

COVID-19/Stay-at-Home Challenge Social Media Email Script/Instructions

[Send with related graphics to community social media influencers]

Teen Messaging:

Please see below for the text and the attachment for the graphic to share with teen social media influencers in your communities. We included a Spanish version of the graphic. Please DO NOT share via your official channels—we want this as a grassroots campaign through our County's students.

#StayAtHomeChallenge

As a social media influencer in our community, we ask that you help us spread the word about social distancing—and not to spread the virus—by taking part in the #StayAtHomeChallenge. Share the attached graphic to your IG story or post, as well as sharing your activities for this challenge.

Parent Messaging:

Please see below for the text and the attachment for the graphic to share with parent social media influencers in your communities. We included a Spanish version of the graphic. You may share via your official channels if you want, but we really this as a grassroots campaign through our County's parents, so we prefer the content shared by parents, not official channels.

#StayAtHomeChallenge

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Senior Messaging:

Please see below for the text and the attachment for the graphic to share with senior citizen social media influencers in your communities. We included a Spanish version of the graphic. You may share via your official channels if you want, but we really this as a grassroots campaign through our County's seniors, so we prefer the content shared by parents, not official channels.

#StayAtHomeChallenge

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