

# Masks On Vermont – Sample Social Media Post Text

## FACEBOOK & INSTAGRAM POST COPY

See below for sample posts to use on Instagram and/or Facebook.

### **Post #1**

Masking up keeps Vermont a safe place to live, work and play. What are your reasons for wearing a mask? For more tips, visit [HealthVermont.gov/MasksOnVT](http://HealthVermont.gov/MasksOnVT) #MasksOnVT

### **Post #2**

Adding a mask to your routine is a simple yet effective way to protect family, friends and fellow Vermonters from the spread of COVID-19. For more mask tips, visit [HealthVermont.gov/MasksOnVT](http://HealthVermont.gov/MasksOnVT) #MasksOnVT

### **Post #3**

Masks mean business! Wearing a mask in public is a simple way to stop the spread of COVID-19. It also gets Vermonters back to work. For more, visit [HealthVermont.gov/MasksOnVT](http://HealthVermont.gov/MasksOnVT) #MasksOnVT

### **Post #4**

Wearing a mask in public is a simple way to keep Vermont safe, healthy and thriving. For more tips, visit [HealthVermont.gov/MasksOnVT](http://HealthVermont.gov/MasksOnVT) #MasksOnVT

### **Post #5**

Wearing is caring! Masking up keeps vulnerable Vermonters safe and healthy during the COVID-19 pandemic. For more prevention tips, visit [HealthVermont.gov/MasksOnVT](http://HealthVermont.gov/MasksOnVT) #MasksOnVT

### **Post #6**

It's a fact: Vermonters help Vermonters. During the COVID-19 pandemic, please do your part by wearing a mask when needed. To find out more on when and how to wear a mask, visit [HealthVermont.gov/MasksOnVT](http://HealthVermont.gov/MasksOnVT) #MasksOnVT

# Masks On Vermont – Sample Predesigned Social Media Posts

## FACEBOOK & INSTAGRAM

### POST HOW TOS

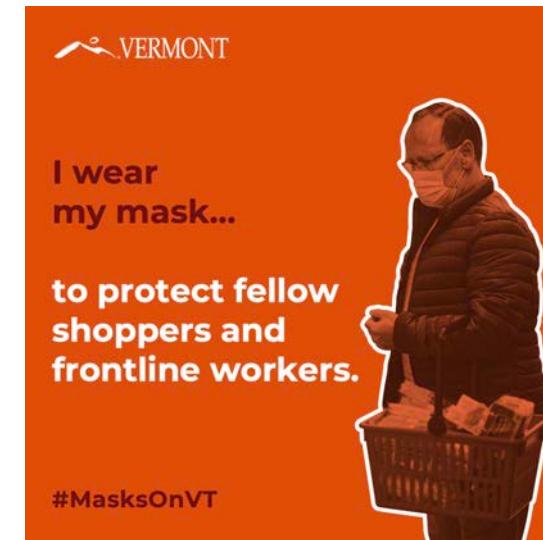
- Facebook newsfeed posts should use either a square image or one of a ratio of 1.91:1 (rectangular)
- Instagram posts should be square.
- Files labeled “Story” can be used on the story feature of either Instagram or Facebook.
- Unlike newsfeed posts, Story posts don’t allow for additional text or captions, so all necessary copy must be added to the image itself.
- Clickable links are not able to be added to Stories.
- Be sure to pair images and post copy in a way that makes sense (e.g., use an image of a shopper with a caption that relates to wearing a mask while shopping).

### Facebook Post Example:



Masking up keeps Vermont a safe place to live, work and play. What are your reasons for wearing one? #MasksOnVT

### Facebook/Instagram Post Example:



Wearing is caring! Masking up keeps vulnerable Vermonters safe and healthy during the COVID-19 pandemic. For more mask tips, visit [HealthVermont.gov/MasksOnVT](http://HealthVermont.gov/MasksOnVT) #MasksOnVT

### Story Example:



# Masks On Vermont – User-Generated Social Media Posts

## USER-GENERATED “SHOW US YOUR MASK” POST COPY

See below for sample posts that you can use on Instagram and/or Facebook to promote user-generated, viral content. Like the posts on the previous page, these can be customized to meet your organization or audience’s needs.

