

OCTOBER 2020

Guidelines for Using “Stay Safe While Voting” Campaign Materials

The “Stay Safe While Voting” campaign can be used on its own or to complement ongoing COVID-19 campaigns your health department or organization plans to run.

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READY-TO-USE SOCIAL

The “Stay Safe While Voting” campaign includes ready-to-use messages suitable for quick and targeted digital dissemination. The materials are designed to appeal to a broad audience and were developed inclusively to reach different age groups, races and genders, and are available in English and Spanish. There is also a six-second video PSA you can share.

RECOMMENDATIONS FOR MEDIA PLACEMENT

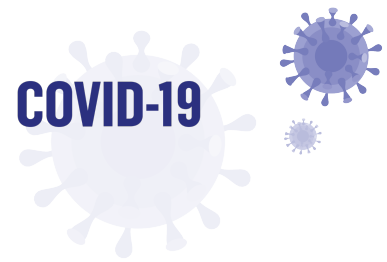
Strategic media placement is critical to the success of any media campaign.

1. Start by identifying who you need to communicate with (your priority audience). Your media plan should be informed by what you know about the priority audience and how they prefer to receive information. Aim to appeal to a broad range of demographics in terms of age, race, gender, etc.
2. A comprehensive and synergistic media strategy that takes into account the habits of the intended audiences will allow you to reach a large percentage of people at a frequency that will maximize the resonance and recall of the message over a period of time.

DIGITAL AND SOCIAL

Implementing a social media strategy lets you quickly create and share content with the public with little to no cost. Digital content can reach audiences that are spending a significant amount of time online consuming social media and news on their desktop and mobile devices. Social media usage is particularly high during COVID-19 as people stay connected while they physically distance.

Visit [PreventEpidemics.org](https://www.PreventEpidemics.org) for more. Prevent epidemics is a project of Resolve to Save Lives, an initiative of Vital Strategies.



Consider these digital tactics:

- Organic digital content on your social media channels and website
- Paid social media advertising (Facebook, Instagram, Twitter, etc.) to reach audiences on the platforms where they spend a significant portion of their day, using photo or video content.
- One important note: Although our messages are nonpartisan, Facebook will not allow any paid advertising related to social or political issues starting October 26, 2020 through the end of Election Day. If you want to pay for boosted posts or targeted ads, you'll need to do so before that date. You can learn more [here](#). If you're not paying to promote the materials, you can post them at any time.

The use of a hashtag will allow you to connect your content to a specific topic or conversation and track mentions of the conversation. It also makes it easier for users to join the conversation and share content. You can use a generic hashtag, like #COVID19 or #vote, or one that applies to your local area or organization.

PERSONALIZATION

To target a local community or specific audience, consider using the following customizable share lines when you post our graphics on your social media channels, or come up with your own personalized commentary to reach your target audience.

Voting shouldn't be as scary as the coasters at [local attraction].

The issues are as big as [local farmer's market]. Your health in voting shouldn't be one of them.

Taking steps to be healthy during voting is a check for [local landmark].

[Locality], get out there and vote. Just be healthy doing it.

Whether you are [sports team], [sports team] or [sports team] fan, we are all "Team Vote." We'll help you do it as safely as possible.

Our diversity is our strength. Let's make sure all of our voices are heard safely.

[Local Park] isn't the only beautiful thing happening in November.