



Chester County Health Department

Coronavirus (COVID-19) Social Media Recommendations

Social media is an excellent tool used to communicate directly with your partners through a variety of platforms. Take a look at your current social media plan and objectives. If you utilize social media to routinely communicate with your stakeholders, consider adding content about preparedness and ensuring that your users are connected with credible sources. One of the biggest challenges with social media is how to reduce or eliminate the spread of false information, especially as public demands for a response from these authorities increases.

If you plan to share information about COVID-19 on social media, you have 3 options: sharing existing messages from credible sources, re-package existing content with your own branding, or creating original content. If you do plan to create original content, ensure that the messages are designed to reduce fear and stigma.

There are many credible sources that have existing content:

Chester County Health Department

Facebook <https://www.facebook.com/ChesterCountyHealthDepartment/>

Twitter @ChescoHealth

Pennsylvania Department of Health

Facebook <https://www.facebook.com/ChesterCountyHealthDepartment/>

Twitter @PAHealthDept

Centers for Disease Control and Prevention

Facebook <https://www.facebook.com/cdcemergency/>

Twitter @CDCemergency



Coronavirus (COVID-19)
Social Media Recommendations

Sample posts:

1. Sample post #1

Teach kids five easy steps for handwashing- wet hands, get soap, scrub, rinse and dry. Also teach them the key times to wash hands- after using the bathroom, before eating, and when they get home!



2. Sample post #2

Viruses don't discriminate- and neither should we! Stigma against certain populations can cause people who are sick to delay treatment. Fight stigma by sharing the facts and showing support for impacted individuals and communities.

