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Social Media Sample Posts: COVID-19 Care
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About the UnidosUS Esperanza Hope for All Campaign

UnidosUS has been monitoring the rapidly changing coronavirus disease 2019 (COVID-19) pandemic and wrestling with its impact on our work on behalf of the Latino community. We are committed to doing our part to support public health efforts while keeping our important work going at a critical time for our nation and our communities. In line with CDC guidelines, we have instituted measures to protect the health and well-being of our staff and their families, our Affiliates and partners, and the communities we serve.

We recognize that it can be difficult to keep up with the amount of information about COVID-19 coming out every day, or to identify simple messages that will resonate with your communities, but we encourage you to continue staying informed with accurate information from the CDC. To assist with your efforts, we have put together this bilingual toolkit with simple but general messages that can apply to most or all communities. Below are shareable posts and graphics you can share across your social media channels.

This bilingual toolkit has a list of simple but general messages on COVID-19 meant to be shared with those in your local community. Sharing reliable and accurate public health information during the COVID-19 pandemic is important and we hope you will help us amplify this messaging.

UnidosUS Esperanza Hope for All Campaign Key Messages

Feel free to share news about the UnidosUS Esperanza Hope for All Campaign via (virtual) word-of-mouth during your conversations with your family and friends.

About UnidosUS’s Work During the COVID-19 Pandemic

1. Since the beginning of the pandemic, UnidosUS has been at the forefront of ensuring a culturally and linguistically appropriate response to ensure Latinos are informed and protected.
2. In 2020, we led the way on being the go-to source for our community on how to protect themselves and their families from COVID-19, producing some of the first bilingual materials about the virus, and we are doing the same with information about the vaccines.

Vaccines Give Esperanza

- The coronavirus pandemic continues to take a horrific toll on our nation, and Hispanics have suffered disproportionately. Latinos are 18% of the population but are 21% of all COVID-19 cases and 18% of all deaths nationwide. And Latinos are four times more likely to be hospitalized for COVID-19.
• Three vaccines are being rolled out across the country, but our nation’s fragmented health care system and persistent racial inequities make the vaccination effort a challenge. We are seeing the unfortunate reality of this in the uneven distribution of vaccines.

• We encourage our community to get the latest information about vaccines. In addition to our work to support our community-based Affiliates and to keep Latinos informed, we will continue to advocate to ensure that policymakers provide appropriate funding and implement equitable vaccine distribution that reflects the needs and experiences of our community.

Recommendations

1. To help end this pandemic, we need to get all people vaccinated—and quickly. There are steps that every jurisdiction can take to ensure equitable vaccine distribution.

2. Funding must be dedicated to expanding vaccine distribution. At the federal level, President Biden’s $1.9 trillion COVID-19 stimulus proposal would provide $20 billion for a national vaccination program. These funds can expand desperately needed vaccination sites throughout the country. To reach every community, jurisdictions can use public-private partnerships between themselves and community health organizations and federally qualified health centers, which serve nearly 30 million people.

3. Hard-to-reach populations will trust local voices. We need to continue to build confidence in the safety and efficacy of the vaccines among Latinos and other communities of color. Community-based organizations and health centers like UnidosUS Affiliates are trusted members of their communities and can provide the latest information and social services. We must also engage school leaders, the faith community, and youth as messengers and influencers.

4. Lack of internet access cannot be a barrier to receiving timely and accurate information. Bilingual telephone hotlines must be established to inform and increase awareness, including where to access vaccines and assistance with appointments.

5. Our state and local governments must create, adapt, and disseminate bilingual materials that can reach our communities where they are every day, such as grocery stores, factories, and workplaces.

