Social Media Toolkit
COVID-19, NCDs and Public Health and Social Measures (PHSMs)

To communication managers and technical teams in cities responding to COVID-19:

These social media cards and suggested posts are for you to use or adapt in support of your city’s COVID-19 response. We will continue to send you guides such as this—and include them on the Partnership’s online COVID-19 Response Center. Please reach out to us at cities4health@vitalstrategies.org if you have specific social media needs or other communications requests.

Relevant Links
- Partnership for Healthy Cities COVID-19 Response Center: http://cities4health.org/
- Partnership for Healthy Cities website: https://partnershipforhealthycities.bloomberg.org/

Hashtags
- #Cities4Health
- #KnowCOVID

Suggested Social Media Content
We’ve developed suggested posts as well as social media graphics that you can find here.

Examples of Social Media Graphics

Cigarette smokers are usually more vulnerable to COVID19 because:
1. The act of smoking can transmit the virus from hand to mouth.
2. Smokers may already have lung disease or reduced lung capacity.
#KnowCOVID #Cities4Health @WHO

Revised: 27 April 2020
Water pipe smokers are usually more vulnerable to #COVID19 because:
1. Mouth pieces are often shared.
2. Smokers may already have lung disease or reduced lung capacity.

#KnowCOVID #Cities4Health @WHO @BloombergDotOrg

#COVID19 is spreading rapidly in cities, and many of those at risk for the most severe complications are those with underlying NCDs. [CITY NAME OR MAYOR NAME] is determined to fight both challenges with support from the Partnership for Healthy Cities. #KnowCOVID #Cities4Health

#FlattenTheCurve means keeping the diagnosed cases of #COVID19 at a level manageable for health care systems. Physical distancing, handwashing and other precautions help ensure we don't get to that point. #KnowCOVID #Cities4Health

#COVID19 affects—and infects—everyone, not just the elderly or those with respiratory conditions. #KnowCOVID @WHO #Cities4Health @BloombergDotOrg

#COVID19 mythbuster: Wearing gloves out in public is not as effective as handwashing regularly. Wash your hands for 20 seconds and limit touching your face and mouth as much as possible. #KnowCOVID #Cities4Health

#COVID19 tip: Follow guidelines from your local health department on the use of masks, but remember that masks alone are not a substitute for other measures, like hand-washing and physical distancing. #KnowCOVID #Cities4Health

#COVID19 tip: If you do have to go out in public for essentials or still have to report to work, make sure you are keeping a safe distance (6 feet/2 meters or more) and are having touchless greetings (handshake or wave) #KnowCOVID #Cities4Health

#COVID19 tip: Remember to cover your cough or sneeze by using the crook of your elbow to prevent the spread of germs. #KnowCOVID #Cities4Health @BloombergDotOrg

#COVID19 tip: Hands touch many surfaces and can pick up viruses, so avoid touching your eyes, nose and mouth to reduce risk of transmission. #KnowCOVID #Cities4Health