



## Marketing & Campaigns Toolkit: Actions You Can Take

To educate and inform North Carolinians on measures they can take to protect themselves and their loved ones to help slow the spread of COVID-19, NC DHHS has two public outreach campaigns: “Prevent and Protect” and “Whatever Your Reason.” This guide has been created to outline the campaign materials that are available and different ways you can incorporate them into your business, community organization, or health care association. All materials are linked within this document and are available online: [Prevent and Protect Media Toolkit](#) and [Whatever Your Reason Media Toolkit](#).

### NEW: Whatever Your Reason, Get Behind the Mask

The Whatever Your Reason campaign encourages every North Carolinian to wear a mask in our collective fight against COVID-19. This distinctly North Carolina campaign features real North Carolina people and places and focuses on the personal reasons North Carolinians across the state are choosing, every day, to do their part to stop the spread of COVID-19. All campaign collateral can be found online here: [Whatever Your Reason Materials](#)

### Flyers & Digital Media

All flyers and digital media are available in both English and Spanish. Posting digital and physical reminders helps to reinforce key prevention messages. Below are some ways to use flyer resources:

- Post flyers to:
  - Exterior windows and elevators
  - Register/point of purchase
  - Employee and community bulletin boards
  - Bus stops
- Include in shopping bags/take-out orders
- Share digitally:
  - In newsletters, emails, announcements
  - On TV screens

There are a variety of assets available for your use:



**Whatever Your Reason:** Digital advertisements to promote the importance of wearing a mask



**Know your 3Ws:** Reminding people to wear a cloth face covering over their nose and mouth, wait 6 feet apart, and continue to wash their hands. Flyers tailored to those in high-risk professions are included as well. Banners are also available for larger signs to hang on buildings or in tents.



**Cloth Coverings:** Educational materials about how to use and care for cloth face coverings (*scroll down to the section “Cloth Coverings”*)



**Check Your Symptoms:** Materials to share about the Check My Symptoms tool, which helps people determine whether they should get tested for COVID-19 (*scroll down to the section “Check Your Symptoms”*)



**Community Testing Events:** Materials for organizations, businesses, and partners to use to promote local testing events (*scroll down to the section “Community Testing Events”*)

## Videos

Videos are available to help educate North Carolinians on the importance of testing, contact tracing, and prevention. Below are some ways to use the video resources:

- Display on TVs in community centers, lobbies, restaurants, etc.
- Add to websites and social media channels
- Play as an introduction for webinars, community classes, etc.

There are a variety of videos available for your use:



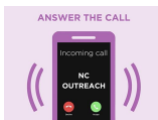
**[Whatever Your Reason](#)**: Public Service Announcements (PSAs) highlighting the importance of prevention (*this campaign video is currently being aired on television stations across the state*)



**[Know your 3Ws](#)**: Videos featuring Secretary Mandy Cohen and animated videos on the importance of the 3Ws



**[Cloth Coverings](#)**: A video featuring Dr. Betsey Tilson on how to properly use a cloth face covering. Also available in [Spanish](#).



**[Answer the Call](#)**: Animated videos on the importance of contact tracing and answering calls from contact tracers (*scroll down to "Answer the Call"*)



**[Reaching Historically Marginalized Communities](#)**: PSA videos featuring key influencers who represent the communities hardest hit by COVID-19 to deliver messages about precautions, testing and contact tracing that resonate with historically marginalized populations (*scroll down to "Reaching Historically Marginalized Communities"*)

## Social Media

We encourage you to post PSAs and images regularly to your feed and/or story on Facebook, Twitter, and Instagram. Please see below for some best practices for posting to social media:

- **Use visuals**: Research shows that images and videos get more shares, engagement, and clicks
- **Post often**: Post reminders often to keep content and messaging at the top of your follower's channels and mind
- **Use multiple channels**: Post messaging to all channels you are currently active on including Twitter, Instagram (posts and stories), and Facebook (posts and stories)
- **Reshare content**: Repost content from local verified accounts including NC DHHS, Governor Cooper, and more
- **Make it actionable**: Include links to sites that you would like to direct residents to such as, Find My Test Place and Check My Symptoms

There are a variety of resources available for your use, and provided posts include images and suggested copy:

- **[Social Media Toolkit](#)**: Staying home, symptoms of COVID-19, information for high risk populations, and general information and encouragement on #StayStrongNC
- **[Prevent and Protect](#)**: Importance of testing, contact tracing, and prevention (*social media assets are embedded in each section of the Toolkit*)
- **[Whatever Your Reason](#)**: Importance of wearing a mask to slow the spread of COVID-19

## Radio

Radio ads are an effective way to remind North Carolinians on the importance of the 3Ws, social distancing, and the disproportionate impact of COVID-19 on African American and Latinx communities. We encourage you to reach out to your local radio stations to play these radio ads, available online here: [Radio Ads](#).