Who Do You Wear A Mask For?

Social Media Toolkit for Partnered Organizations

Please use this content on your organization's social media channels in support of the 'Who Do You Wear A Mask For?' campaign. Feel free to edit the content to reflect your organization's voice and mission while emphasizing the core messages below.

(Social Media Folder was sent as a separate attachment.)

Background:

As positive coronavirus cases and hospitalizations continue to rise in California and the pushback against evidence-based information continues, the American Nurses Association\California has partnered with 35+ nursing and healthcare organizations to launch the Who Do You Wear A Mask For? campaign. Who Do You Wear A Mask For? is a **nurse-led** social campaign aiming to highlight nurses from all backgrounds donning masks stating who they mask up for, with the goal of inspiring others to do the same.
The success of the campaign depends on a variety of nurses sharing their own photos and messages across social media platforms. Get your leadership and staff involved and engaged with this campaign. Let's inspire nurses in every corner of the state to share who they wear a mask for and slow the spread of coronavirus.

Use the hashtag #MaskUp and tag nursing colleagues to participate.

Sample Social Posts - 'Who Do You Wear A Mask For?' #MaskUp

We encourage you to share **multiple per day**, starting the morning of the launch, Thursday, July 30th. Below you'll find sample posts to be used at your discretion.

[Note: These messages can be edited and/or used with any of the graphics provided in the folder or photos of your own team members wearing masks.

Most images included in the Social Media Folder can also be modified to include your organization's logo. See below example.]

Who Do You Wear A Mask For? ANA\California and 35+ nursing and healthcare partners have launched a campaign to encourage Californians to help slow the spread of COVID-19 by masking up. We're asking nurses to post their pictures and share who they wear a mask for on social media with the hashtag #MaskUp. So, what are you waiting for? Show us why you mask up California! #MaskUp

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WHO DO YOU WEAR A MASK FOR?

Every day, nurses in California wear masks to protect someone they love. Who do you wear a mask for? Share your face mask photo and let us know. #MaskUp

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WHO DO YOU WEAR A MASK FOR?

[Insert name of one of your staff or nurses sharing photo] wears a mask for [insert person or reason]. Thanks for helping to protect us all and slow the spread, [name]! Who Do You Wear A Mask For? #MaskUp

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[Insert profession], teachers, grocery clerks, mail carriers, public transit operators, electricians, plumbers, banks, hotels and shelters, government officials, manufacturers… We all wear masks to protect you and your loved ones. We mask up for you! Mask up for us! #MaskUp

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As the number of coronavirus cases continues to grow in California, using masks is still among the best methods to prevent community spread. Here are three good reasons we should wear masks:
1. Protect someone you love: When you wear a mask, you protect others by preventing the spread of your own germs.
2. Protect the community: More people wearing masks results in better protection for everyone.
3. Unknown COVID-19 status: You may have COVID-19 or have been exposed to the virus without showing symptoms.

Mask up, California! #MaskUp

Who Do You Wear A Mask For? Be sure to wear a mask, N95 or other face-covering every time you go in public. This includes indoor spaces and outdoor spaces when you are near others who are not in your immediate household. #MaskUp

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Wearing a mask can help protect others from #COVID19. It's a simple step we can all take together and slow the spread. Show us why you mask, California. Who Do You Wear A Mask For? #MaskUp

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Three easy actions Californians can do to make a difference:
1. Wash Your Hands
2. Practice Physical Distancing
3. Wear a Face Mask

We Can Do This! Show us why you mask up, California. #MaskUp