### **Post #1**

Have you found or made a creative mask or face covering? If so, we’d love to see! Post your photos with the hashtag #MasksOnVT, and include your name, city/town, and why you wear one.

### **Post #2**

As we come together to flatten the curve, have you found a way to make your face covering stand out? Show us your masks! Use the hashtag #MasksOnVT and include your hometown and your reasons for wearing one. We’ll repost our favorites!

### **Post #3**

It’s a fact: Vermonters help Vermonters. How have you been helping keep the state safe, healthy and thriving? Show us your mask! Include your city/town and why you wear one with the photos. Don’t forget to include #MasksOnVT!

### **Post #4**

Whether they’re colorful, understated, or unique, masks and face coverings can show off your personality and style. What have you been wearing? Show us your new look! Include your city/town and why you wear one with each photo. #MasksOnVT

### **Post #5**

Vermonters! Show you care about stopping the spread of COVID-19 and taking care of each other by showing off your masks! I wear a mask.... because it's such a simple, small thing to do that can make a big impact in slowing the spread and getting us back to school and work. #MasksOnVT

I showed you mine, now you show me yours. Simply:

1. Copy and paste these directions in a new post on your page
2. Add your mask pic and your reason for wearing one. Use the hashtag #MasksOnVT so we can see who participates.
3. Nominate three friends to keep it going!

## HOW TO ACHIEVE USER-GENERATED CONTENT

Agencies and departments can encourage users to generate their own content to be a part of the campaign in two ways: they can post an image of themselves wearing mask and describe why they do or they can utilize the Facebook frame and share their reasons along with the profile image. These posts can be shared by agency pages to encourage others who see the posts to do the same.

# Masks On Vermont - User-Generated Content



See below on tips and examples of user-generated posts.

Remind users that they should include the #MasksOnVT hashtag in images or posts they wish to be a part of the campaign. They should also include their reasons for wearing masks either written or typed out.

They can also add a MasksOnVT profile frame to their Facebook profile (see Page 6).



# Masks On Vermont – User-Generated Content

## MASKS ON VERMONT FACEBOOK FRAME

For the Masks On Vermont campaign, the Health Department has created a custom Facebook Frame. A Facebook Frame can be easily added to a profile picture on Facebook—it acts as visual inspiration or flair in support of Masks On Vermont. The Frame features a colorful design that surrounds the user's profile picture, which should feature them wearing a mask. The frame enhances campaign message sand encourages others to add it around their own profile pictures.

## ACCESSING THE FRAME

To share the Frame, go to the [VDH Facebook page](#). To add it to your profile picture from a desktop computer, visit [Facebook.com/profilepicframes](https://Facebook.com/profilepicframes) and search for "I Wear a Mask Vermont." Follow the steps to apply the frame to your own page. Use it on your own department or agency page, and then share it with clients and customers, encouraging them to do the same.

It's recommended that the frame isn't only used on your agency or organization's Facebook page: encourage followers and fans to add it as well! Let's help this go viral.

## POST EXAMPLE #1



Love this #MasksOnVT profile frame? Share it in a post for any organizations and departments that you're a part of—or apply it to your own profiles. It's that easy to jazz up your profile.

## POST EXAMPLE #2

Vermonters! Show you care about stopping the spread of COVID-19 and taking care of each other by showing off your masks! I wear a mask.... because it's such a simple, small thing to do that can make a big impact in slowing the spread and getting us back to school and work. #MasksOnVT  
I showed you mine, now you show me yours. Simply:

1. Copy and paste these directions in a new post on your page
2. Add your mask pic and your reason for wearing one. Use the hashtag #MasksOnVT so we can see who participates.
3. Nominate three friends to keep it going!

