



COVID-19 Winter Social Media Toolkit for Oregon Leaders and Influencers

We're entering our first Winter with COVID-19, and need to remind Oregonians of simple actions they can take to reduce their COVID-19 exposure risk. The sooner we can get Oregonians to take additional steps to slow the spread of the virus, the sooner we get back to normal life.

Below you will find sample content that you can share on social media channels -- for your company, your organization, or as an individual -- to help the public understand what actions they can take to protect their health and the health of their community.

More social media resources in multiple languages can also be found at <https://govstatus.egov.com/or-covid-19-social-media-toolkits>.

Make sure you're following Governor Brown and the Oregon Health Authority:

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

Twitter: [@OregonGovBrown](https://twitter.com/OregonGovBrown)

Instagram: [@Oregongovbrown](https://www.instagram.com/Oregongovbrown)

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

Twitter: [@OHAOregon](https://twitter.com/OHAOregon)

Helpful Hashtags:

#MaskUpOR
#MasksSaveLives
#LimitGroupsSaveLives

Tips:

- Incorporating your company's voice will help messages come across more strongly than simply copying/pasting content as is (though that's fine too!)
- Consider utilizing company spokespeople as messengers to help personalize safety messages.

Facebook:

Nothing about 2020 has been normal, but trying to find a sense of normalcy by cozying up indoors with friends and family this holiday only puts them and you at higher risk. Don't bring COVID home for the holidays. Limit groups. Save lives.

<https://bit.ly/33bo6z5>

Would you do anything for your family? Show your family how much you love them. Wear a mask.

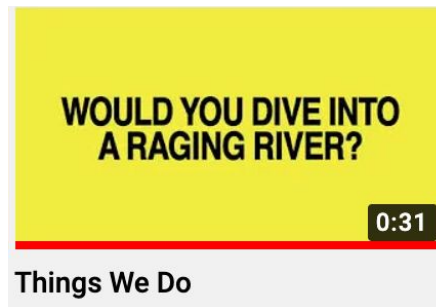
<https://bit.ly/3980wr0>

Your bubble is bigger than you think. Limit gatherings this year, so that we can be together next year.

<https://bit.ly/3m84Lq8>

Make “the COVID conversation” part of how you plan. Ask your friends and family these questions each time before you RSVP yes:

[*Include this graphic with your social share -->](#)



How risky is this activity? Four questions to ask yourself.

- 1 Who is involved?**
The fewer people involved, the lower your chances of getting or spreading COVID-19. The lowest risk activities involve only you and the people you live with.
- 2 Where will you be?**
Private spaces, like your home or backyard, carry the lowest risk. Outdoor activities that can be done away from crowds are less risky than activities that put you in close contact with others.
- 3 How close will you be to people who are not members of your household?**
Activities that allow you to stay at least 6 feet away from people who are not members of your household are less risky than activities that don't allow for physical distancing.
- 4 How long will you be around people who are not members of your household?**
Spending less time around people who are not members of your household is less risky than spending more time with them.

For more information visit healthoregon.org/coronavirus or call 211 

Twitter:

Would you do anything for your family? Show your family how much you love them. Wear a mask.

<https://bit.ly/3980wr0> #MaskUpOR

Your bubble is bigger than you think. Limit gatherings this year, so we can be together next year.

<https://bit.ly/3m84Lq8> #LimitGroupsSaveLives

Don't bring COVID home for the holidays.

#LimitGroupsSaveLives <https://bit.ly/3115esP>

Make “the COVID conversation” part of how you plan. Ask your friends/family these questions each time before you RSVP yes. #COVID19 #MasksSaveLives

[*Download graphic here to include with your social share -->](#)



Things We Do



Your Bubble



Uninvite

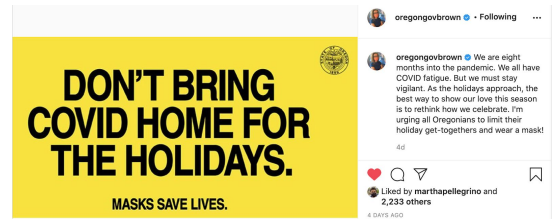
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Instagram:

[Repost this Governor Brown #MasksSaveLives post](#) to your own Instagram story or feed:



Don't bring COVID home for the holidays.
#LimitGroupsSaveLives
([Download video sized for Instagram here.](#))



Would you do anything for your family? Show your family how much you love them. Wear a mask. #MaskUpOR
([Download video sized for Instagram here.](#))



Your bubble is bigger than you think. Limit gatherings this year, so we can be together next year. #LimitGroupsSaveLives
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[Click here](#) for a selection of more than 100 Covid-19 social cards.
And [click here](#) for a selection of Oregon Health Authority infographics.

Spanish language social cards:

Each of the following nine individual PNG images for social media can be downloaded [here](#). Feel free to create your own lead-in text, or use the following:

“En esta tempora de fiestas podemos proteger a nuestras familias. Recuerda: esto es por ahora, no por siempre.”



[Additional content is available in other languages on this webpage.](#)