bite your pets. Know how to spot ticks on pets and be able to remove them.	4-14-2020	Obtained from Centers for Disease Control and Prevention
Facebook 4		https://www.cdc.gov/rmsf/images/RMSFInfographic.jpg	Rocky Mountain Spotted Fever	4-14-2020	Obtained from Centers for Disease Control and Prevention
Facebook 5		https://blog.mass.gov/wp-content/uploads/2015/06/ticks-prevention-removal-02-MS-7.02.png	Ticks can affect those who enjoy time outdoors. They can carry diseases and need to be properly removed. Familiarize yourself with how to properly remove a tick.	4-14-2020	Obtained from State of Massachusetts

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	#Ticks can bite humans and transmit diseases. Ticks have been found in most areas of the United States. Be sure to know your risk of ticks when engaging in outdoor activities in your area.
Tweet 2	#Ticks can bite humans and spread diseases, such as #Lyme Disease, Rocky Mountain Spotted Fever, and others. Some of these diseases can be especially dangerous in children. Be sure to watch out for signs of ticks, as well as signs of infection, such as rash or fever.
Tweet 3	Ticks can bite people & transmit potentially dangerous diseases. Check for ticks after hiking & other outdoor activities. Know the high-risk areas of the body where ticks can bite and attach. Learn how to remove ticks. More info: https://bit.ly/34AT8A8
Tweet 4	#Ticks can transmit dangerous diseases in humans, such as Lyme disease. Knowing what do after a tick bite is important to staying safe. More info: https://bit.ly/3ercxl4
Tweet 5	#Tick bites can be prevented by taking steps to stay safe outdoors. Using permethrin and EPA-approved insect repellent on yourself, your clothing, and your gear can help to protect you while outdoors. Stay near the center of trails and avoid dense or brushy areas.
Tweet 6	Lyme Disease & Rocky Mountain Spotted Fever are dangerous diseases that can lead to hospitalization. These diseases, and others, are spread by ticks. Remember ticks during your outdoor activities and take steps to limit risk. More info: https://bit.ly/2REQZ12
Tweet 7	Ticks can cause serious diseases if they bite you. Know the signs and symptoms of diseases spread by ticks. More info: https://bit.ly/3eo8tbS
Tweet 8	If you spend time outdoors, you may be exposed to ticks. Did you know that ticks can spread potentially dangerous diseases that can land you in the hospital? It's important to take steps to prevent ticks and properly remove them. More info: https://bit.ly/34AT8A8
Tweet 9	Lyme Disease can cause symptoms of the skin, joints, and even the heart. It is transmitted by ticks, and those who participate in outdoor activities may be at risk. Lyme Disease may be especially dangerous for children. More info: https://bit.ly/2VbBgZn
Tweet 10	Watch out for ticks this summer when you go outdoors! #Ticks live in most areas of the United States, though some parts of the country are at greater risk than others.
Tweet 11	Outdoor activities, such as hiking, can put you at heightened risk for getting bit by #ticks, which can transmit potentially dangerous diseases. #Ticks can also be found in backyards too. Know your risks.

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		https://encrypted-tbn0.gstatic.com/images?q=tbn%3AANd9GcSnokRfTCgWsydMcD08Z11CALFYbK9CJmb3UgkGuC9-Llaxv3s&usqp=CAU	Ticks can carry many diseases. They live in most of the United States. Be aware of the risk of ticks in your area.	4-14-2020	Obtained from Vermont Department of Health
Instagram 2		https://www.como.gov/health/wp-content/uploads/sites/13/2018/04/Tick-Infographic-1.png	Tick season prevention tips	4-14-2020	Obtained from City of Columbia, Missouri
Instagram 3		https://www.cdc.gov/features/stopticks/stopticks_b350px.png	If you live in an area at risk for ticks, be sure to check yourself and know what areas they can bite you. Also follow guidelines for proper removal of ticks.	4-14-2020	Obtained from Centers for Disease Control and Prevention
Instagram 4		https://encrypted-tbn0.gstatic.com/images?q=tbn%3AANd9GcTTcaSmQaAm6z_g4cA6Aki-87v8GShyGS7V4YzAQttutUJ0Vnel&usqp=CAU	How to remove ticks	4-14-2020	Obtained from Centers for Disease Control and Prevention
Instagram 5		https://pbs.twimg.com/media/EBioBx0XkAAXYNi.jpg	Avoid ticks!	4-14-2020	Obtained from US Department of Health and Human Services

RELEVANT HASHTAGS

	Hashtag
Hashtag 1	#Ticks
Hashtag 2	#TickPrevention
Hashtag 3	#LymeDisease
Hashtag 4	#RockyMountainSpottedFever
Hashtag 5	#StopTicks
Hashtag 6	#OutdoorSafety
Hashtag 7	#Hiking
Hashtag 8	#TickRemoval
Hashtag 9	#PreventLyme
Hashtag 10	#Outdoors

VIDEO (OPTIONAL)

Media	Image	Website	Caption (if provided)	When Accessed	By Whom	Permission
Videos						
Video #1		https://www.youtube.com/watch?v=ssI50ZSCj0Y	A bite from a tick can make you sick	6-1-2020	Sterling Shriber	Obtained from Minnesota State Health Department
Video #2						
Video #3						

PHOTOS (copyright free)—OPTIONAL BUT GOOD TO INCLUDE

Photo #1						
Photo #2						
Photo #3						
Photo #4						
Photo #5						
Photo #6						
Photo #7						
Photo #8						
Photo #9						
Photo #10						