6. We must require the collection and dissemination of race and ethnicity data so we can measure progress and gaps in accessing vaccines.
# Messaging Do’s and Don’ts

<table>
<thead>
<tr>
<th>Do Say</th>
<th>Don’t Say</th>
</tr>
</thead>
</table>
| Vaccination  
*Vacunación* | Injection or shot  
*Inyección* |
| Vaccines (promotes all versus just one)  
*Vacunas* | The vaccine  
*La vacuna* |
| Vaccines are key  
*Las vacunas son esenciales* | Vaccines are THE key  
*La vacuna es la clave* |
| Start a conversation with your doctor, medical provider  
*Hable con su proveedor médico* | Get vaccinated  
*Vacúñese* |
| Safe and effective vaccines  
*Vacunas seguras y eficaces* | A vaccine developed quickly  
*Una vacuna desarrollada de forma rápida* |
| Authorized by FDA based on clinical testing  
*Autorizadas por la FDA y fundamentadas en pruebas clínicas* | Approved by FDA, Operation Warp Speed, Emergency Use Authorization  
*Aprobado por la FDA, Operación Warp Speed, Autorización de uso de emergencia* |
| Public health  
*Salud pública* | Government  
*Gobierno* |
| Get the latest information  
*Busque la información más actualizada* | There are things we still don’t know  
*Hay muchas cosas que aún no se saben* |
| Keep your family safe; keep those most vulnerable safe  
*Mantenga a su familia sana y segura, especialmente los más vulnerables* | Keep your country safe  
*Mantenga su país seguro* |
| Health/medical experts and doctors  
*Expertos de salud y médicos* | Scientists  
*Científicos* |
| People who have questions  
*Las personas que tienen preguntas* | People who are hesitant, skeptical, resistant or “anti-vaxxers”  
*Las personas con dudas, escépticos, resistentes o antivacunas* |
| End of the pandemic  
*El fin de la pandemia* | End of or elimination of COVID-19  
*El fin o la eliminación del virus COVID-19* |

**AVOID:**

- Scientific jargon. Use plain language, so information is clear and easy-to-understand.
- Language that makes it appear as if you’re promoting or endorsing one manufacturer’s drug.
- Any mention of efficacy rates—this points to specific brand name drugs, which you should avoid promoting.
- Promoting any drug-specific disclaimers on side effects, since that also points to specific drugs.
- Discussing total elimination or eradication of COVID-19, as scientists are predicting that COVID-19 will become endemic (like the flu).
- Broad statements about where, when, and to whom the vaccines will be available as every state is different.
- Disregarding the importance of continuing to wear masks and maintain physical distance. It’s important that we don’t imply that having a vaccine is a way to get out of wearing a mask and physical distancing.

Help Us Spread the Word!

Visit [www.unidosus.org](http://www.unidosus.org); follow us on Facebook, Twitter, Instagram, and LinkedIn; and keep in touch with us on those platforms at @WeAreUnidosUS to stay tuned for more information on COVID-19.

Please share these actionable messages using your social media channels, as well as this bilingual digital toolkit with your community and stakeholders to amplify and reinforce reliable and accurate information on COVID-19.

Social Media Resources

*Esperanza* Hope for All Campaign Website: [unidosus.org/esperanzahopeforall](http://unidosus.org/esperanzahopeforall)

UnidosUS FAQ on the vaccines and clinical trials:


Hashtags:

- #EsperanzaHope4All
- #Covid19Vaccines
- #VaccineEquity

This will help us identify your message and share it through UnidosUS social accounts.

Promotional Graphics: You'll find here ready-to-use materials for sharing with your communities including social media posts, graphics and videos. [Download here](#)

Twitter, Facebook, and Instagram UnidosUS Handles: @WeAreUnidosUS

LinkedIn: Type @UnidosUS and the dropdown box will appear for you to select and add the tag.
If you have any questions about the use of hashtags or other social media tools, please contact Vanessa Hanson at vhanson@unidosus.org.

Links to UnidosUS Resource Pages and More

**COVID-19 UnidosUS Page in English**

- **The Basics**: What we know about COVID-19, its symptoms, and what to do if you are sick (additional resources [at the bottom of this page](#)).
- **Prevention**: How to protect yourself and your loved ones from COVID-19 (additional resources [at the bottom of this page](#)).
- **Testing**: Information about the COVID-19 test and testing criteria (additional resources [at the bottom of this page](#)).
- **Mental Health**: How to take care of our social and emotional well-being during the COVID-19 pandemic (additional resources [at the bottom of this page](#)).
- **Reopening Guidance**:
  - [Back to School Resources](#)
  - [General Reopening Guidance](#) (more resources [at the bottom of this page](#))
- **The COVID-19 Vaccine**: Learn about the COVID-19 vaccine and the importance of our participation in COVID-19 vaccine clinical trials.

