

Social Media Toolkit
Title: Social Distancing-Coronavirus
For use during week 7/27/20-8/2/20
Launch Date: 7/27/20

Introduction

- *Describe content of toolkit.*
- *Describe background of topic*
- *Describe the source(s) for the toolkit content*

This toolkit contains 6 Facebook posts, 10 tweets, ten hashtags, 5 Instagram posts, and 1 video related to Social Distancing in the context of the COVID-19 pandemic.

What is Social Distancing?

Social distancing involves maintaining a safe distance from others in order to prevent the transmission of disease.¹ It is also known as “physical distancing” by some.¹ This has become of importance in 2020 with the COVID-19 pandemic. The guidelines set forth by the Centers for Disease Control and Prevention (CDC), define social distancing as a distance of 6 feet or 2 meters from others.¹ This defined distance was created to prevent transmission of the virus through droplets via one’s mouth or nose.¹ If closer than 6 feet from another individual, one may increase his or her chance of inhaling these droplets into one’s lungs and spreading the virus.¹

One can practice social distancing by avoiding mass gatherings both in public and in private.¹ It is especially important to avoid crowded areas, so as to limit the potential for viral transmission.¹ The primary objective of social distancing is to limit spread of the virus and to limit sick contacts. It is very important to remember that anybody can have COVID-19 and even be an asymptomatic carrier.¹ Therefore, it is very important to adhere to these guidelines at all times and check with the CDC for frequently for updates during this outbreak.

How Can I Practice Social Distancing?

One can practice safe and effective social distancing by limiting trips out in public. People should wear a cloth mask across his or her face when in public.¹ It is recommended that if possible, individuals should order mailed medications.¹ They should also consider having their groceries delivered in order to avoid any unnecessary exposures.² All individuals are urged to avoid crowded areas and large gatherings, regardless of age.³ Although certain groups may be at higher risk for complications from the virus, everybody is responsible to help “flatten the curve” through social distancing. It is important that individuals remain up-to-date on events in the community to identify any possible exposures.³ If possible, individuals should also work from home and minimize public transportation use.¹ It is also critical to wash hands regularly for a minimum of 20 seconds with an adequate disinfectant.⁴ They must remember to stay home if sick and disinfect surfaces regularly.⁴ With masks being recommended, individuals must limit touching their own faces.⁴

Target audience/high-risk subsets

**Describe target audience*

Everybody

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

N/A

Target Audience Needs/Issues/Considerations

**Include considerations that the opposition may provide*

Protestors, anti-social distancing groups, recent travel history

Supporting Campaigns

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

[Centers for Disease Control and Prevention](#)

References

¹Coronavirus Disease 2019 (COVID-19): Social Distancing, Quarantine, and Isolation. Centers for Disease Control and Prevention. <https://www.cdc.gov/coronavirus/2019-ncov/prevent-getting-sick/social-distancing.html>. Published 2020. Accessed April 14, 2020.

²Coronavirus Disease 2019 (COVID-19): Running Essential Errands. Centers for Disease Control and Prevention. <https://www.cdc.gov/coronavirus/2019-ncov/daily-life-coping/essential-goods-services.html>. Published 2020. Accessed April 14, 2020.

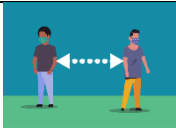





³Coronavirus Disease 2019 (COVID-19) - Resources for K-12 Schools and Childcare Programs. Centers for Disease Control and Prevention. <https://www.cdc.gov/coronavirus/2019-ncov/community/large-events/index.html>. Published 2020. Accessed April 14, 2020.

⁴COVID-19 Social Media Toolkit. Centers for Disease Control and Prevention. <https://www.cdc.gov/coronavirus/2019-ncov/communication/social-media-toolkit.html#Distancing>. Published 2020. Accessed April 14, 2020.

Toolkit Content

Please list: Developer(s) Affiliation(s) Title(s)	Andrew Turk M4 Student NEOMED																									
Estimated time used to create	6 hours																									
Date submitted	4/14/20																									
DUE date & TARGET date for release (Monday)	Target release date: 5/4/20 For week: 5/18/20-5/25/20																									
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>7/25/20</td> <td style="text-align: center;">x</td> <td></td> <td></td> </tr> <tr> <td>Osman Ulvi, MBBS MPH</td> <td>07/24/20</td> <td style="text-align: center;">X</td> <td style="text-align: center;">X</td> <td style="text-align: center;">X</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	7/25/20	x			Osman Ulvi, MBBS MPH	07/24/20	X	X	X										
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<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 																										
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Content recency	All messages in this toolkit were generated in [4/2020] and contain up-to-date information prior to the launch date.																									
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%;">In this toolkit</th> </tr> </thead> <tbody> <tr> <td>Facebook</td> <td style="text-align: center;">5</td> <td style="text-align: center;">6</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;">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	6	Twitter	10	10	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/coronavirus/2019-ncov/prevent-getting-sick/social-distancing.html	What is social distancing?	4/13/20	Centers for Disease Control and Prevention
Facebook 2		https://www.cdc.gov/coronavirus/2019-ncov/prevent-getting-sick/prevention.html	Cover your mouth and nose with a cloth face cover when around others	4/13/20	Centers for Disease Control and Prevention
Facebook 3		https://www.cdc.gov/coronavirus/2019-ncov/communication/graphics.html	Avoid getting sick	4/13/20	Centers for Disease Control and Prevention
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Facebook 5		https://www.cdc.gov/coronavirus/2019-ncov/communication/social-media-toolkit.html#Distancing	Social distancing means putting space between yourself and others	4/13/20	Centers for Disease Control and Prevention
Facebook 6		https://health.baltimorecity.gov/coronavirus/infographics	What is social distancing?	4/13/20	Baltimore City Health Department

