Social Media Toolkit
COVID-19 in Cities

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.

Example of Social Media Graphics

[CITY NAME OR MAYOR NAME] is working with the 69 other cities in the Partnership for Healthy Cities to implement evidence-based measures for #COVID19 prevention and response. #Cities4Health #KnowCOVID @BloombergDotOrg @WHO @VitalStrat
Local governments are at the forefront of the #COVID19 crisis. [CITY NAME OR MAYOR NAME] is committed to fighting the pandemic. #KnowCOVID #Cities4Health @BloombergDotOrg

Cities are on the frontlines of the #COVID19 crisis. Relationships forged through the 70-city Partnership for Healthy Cities global network are more valuable than ever in the fight against the pandemic. #KnowCOVID #Cities4Health @BloombergDotOrg

The #COVID19 pandemic calls for extraordinary local leadership: [MAYOR NAME] is working with the @BloombergDotOrg Partnership for Healthy Cities and mayors around the world to confront the outbreak with proven public health strategies. #Cities4Health #KnowCOVID