# Masks On Vermont – Sample Short Newsletter Content

## FRONT PORCH FORUM / SHORT NEWSLETTER / BLOG TEASER CONTENT

### **Post #1**

It's a fact: Vermonters help Vermonters. As the COVID-19 pandemic continues, it's never been more important for us all to take steps to slow its spread, especially for Vermonters at higher risk of serious illness. That means wearing a face mask or covering when you can't always stay six feet of distance from people you don't live with. Simple steps like these keep our state a safe place to live, work and play. For more tips on COVID-19 in Vermont, visit [www.HealthVermont.gov/MasksOnVT](http://www.HealthVermont.gov/MasksOnVT)

### **Post #2**

There's nothing quite like summer in Vermont. We know folks want to be outside now more than ever. When you do leave the house, don't forget your face mask! Masking up is a simple yet effective way to stop the spread of COVID-19. Wear a face mask over your nose and mouth whenever you can't keep at least six feet of distance from people you don't live with —indoors and outside. For more tips, visit [www.HealthVermont.gov/MasksOnVT](http://www.HealthVermont.gov/MasksOnVT)

### **Post #3**

Love Vermont? We do too! To keep Vermont safe, healthy and thriving, please wear a face covering or mask when you're out and about—whether it's running errands, around people you don't live with, or in a busy area. Doing so helps prevent the spread of COVID-19 and allows Vermont to continue to reopen. We all need to do our part to get Vermont back in business. Get more masks tips at [www.HealthVermont.gov/MasksOnVT](http://www.HealthVermont.gov/MasksOnVT)

### **Post #4**

Wearing is caring! If you're medically able and can remove a face mask without assistance, please wear one when you're out running errands, engaging with people you don't live with, or in a busy area—either inside or out. No matter the reasons, wearing a mask is a simple way to prevent the spread of COVID-19 and protect friends, family and fellow Vermonters. For more ways to stop the spread of COVID-19, visit [www.HealthVermont.gov/MasksOnVT](http://www.HealthVermont.gov/MasksOnVT)

# Masks On Vermont – Sample Full Newsletter Content

## SAMPLE NEWSLETTER OR BLOG CONTENT

### Article #1 – Mask Up For Vermont

Love Vermont? We do too! To keep our state safe, healthy and thriving, please wear a face mask or covering over your nose and mouth when you're out and about. Masks are a simple and effective way to protect others around you as some people can have COVID-19 and not even know it. Not sure when to wear a mask? Here are some tips:

#### When to Wear a Mask:

- Whenever you're unable to always stay 6 feet apart from others who you don't live with (for example, at work, riding the bus, on a ride share, or at school)
- On a busy and crowded street, trail, or bike path
- At home, if you have symptoms and you live with other people
- Going to the grocery store, pharmacy, doctor, or hospital

Never put a mask on a child under the age of 2, someone who needs help to remove the mask, someone who is in respiratory distress or unconscious. People who have trouble breathing, such as people with asthma, can wear a light-weight bandanna or cloth covering tied to be open at the bottom or face shield.

Thanks for doing your part and masking up! Get more mask tips at [HealthVermont.gov/MasksOnVT](http://HealthVermont.gov/MasksOnVT)

### Article # 2 – Masks On, Economy Strong

Copy: Wearing a mask or face covering is a simple way to stop the spread of COVID-19—it also helps Vermonters get back to work, which helps keep our economy going. Face masks that cover your nose and mouth also protect others around you if you are infected with COVID-19 and don't know it.

Not sure when to wear a mask? Here are some tips:

#### When to Wear a Mask:

- Whenever you're unable to always stay 6 feet apart from others who you don't live with (for example, at work, riding the bus, on a ride share, or at school)
- On a busy and crowded street, trail, or bike path
- At home, if you have symptoms and you live with other people
- Going to the grocery store, pharmacy, doctor, or hospital

Never put a mask on a child under the age of 2, someone who needs help to remove the mask, someone who is in respiratory distress or unconscious. People who have trouble breathing, such as people with asthma, can wear a light-weight bandanna or cloth covering tied to be open at the bottom or face shield.