**COVID-19 UnidosUS Page in Spanish**

- **Sobre COVID-19**: Lo que sabemos sobre el COVID-19, sus síntomas y qué hacer si está enfermo (más recursos [al final de esta página](#)).
- **Prevención**: Cómo protegerse a usted y sus seres queridos del COVID-19 (más recursos [al final de esta página](#)).
- **Salud mental**: Cómo cuidar nuestro bienestar social y emocional durante la pandemia de COVID-19 (más recursos [al final de esta página](#)).
- **Pruebas de COVID-19**: Aprenda sobre la prueba para detectar el COVID-19 y los criterios para obtener la prueba (más recursos [al final de esta página](#)).
- **Guía para la reapertura**:
  - [Recursos para la reapertura de escuelas](#)
  - [Guía general para la reapertura](#) (más recursos [al final de esta página](#))
- **La vacuna contra el COVID-19**: Obtenga más información sobre la vacuna contra el COVID-19 y la importancia de nuestra participación en los ensayos clínicos.
Links to Partner Social Media Toolkits

- **AdCouncil & COVID Collaborative Toolkit for Hispanic Communities**: Vetted resources to build vaccine confidence within Hispanic communities, including social media posts, email templates and more.

- **AdCouncil Hispanic Faith Community Toolkit**: Messaging to lead Hispanic congregations on a spiritual journey to understand how vaccines can connect to faith and protect our well-being.


- **CDC COVID-19 Vaccination Communication Toolkit**: COVID-19 communication tools for medical centers, pharmacies, and clinicians.

- **CDC Long-Term Care Facility Toolkit**: Preparing for COVID-19 vaccination at your facility: This toolkit provides long-term care facility administrators and clinical leadership.

- **CDC Social Media Toolkit COVID-19 Vaccinations**: Information about the COVID-19 vaccines for your social media platforms.

- **CDC Social Media Toolkit COVID-19 and Mental Health**: General information and public messaging on how to cope with stressful situations, including tips for parents. To view the Spanish toolkit please visit: Kit de herramientas para los medios sociales.

- **CDC Flu Vaccine Bilingual Digital Media Toolkit**: 2020-2021 Flu Vaccination campaign to encourage the public to protect themselves and their families against the flu. For these social media messages in Spanish, visit: CDC Flu Social Media Toolkit (Spanish).

- **FDA Bilingual COVID-19 Social Media Toolkit**: General information and public messaging to protect the public’s health during the COVID-19 pandemic.

- **Salud America! Sharing Toolkit: Juntos, We Can Stop COVID-19**: Digital communication to help Latino families to take action to slow the spread of COVID-19.
VIDEOS

PSA: *Esperanza* Hope For All: Vaccines are a key to getting back to our lives

This English-language video PSA features Dr. Robert Rodriguez of the University of California-San Francisco—formerly with the Biden-Harris COVID-19 Advisory Board—and UnidosUS President and CEO Janet Murguía. Please feel free to use and share widely.

30 Sec: [https://bit.ly/3s96WMg](https://bit.ly/3s96WMg)

PSA: *Esperanza* Hope For All: Las vacunas son clave para volver a nuestras vidas

Este anuncio de servicio público en español presenta al Dr. Robert Rodríguez de la Universidad de California-San Francisco—anteriormente miembro de la Junta Asesora de COVID-19 de Biden-Harris—y la presidenta y directora ejecutiva de UnidosUS, Janet Murguía. Lo puedes usar y compartir ampliamente.

60 Sec: [https://bit.ly/3g3M7j8](https://bit.ly/3g3M7j8)
FAQs: COVID-19 Vaccines

These videos, a part of UnidosUS’s longer series on vaccines, answer critical questions about the rollout for our community.

