

# PA UNITES AGAINST COVID

## SOCIAL MEDIA TOOLKIT



## ABOUT PA Unites Against COVID

In Pennsylvania, we have had many victories against the COVID-19 pandemic, but the hard work does not end there. Pennsylvanians are determined and tenacious and more importantly, we are good neighbors. Being good neighbors naturally means looking out for each other's well-being and one way to do that is to ensure everyone abides by PA's COVID-19 policies. Join the PA Unites Against COVID campaign and help remind others to do their part by wearing a mask, washing their hands, maintaining social distancing, and downloading the *COVID Alert PA* app. We're challenging all Pennsylvanians to be kinder and more considerate of one another now more than ever. Do your part and help keep your community safe during COVID-19.

## SPREAD THE WORD

As a Pennsylvanian, here's how you can participate in the PA Unites Against COVID movement:

- Use the branded hashtags: #MaskUpPA, #StopTheSpread, #PAagainstCOVID
- Add PA Unites Against COVID in your newsletter or website
- Post sample messages [and graphics](#) for Instagram, Twitter, LinkedIn, and Facebook
- Post your own photos
- Download the *COVID Alert PA* app on the Google Play and App Store
- Visit the [PA.gov/COVID](https://www.pa.gov/covid) website

## NEWSLETTER or WEBSITE CONTENT

COVID is tough, but together Pennsylvanians are tougher. When we make good choices and follow health and safety measures, we see results. United, we can defeat the virus.

Learn more about actions you can take to protect yourself, your family, business, neighbors, and community on the [PA Unites Against COVID website](#).

### Symptoms & Testing

Knowing the signs of COVID, and who should get testing is an important part of stopping the virus. View our [online map for the public testing sites](#) in Pennsylvania, including at many Rite Aid, CVS, Patient First, and Walmart locations.

### Mask Up, Wash Up, Stand Back

You matter, and so do your actions. Wearing masks when we leave our homes, washing our hands for at least 20 seconds, and keeping 6 feet apart are ways we can fight against the virus.

### Add Your Phone to the Fight

The [COVID Alert PA](#) is a free exposure notification app available for download at the [Apple App Store](#) and [Google Play Store](#). Features include:

- Opt-in for alerts for potential exposures to the virus
- Advice for what to do if you have a potential exposure to COVID-19
- Interactive COVID-19 symptom checker
- Updates on the latest public health data about COVID-19 in PA
- Works across state borders: Delaware, Nevada, New Jersey, New York, North Carolina, North Dakota, Washington D.C., Wyoming, and some parts of California

COVID Alert PA protects both privacy and personal information. The app does not use GPS, location services, or any movement or geographical information. It will never collect, transmit, or store personal information. It is completely anonymous and voluntary to download.

### PPE & Supplies for Businesses

Using masks and personal protective equipment (PPE) are part of the safety measures we know reduce the risk of spreading COVID. The [COVID-19 PPE & Supplies B2B Directory](#) connects PA businesses with suppliers and manufacturers selling masks, face shields, thermometers, hand sanitizer,

medical gowns, and cleaning disinfectants.

## **Protect Your Community**

Let's work together to stop the spread. Share information about PA Unites Against COVID with others in your family, community, school, and workplace. **Check out our [Community Resources](#) for downloadable posters, social media materials, and other free marketing materials.**

## **Questions?**

For more details about what you can do to help achieve our common goal of defeating the virus, visit the [PA Unites Against COVID website](#).

## SOCIAL MEDIA

Joining the larger conversation is easy on social media! Use the below sample messaging and share how you are helping to stop the spread of COVID-19.

### Social Media Channels to Follow



**@PAHealthDept** [twitter.com/PAHealthDept](https://twitter.com/PAHealthDept)  
**@PennsylvaniaGov** [twitter.com/PennsylvaniaGov/](https://twitter.com/PennsylvaniaGov/)  
**@GovernorTomWolf** [twitter.com/governortomwolf](https://twitter.com/governortomwolf)



**@pennsylvaniadepartmentofhealth** [facebook.com/pennsylvaniadepartmentofhealth](https://facebook.com/pennsylvaniadepartmentofhealth)  
**@PennsylvaniaGov** [facebook.com/PennsylvaniaGov/](https://facebook.com/PennsylvaniaGov/)  
**@governorwolf** [facebook.com/governorwolf/](https://facebook.com/governorwolf/)



**@governortomwolf** [instagram.com/governortomwolf/](https://instagram.com/governortomwolf/)

### Suggested Social Images

In addition to social posts/banners, provided below, we also encourage you to take your own photos and highlight your reason to wear a mask.