When it comes to COVID-19, we all need to do our part to help Vermont get back in business. Thanks for doing your part and masking up! For more tips, visit [#MasksOnVT](http://HealthVermont.gov/MasksOnVT)

# Masks On Vermont – Key Talking Points

## KEY TALKING POINTS

Be mindful of these key messaging points as you share the importance of mask wearing and COVID-19 prevention strategies with others.

- Emphasize simple prevention messages that are important for all Vermonters to know, such as frequently washing hands, maintaining six feet of distance from people you don't live with, and wearing masks when appropriate.
- People who don't have any symptoms can spread COVID-19 without knowing it. Wearing a mask protects people around someone who is infected—especially someone who does not have symptoms (is asymptomatic).
- Masks or facial coverings that cover the nose and mouth, physical distancing (staying six feet apart when indoors with people you don't live with or in crowded areas), and frequent hand washing are simple and effective actions anyone can take to prevent the spread of COVID-19.
- Wearing a mask protects other people from you if you have COVID-19 and don't know it.
- Wearing a mask is good for business—it lets businesses reopen and allows Vermonters to go back to work, which helps the economy recover.
- Wearing a mask protects our most vulnerable residents—family members, friends, coworkers, and neighbors. It also helps protect those who can't wear a mask for health or safety reasons.

- Think of masks like your keys or wallet. Don't leave the house without one for you and your family members—even if you don't think you'll need it.
- People may have different reasons for wearing masks and that's okay. Any reason to wear a mask is a good reason.
- Wearing a mask can be an exciting form of self-expression. Find a mask material, pattern, and style that you love—or better yet, make your own!
- Mask wearing should be thought of as “the new normal, for now.” It's not something to be embarrassed about or ashamed of.
- Encouragement and positive reinforcement of mask wearing helps make it feel more normal and lowers any perceived stigma.
- Saying thank you to clients, customers, or other stakeholders for wearing a mask and keeping Vermont healthy can make a big difference. They will feel validated and confident in their decisions to wear a mask and hopefully continue to do so.
- Never put a mask on a child under the age of 2, someone who needs help to remove the mask, someone who is in respiratory distress or unconscious.
- People who have trouble breathing, such as people with asthma, can wear a light-weight bandanna or cloth covering tied to be open at the bottom or face shield.

# Masks On Vermont – Quick Tips and Info

## REMINDERS ON HOW TO MAKE YOUR POSTS MEMORABLE

Make your posts:

- Simple, so people understand and remember.
- Relatable, so people can see themselves and others they know in the messaging.
- Short, since readers don't have a lot of time to look at content!
- Shareable: Whenever possible, use #MasksOnVT in your social media posts.

## OTHER IMPORTANT COVID-19 PREVENTION INFO

- People who don't have any symptoms can spread COVID-19 without knowing it.
- One of the best ways to prevent the spread of COVID-19 is to stay six feet apart from anyone who doesn't live with you.
- Wash your hands often with soap and water for at least 20 seconds.
- Don't touch your eyes, nose or mouth with unwashed hands.
- Cough and sneeze into your elbow or into a tissue that you then throw away.
- Call your health care provider if you have any COVID-19 symptoms, even if ones that are very mild.
- Symptoms can look different from person to person, and may include:
  - Fever (100.4 F or higher)
  - Cough
  - Shortness of breath or difficulty breathing
  - Chills
  - Fatigue
  - Muscle pain or aches
  - Headache
  - Sore throat
  - New loss of taste or smell
  - Congestion or runny nose
  - Nausea or vomiting
  - Diarrhea

For the most up-to-date,  
Vermont-specific COVID-19  
data, guidance and FAQs, visit  
**HealthVermont.gov/COVID**