- April 7 - What would you say to the people who are unsure about getting one of the COVID-19 vaccines?: [https://bit.ly/3mx0u0h](https://bit.ly/3mx0u0h)
- March 31 - What information have you been sharing with your community about the COVID-19 vaccines?: [https://bit.ly/3mwOP1J](https://bit.ly/3mwOP1J)
- March 10 - If I have a chronic condition, like diabetes or heart disease, can I get the COVID-19 vaccines?: [https://bit.ly/3mwZZTX](https://bit.ly/3mwZZTX)
- February 17 - How were the COVID-19 vaccines developed, and are they safe?: [https://bit.ly/3d0Y9Yp](https://bit.ly/3d0Y9Yp)

Preguntas Frecuentes: Las Vacunas Contra El COVID-19

Estos videos, los cuales forman parte de la serie más larga de UnidosUS sobre las vacunas, responden preguntas críticas sobre la distribución en nuestra comunidad.

- 10 de marzo de 2021 - Si tengo una condición crónica, como diabetes o enfermedades del corazón, ¿puedo recibir una de las vacunas contra el COVID-19?: [https://bit.ly/3mD5q44](https://bit.ly/3mD5q44)

Unidos US Town Hall - Covid-19 Vaccines: Your Questions Answered

This digital town hall held on January 18, 2021 focused on providing our community with crucial and accurate information.
<table>
<thead>
<tr>
<th>Title</th>
<th>Details</th>
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</thead>
<tbody>
<tr>
<td>and answers to their most frequently asked questions about the COVID-19 vaccines.</td>
<td>Link: <a href="https://bit.ly/3wIHCQR">https://bit.ly/3wIHCQR</a></td>
</tr>
<tr>
<td><strong>Covid-19 Vaccines: Make An Informed Decision</strong></td>
<td>UnidosUS President and CEO talks about her experience getting a COVID-19 vaccine at our Affiliate, Mary’s Center.</td>
</tr>
<tr>
<td>Link: <a href="Https://Youtu.Be/Lmvvnhfqdi">Https://Youtu.Be/Lmvvnhfqdi</a></td>
<td></td>
</tr>
<tr>
<td><strong>Conversemos con UnidosUS: Por qué ser parte de ensayos clínicos es importante para los latinos</strong></td>
<td>En esta reunión virtual celebrada el 16 de diciembre de 2020 conversamos sobre lo importante que es para los latinos participar en estudios clínicos y disipar mitos y malentendidos sobre estos.</td>
</tr>
<tr>
<td>Link: <a href="https://bit.ly/3t6Xuui">https://bit.ly/3t6Xuui</a></td>
<td></td>
</tr>
<tr>
<td><strong>UnidosUS Esperanza Hope Fund</strong></td>
<td>The coronavirus pandemic is disproportionately impacting the health and economic well-being of the Latino community. Your generosity will have an immediate impact. Providing emergency assistance to families in communities that need it the most through our Affiliate Network of community-based organizations.</td>
</tr>
<tr>
<td>Link: <a href="Https://Youtu.Be/Fewflzwstpq">Https://Youtu.Be/Fewflzwstpq</a></td>
<td></td>
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<tr>
<td><strong>Cuidando de nuestra salud mental durante el Covid-19</strong></td>
<td>La pandemia ha tenido un impacto emocional en todo el país. Es más importante que nunca cuidar su salud mental y la de sus seres queridos. En este evento digital celebrado el 30 de abril de 2020 conversamos sobre cómo controlar el estrés y la ansiedad.</td>
</tr>
<tr>
<td>Link: <a href="Https://Youtu.Be/Lzfxngmmh4">Https://Youtu.Be/Lzfxngmmh4</a></td>
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Social media Sample Posts:

COVID-19 Vaccination

Do’s:

- Remember, the limit for a Twitter post is 280 characters, inclusive of links. Also, don’t forget to include photos with your tweets, as people are more likely to engage with these posts.
- Tag @WeAreUnidosUS or use the recommended hashtags in your post so that we can see and retweet it.

Feel free to personalize as you wish.

