Simple Ask: Wear a Mask Toolkit

Chester County Government would like your help in a public health campaign that urges residents and businesses to wear face masks, as we head into a critical period when COVID-19 converges with the start of flu season. You can help by spreading the message “Simple Ask: Wear a Mask” to your community on social media, your website, e-blasts, printed posters, window decals, stickers and lawn signs.

Timeline
Chester County Government will be launching this campaign with an announcement on October 8th. Please begin your outreach on 10/8/2020 and continue throughout the months of October and November.

Social Media
Create your own posts using the samples below or follow Chester County Government and share “Simple Ask” posts when you see them.

- Facebook: @ChesCoGovt
- Twitter: @ChesCoGovt
- Instagram: chescopa

Hashtag
- #SimpleAskWearAMask

Sample Posts
1. Help to reduce the risk of COVID-19 + Flu. #SimpleAskWearAMask #MaskUpChesco chesco.org/coronavirus
2. COVID-19 and flu season are about to converge. #SimpleAskWearAMask chesco.org/coronavirus
3. Wearing a mask helps to keep businesses open and residents healthy. #SimpleAskWearAMask chesco.org/coronavirus
4. Join the movement! #SimpleAskWearAMask decals are popping up all over #Chesco. Here’s how to get signage for your business or home chesco.org/coronavirus
5. Create a 10-second video using a face mask:
   - “I wear a mask because...” At the end of the video say, “Simple Ask: Wear a Mask.”
   - Ad lib your own short video and end with “Simple Ask: Wear a Mask.”
The following social media images are available for download at chesco.org/simpleask

- Use hashtag #SimpleAskWearAMask
- Link to chesco.org/coronavirus

Facebook cover pic - 820 x 312

Facebook shared pic - 1,200 x 628
Simple Ask: Wear a Mask

Chester County

- Instagram photo - 1080 x 1080
- Instagram photo thumbnails 161 x 161
Printable Posters
You can print posters on 8.5x11" paper stock to post in public areas.

Download the file from chesco.org/simpleask

Simple Ask:
Wear a Mask

CHESTER COUNTY

As flu season converges with the pandemic, we all need to do our part.
Wear a mask – Wash your hands – Social distance 6 ft.
We’re Chester County. We can do this.

Chesco.org/coronavirus
**Website Badge & E-mail Signature**
Feel free to display the badge below on your website and/or your e-mail signature.

Download the file from chesco.org/simpleask

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**Window Decals, Stickers, Lawn Signs**

Window decals, stickers, lawn signs and a limited supply of face masks are available at your local chamber of commerce. Be sure to reach out to them directly for supplies.

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**Newsletters and Mailings**

You can use the text below, along with our supplied graphics, for e-blasts, e-newsletters, and printed mailings. You can also draft your own content inspired by what’s shown here. Just be sure to direct people to wear a mask!

*Subject line: Help Us Spread the Word! Simple Ask: Wear a Mask*

*Chester County Government would like your help in a public health campaign that urges residents and businesses to wear face masks, as we head into a critical period when COVID-19 converges with the start of flu season. You can help by spreading the message “Simple Ask: Wear a Mask” to your community on social media, your website, e-blasts, printed posters, window decals, stickers and lawn signs. To get started, [download the Simple Ask: Wear a Mask toolkit](chesco.org/simpleask).*

*The Simple Ask: Wear a Mask campaign launches October 8th and continues throughout the months of October and November. Thanks for helping us spread the word!*