TWEETS

Twitter best practices




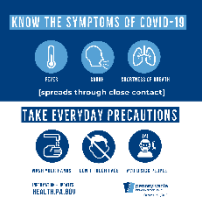
- *Keep it short and simple--although messages can be <280 characters now, keep them short anyway!*
- *Post often--it is recommended to post 3 tweets per day, with different framing to reach diverse populations*
- *Post other relevant content from partners or followers*
- *Use relevant hashtags (maximum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

Tweet 1	Keep a distance of at least six feet from others! #socialdistancing	Source: Centers for Disease Control and Prevention https://www.cdc.gov/coronavirus/2019-ncov/prevent-getting-sick/social-distancing.html
Tweet 2	Please avoid large gatherings during the #coronavirus pandemic	Source: Centers for Disease Control and Prevention https://www.cdc.gov/coronavirus/2019-ncov/prevent-getting-sick/social-distancing.html
Tweet 3	Avoid crowds both indoors and outdoors! #socialdistancing	Source: Centers for Disease Control and Prevention https://www.cdc.gov/coronavirus/2019-ncov/prevent-getting-sick/social-distancing.html
Tweet 4	Please try to minimize exposure to your friends and extended family #socialdistancing	Source: Centers for Disease Control and Prevention https://www.cdc.gov/coronavirus/2019-ncov/prevent-getting-sick/social-distancing.html
Tweet 5	#Socialdistancing helps protect yourself and those you love	Source: Centers for Disease Control and Prevention https://www.cdc.gov/coronavirus/2019-ncov/prevent-getting-sick/social-distancing.html
Tweet 6	Do your part and practice smart and safe #socialdistancing	Source: Centers for Disease Control and Prevention https://www.cdc.gov/coronavirus/2019-ncov/prevent-getting-sick/social-distancing.html
Tweet 7	Maintain a safe distance of 6 feet when at the grocery store #socialdistancing	Source: Centers for Disease Control and Prevention https://www.cdc.gov/coronavirus/2019-ncov/prevent-getting-sick/social-distancing.html
Tweet 8	Please try to wear a cloth face mask when out in public #socialdistancing	Source: Centers for Disease Control and Prevention https://www.cdc.gov/coronavirus/2019-ncov/prevent-getting-sick/social-distancing.html
Tweet 9	Remember that anybody can get and spread COVID-19 if you don't practice #socialdistancing	Source: Centers for Disease Control and Prevention https://www.cdc.gov/coronavirus/2019-ncov/prevent-getting-sick/social-distancing.html
Tweet 10	Limit your contacts both #indoors and #outdoors to maintain #socialdistancing guidelines	Source: Centers for Disease Control and Prevention https://www.cdc.gov/coronavirus/2019-ncov/prevent-getting-sick/social-distancing.html

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://www.cdc.gov/coronavirus/2019-ncov/communication/social-media-toolkit.html#Distancing	What is social distancing?	4/13/20	Centers for Disease Control and Prevention
Instagram 2		https://www.cdc.gov/coronavirus/2019-ncov/communication/social-media-toolkit.html#Distancing	Stay home when you are sick, except to get medical care.	4/13/20	Centers for Disease Control and Prevention
Instagram 3		https://www.health.pa.gov/topics/disease/PublishingImages/Coronavirus%20Self-Monitor%20Infographic.jpg	How do you practice social distancing after travel?	4/13/20	Pennsylvania Department of Health
Instagram 4		https://www.health.pa.gov/topics/disease/PublishingImages/Social%20Distancing_Twitter.jpg	What is social distancing?	4/13/20	Pennsylvania Department of Health
Instagram 5		https://www.health.pa.gov/topics/disease/PublishingImages/covid%20fb%20graphic.png	What are symptoms of COVID-19?	4/13/20	Pennsylvania Department of Health

RELEVANT HASHTAGS

	Hashtag
Hashtag 1	#SocialDistancing
Hashtag 2	#StayHome
Hashtag 3	#StaySafe
Hashtag 4	#StayInside
Hashtag 5	#StopTheSpread
Hashtag 6	#PhysicalDistancing
Hashtag 7	#SocialDistance
Hashtag 8	#SocialDistancingWorks
Hashtag 9	#6feet
Hashtag 10	#2meters

VIDEO (OPTIONAL)

Media	Image	Website	Caption (if provided)	When Accessed	By Whom	Permission
Videos						
Video #1		https://www.youtube.com/watch?v=wKX1PQTz5_M	Surgeon General Social Distancing (:60)	4/13/20	AT	Centers for Disease Control and Prevention