- Selfies with masks on
- Enjoying recreational activities, e.g. shopping, dining, hiking, socially distanced group gathering, with masks on
- Fun pictures with statues wearing a mask

## Sample Social Media Messages

### **TWITTER**

Help your family, friends, and neighbors say “no” ❌ to #COVID19 and “yes” ✅ to the actions to #StopTheSpread. Share why you wear your mask. 😊 #MaskUpPA #PAagainstCOVID [PA.gov/COVID](https://PA.gov/COVID)



The pandemic has been tough. But Pennsylvanians have proven that together we are tougher! 💪 #MaskUpPA to help #StopTheSpread of #COVID19 in our communities. 😊🏠 #PAagainstCOVID [PA.gov/COVID](https://PA.gov/COVID)



I/[name of partner] #MaskUpPA because [insert motivation]. Why do you wear a mask? 😊 Help do your part to #StopTheSpread. #PAagainstCOVID [PA.gov/COVID](https://PA.gov/COVID)



Wear a mask 😊  
Social distance 🧑-----🧑  
Stay home when feeling sick 🏠  
Get tested when showing symptoms 😊  
Download the COVID Alert PA app 📱

Help us #StopTheSpread. Learn more: [PA.gov/COVID](https://PA.gov/COVID) #PAagainstCOVID



Feeling sick? 😞 Stay home to #StopTheSpread. Contact your healthcare provider or schedule an appointment at a #COVID19 testing site. Find the nearest locations 📍: <https://bit.ly/2ZWkno9>  
#PAagainstCOVID



Help raise awareness in your community about #COVID19. 🏠 #StopTheSpread by knowing the symptoms:

- ◆Fever
- ◆Chills
- ◆Cough
- ◆Sore throat
- ◆Loss of taste or smell

#PAagainstCOVID [PA.gov/COVID](http://PA.gov/COVID)



? #DYK the COVID Alert PA app works not only in #Pennsylvania, but also in Delaware, Nevada, New Jersey, New York, North Carolina, North Dakota, Washington D.C., Wyoming, & some parts of California? Learn more and download the app: <https://www.pa.gov/covid/covid-alert-pa/> #PAagainstCOVID



We have the power to #StopTheSpread. 📄 Download printable posters to help educate your customers, neighbors, and friends. Learn more: <http://ow.ly/Fstd50BgPWX>  
#MaskUpPA #PAagainstCOVID



Use your smart phone 📱 to #StopTheSpread in our communities! Download the FREE COVID Alert PA app for alerts and real-time updates of potential #COVID19 exposures.  
#PAagainstCOVID <https://www.pa.gov/covid/covid-alert-pa/>



## **FACEBOOK**

Wear a mask. 😷

Wash your hands. 🧼

Social distance. 🧑-----🧑

Get tested when showing symptoms 😷

Download the COVID Alert PA app 📱

Share what you're doing to keep those around you safe from COVID-19. #MaskUpPA #PAagainstCOVID [PA.gov/COVID](https://www.pa.gov/COVID)



When everyone wears a mask 😷, we can make a real difference for Pennsylvania. How are you doing your part to help #StopTheSpread of #COVID19? Comment below! 📌 #MaskUpPA #PAagainstCOVID [PA.gov/COVID](https://www.pa.gov/COVID)



#MaskUpPA 😷, wash your hands 🧼, stay six feet apart. 🧑-----🧑, and get tested when showing symptoms. 😷 Take actions that help #StopTheSpread. Share why you choose to wear a mask! #PAagainstCOVID [PA.gov/COVID](https://www.pa.gov/COVID)





Help #StopTheSpread in your community! Contact your healthcare provider or schedule an appointment at a #COVID19 testing site if you're feeling ill. Find the nearest locations 📍: <https://bit.ly/2ZWkno9>. #PAagainstCOVID



Now you can add your phone to the fight against #COVID19. 📱 Download the new COVID Alert PA app & receive alerts if you have had a potential COVID exposure. The app works in Pennsylvania, Delaware, Nevada, New Jersey, New York, North Carolina, North Dakota, Washington D.C., Wyoming, & some parts of California. Learn more: <https://www.pa.gov/covid/covid-alert-pa/> #StopTheSpread



Looking to teach others about how we can #StopTheSpread 🧑‍🤝‍🧑, together? Download printable posters to help educate your customers, neighbors, and friends: <http://ow.ly/Fstd50BgPWX> #MaskUpPA #PAagainstCOVID