**Efficacy & Safety**

<table>
<thead>
<tr>
<th>Post</th>
<th>Graphics</th>
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</thead>
<tbody>
<tr>
<td>The #COVID19Vaccines will help us &amp; our loved ones get back to life, feel confident being together, &amp; get back to work without putting ourselves or anybody else at risk. Make an informed decision. Learn more at <a href="http://unidosus.org/esperanzahopeforall">unidosus.org/esperanzahopeforall</a> #EsperanzaHope4All</td>
<td>Download graphic here</td>
</tr>
</tbody>
</table>
### Distribution priorities

<table>
<thead>
<tr>
<th>Post</th>
<th>Graphics</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Equity in #COVID19 vaccines</strong> distribution must be guaranteed, prioritizing those most impacted by the pandemic, including essential and frontline #Latino workers. <a href="https://unidosus.org/esperanzahopeforall">unidosus.org/esperanzahopeforall</a> #VaccineEquity #EsperanzaHope4All</td>
<td><img src="unidosus.org/esperanzahopeforall" alt="Download graphic here" /></td>
</tr>
</tbody>
</table>

Despite over-representation in frontline work, people of color including #Latinos are lagging in #COVID19 Vaccines. We must have a more equitable vaccine rollout. [unidosus.org/esperanzahopeforall](https://unidosus.org/esperanzahopeforall) #VaccineEquity #EsperanzaHope4All | ![Download graphic here](unidosus.org/esperanzahopeforall) |
### Where to Get the Vaccines and How They Work

<table>
<thead>
<tr>
<th>Post</th>
<th>Graphics</th>
</tr>
</thead>
<tbody>
<tr>
<td>Are you ready to get back to the people and activities you love? Your vaccination brings us one day closer to controlling the pandemic. Find your #COVID19 vaccination site: <a href="http://bit.ly/EsperanzaVaccineFinder">http://bit.ly/EsperanzaVaccineFinder</a> #EsperanzaHope4All</td>
<td><img src="image" alt="WANT TO GET VACCINATED BUT DON'T KNOW WHERE TO START?" /> Download graphic here</td>
</tr>
</tbody>
</table>

### Counter Skepticism, Fear, and False information

<table>
<thead>
<tr>
<th>Post</th>
<th>Swipe Graphics</th>
</tr>
</thead>
<tbody>
<tr>
<td>What are the common side effects of the #COVID19 Vaccines? If you have questions about symptoms or any other side effects after you receive a COVID-19 vaccine, ask your health care provider. Get more answers: <a href="http://bit.ly/COVID19VaccinesFAQ">bit.ly/COVID19VaccinesFAQ</a> #EsperanzaHope4All</td>
<td><img src="image" alt="WHAT TO KNOW ABOUT THE COVID-19 VACCINES QUESTIONS &amp; ANSWERS" /> What are the common side effects of the COVID-19 vaccines?</td>
</tr>
</tbody>
</table>
¿Cuáles son los efectos secundarios más comunes de las vacunas contra el #COVID19? Si tienes preguntas sobre los síntomas o cualquier otro efecto secundario después de recibir la vacuna, consulta con tu proveedor de atención médica. Obtén más respuestas: bit.ly/COVID19VacunasFAQ #EsperanzaHope4All
Do you need health insurance to receive one of the #COVID19Vaccines? Short answer: No. Get more answers: [bit.ly/COVID19VaccinesFAQ](https://bit.ly/COVID19VaccinesFAQ) #EsperanzaHope4All
Can I get a COVID-19 vaccine if I am undocumented? Short answer: Yes. Get more answers:
bit.ly/COVID19VaccinesFAQ
#EsperanzaHope4All
WHAT TO KNOW ABOUT THE COVID-19 VACCINES
QUESTIONS & ANSWERS

Yes, the COVID-19 vaccines are available for the undocumented community. Public health employees should not discriminate against undocumented individuals from getting the COVID-19 vaccines. Also, the Biden administration has stated that ICE and CBP will not be at vaccination sites.

WHAT TO KNOW ABOUT THE COVID-19 VACCINES
QUESTIONS & ANSWERS

Some personal information might be requested to receive a COVID-19 vaccine, and the personal information requested will vary by site, but rest assured that this information is kept private and will not be shared with other entities.

WHAT TO KNOW ABOUT THE COVID-19 VACCINES
QUESTIONS & ANSWERS

We understand that fear is a reality for the undocumented community when giving out their personal information, so if you have concerns about sharing personal information, speak to allies or a local trusted source in your community. You can also visit www.immigrationlawhelp.org for additional resources.
#EsperanzaHope4All
If I have a chronic condition, like diabetes or heart disease, can I get one of the COVID-19 vaccines? Get more answers: bit.ly/COVID19VaccinesFAQ #EsperanzaHope4All
If I have a chronic condition, like diabetes or heart disease, can I get one of the COVID-19 vaccines?

It is generally recommended to get a COVID-19 vaccine. However, if you have a chronic or underlying medical condition, it’s best to have a conversation with your healthcare provider to make a decision that is right for you.
WHAT TO KNOW ABOUT
THE COVID-19 VACCINES
QUESTIONS & ANSWERS

The Pfizer and the Moderna COVID-19 vaccines use messenger RNA also called mRNA. mRNA COVID-19 vaccines teach our body to recognize and fight the virus that causes COVID-19, protecting us from getting sick altogether or getting too sick.

mRNA does not interact or change our DNA and mRNA COVID-19 vaccines do not contain any live virus so you cannot get sick with COVID-19 from these vaccines.
Esperanza Hope for All: COVID-19 Relief and Recovery

Download swipe graphics here
<table>
<thead>
<tr>
<th>Question</th>
<th>Answer</th>
</tr>
</thead>
<tbody>
<tr>
<td>Why do I have to follow other prevention measures after I receive a COVID-19 vaccine?</td>
<td>Get more answers: <a href="bit.ly/COVID19VaccinesFAQ">bit.ly/COVID19VaccinesFAQ</a> #EsperanzaHope4All</td>
</tr>
</tbody>
</table>
Esperanza Hope for All: COVID-19 Relief and Recovery

Social media sample posts:

COVID-19 Care

Prevention

<table>
<thead>
<tr>
<th>Post</th>
<th>Graphics</th>
</tr>
</thead>
</table>

Download swipe graphics here
Example 1
Clean hands keep us healthy. Washing our hands often with soap and water for 20 seconds is one way to help protect each other and reduce and slow the spread of COVID-19. Learn more: unidosus.org/esperanzahopeforall #EsperanzaHope4All

Example 2
The best way to prevent illness is to avoid being exposed to the virus. @CDCgov recommends using a cloth mask when around others as one way to slow the spread of COVID-19. Learn more: unidosus.org/esperanzahopeforall #EsperanzaHope4All

Example 3
Together, we can help protect our loved ones and our community from COVID-19. Monitor your health & watch for symptoms like fever, cough, & shortness of breath. Learn more: unidosus.org/esperanzahopeforall #EsperanzaHope4All

Let’s continue to do our part during this pandemic. For ourselves, our families, and our communities. Avoid the 3c’s: closed spaces, crowds, & close contact. Learn more: unidosus.org/esperanzahopeforall #EsperanzaHope4All
Example 1
Some of our loved ones might be at higher risk of #COVID19 complications. Learn who is at higher risk and how you can protect them here: https://bit.ly/2Hh7IWf
#EsperanzaHope4All

Example 2
Keeping our loved ones safe starts with keeping ourselves safe. The protect your older loved ones who live with you, stay at home as much as possible, avoid non-essential travel, & maintain hygiene at home. Learn more: unosus.org/esperanzahopeforall
#EsperanzaHope4All

WHO IS AT HIGHER RISK OF COVID-19 COMPLICATIONS?
Older adults and people with chronic conditions such as diabetes, cancer, and lung disease have a higher risk for developing more serious complications.

WHO IS AT HIGHER RISK OF COVID-19 COMPLICATIONS?
If you or your loved ones are at higher risk, stay home as much as possible and consult with your doctor about additional steps to take to protect yourself.