Reliable and updated health information can help #StopTheSpread of #COVID19. 📱 Download the free COVID Alert PA app 📱 to combat the virus in our communities! #PAagainstCOVID <https://www.pa.gov/covid/covid-alert-pa/>



## LINKEDIN

When everyone wears masks 🤒, washes their hands 🧼, maintains social distancing 🧑-----🧑, and gets tested when showing #COVID19 symptoms, we all can make a difference. Make sure to #MaskUpPA - it's the neighborly thing to do. Learn more about #PAagainstCOVID:

[PA.gov/COVID](https://www.pa.gov/COVID)



Did you know Pennsylvanians are required to wear masks inside businesses 🏢, as well as outdoors 🏡 when social distancing is not an option? 🤒 Remember: my mask protects you and your mask protects me. Download printable posters to help educate your customers, neighbors, and friends: <http://ow.ly/Fstd50BgPWX>



What is [name of partner] doing to help #StopTheSpread of #COVID19? 🛑 We're [insert safety measures & reasons]. Tell us why you support #PAagainstCOVID and tag your friends! Learn more [↓ PA.gov/COVID](https://www.pa.gov/COVID)



Use your phone to #StopTheSpread of #COVID19. 📱 🛑 The COVID Alert PA app will send you alerts for possible COVID exposures. The app works in Pennsylvania, Delaware, Nevada, New Jersey, New York, North Carolina, North Dakota, Washington D.C., Wyoming, & some parts of California. Learn more: <https://www.pa.gov/covid/covid-alert-pa/> #PAagainstCOVID



Help raise awareness in your community about #COVID19! Contact your healthcare provider or schedule an appointment at a testing site if you're feeling ill. Find the nearest locations 📍: <https://bit.ly/2ZWkno9>. #PAagainstCOVID



Together, we have the power to #StopTheSpread of #COVID19! Download the free COVID Alert PA app 📱 and receive real-time alerts of #COVID19 in your community. 🏠 #PAagainstCOVID <https://www.pa.gov/covid/covid-alert-pa/>



Staying up-to-date on #COVID19 alerts is easier than you'd think!! Download the free COVID Alert PA app 📱 and help #StopTheSpread in our communities. #PAagainstCOVID <https://www.pa.gov/covid/covid-alert-pa/>



## INSTAGRAM

To protect loved ones or others around you, there's always a right reason to say "yes" to wearing a mask! What's your motive? Do your part and #MaskUpPA 😊 #PAagainstCOVID #StopTheSpread



😊 Let's be good neighbors and unite against #COVID19. Together, we can #StopTheSpread 🙌 of the virus. Remember to #MaskUpPA, wash your hands, and maintain social distancing. #PAagainstCOVID



I/[name of partner] say[s] it's time to unite together and help #StopTheSpread. 😊 Let's all do our part to protect Pennsylvania. #MaskUpPA #PAagainstCOVID



When everyone wears a mask, we can make a real difference for our communities. 😊  
Comment why you wear a mask. 📌 #MaskUpPA #PAagainstCOVID



Let's #StopTheSpread together! Wear a mask 😊, get tested 🧐, wash your hands 🧼, maintain social distancing 🧑-----🧑, and download the COVID Alert PA app. #PAagainstCOVID



Let's unite to #StopTheSpread of #COVID19. 📲 Download the COVID Alert PA app to receive alerts of possible COVID-19 exposures. The app now works in #Pennsylvania, Delaware, Nevada, New Jersey, New York, North Carolina, North Dakota, Washington D.C., Wyoming, & some parts of California. Learn more: <https://www.pa.gov/covid/covid-alert-pa/>  
#PAagainstCOVID



Education is key 🔑 to #StopTheSpread! 📍 Make sure to #MaskUpPA and find helpful resources at the link in bio. #PAagainstCOVID  
[PA.gov/COVID](https://www.pa.gov/COVID)



Our small sacrifices today will make a huge difference tomorrow. 😊 I/[name of partner] stand united with #PAagainstCOVID to keep my community safe. Why do you wear a mask? Comment below! 📌 #MaskUpPA



We're stronger together 💪 when we unite against #COVID19! Do your part and download the free COVID Alert PA app 📱 to #StopTheSpread. 🛑 #PAagainstCOVID



## SOCIAL MEDIA BANNERS

Download the hi-res versions of the log and these banners for Twitter, Facebook, LinkedIn, and Instagram at: <http://ow.ly/MaTt50BitR>