Download graphics here

Mask wearing

Example 1
Thanks to #WearingAMask we can stop the spread of #COVID19. Not sure how to choose a mask? Check out our tips!
unosus.org/esperanzahopeforall
#EsperanzaHope4All

Example 2
Make sure your mask gives you the best protection. Select a mask that is made from layered cotton fabrics and that securely covers your nose and mouth. For more tips,
swipe! unidosus.org/esperan Zahopeforall #EsperanzaHope4All

Example 1
#WearingAMask protects us all from spreading #COVID19 in our community. Make sure you wash your hands before and after putting it on, & don’t touch it while wearing it. unidosus.org/esperanzahopeforall #EsperanzaHope4All

Example 2
The @CDCgov recommends the use of cloth masks when outside the home to slow the spread of #COVID19. Learn how to make a face mask with household items and how to use it correctly here: https://bit.ly/3wOT3qg #EsperanzaHope4All

Example 3
Wearing a mask is a win-win situation for everyone by reducing our risk of being exposed to the COVID-19 virus. Here is how to wear a mask correctly.
unidosus.org/esperanzahopeforall #EsperanzaHope4All

Example 1
To better protect yourself and others from #COVID19, make sure to wash your mask often! Here’s how.
unidosus.org/esperanzahopeforall #EsperanzaHope4All
**Physical distance**

Example 1
Physical distancing helps us protect one another from getting #COVID19. Mask up, avoid crowds, make essential trips only, & stay at least 6 feet away from those who don’t live with you. Learn more: [unidosus.org/esperanzahopeforall](https://unidosus.org/esperanzahopeforall) #EsperanzaHope4All

Example 2
We are closely monitoring the COVID-19 situation and want the best for our community. Limit in-person interactions to slow the spread of #COVID19. Learn more: [unidosus.org/esperanzahopeforall](https://unidosus.org/esperanzahopeforall) #EsperanzaHope4All

Example 3
The @CDCgov recommends physical distancing as one way to limit the spread of #COVID19. Our team is doing our part by limiting in-person interactions – are you? [unidosus.org/esperanzahopeforall](https://unidosus.org/esperanzahopeforall) #EsperanzaHope4All

**Self-Care/Mental Health**
Example 1
Learn more about how to provide emotional support to our children during the #COVID19 pandemic. Let’s be role models with how we manage our emotions & respond to our children’s emotional needs. Find more resources at https://bit.ly/3nneXvZ
#EsperanzaHope4All

Example 2
The #COVID19 pandemic continues to bring out many emotions in ourselves & our loved ones, including the youngest among us. Let’s be the steady support our children during these times. To learn how to cope with these emotions visit: https://bit.ly/3nneXvZ
#EsperanzaHope4All

Example 1
The #COVID19 pandemic has taken an emotional toll on the entire country. It’s more important than ever to care of your mental health & that of your loved ones. Follow these tips to manage stress and anxiety. Find more resources at https://bit.ly/3nneXvZ
#EsperanzaHope4All
The prolonged isolation, financial uncertainty, & fears about #COVID19 inevitably triggered a spike in mental health conditions. Check these steps for staying mentally healthy during the pandemic: [https://bit.ly/3ipqRBM](https://bit.ly/3ipqRBM) #EsperanzaHope4All
Symptoms

Example 1
Fever, cough, shortness of breath, new loss of taste and smell are some #COVID19 symptoms, but there might be others. If you think you have COVID-19, stay at home, and monitor your health. Learn more: unidosus.org/esperanzahopeforall #EsperanzaHope4All

Example 2
Knowing the symptoms of #COVID19 is essential to keep you and your family healthy. If you are experiencing symptoms, stay away from others, especially loved ones who are at higher risk for becoming very sick from COVID-19. unidosus.org/esperanzahopeforall #EsperanzaHope4All
Example 3
Are you having symptoms of #COVID19 or have you been exposed to someone infected and need to get tested? Reach the local health department for your nearest testing site. [https://bit.ly/3j6pbPK](https://bit.ly/3j6pbPK) #EsperanzaHope4All

What are the symptoms of COVID-19?
- Sore throat
- Congestion and runny nose
- Nausea
- Vomiting
- Diarrhea

Remember: This is not all possible symptoms. It is important to call your healthcare provider if you think you have COVID-19.

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