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Coronavirus Disease 2019 (COVID-19)

Social Media Toolkit

CDC created this social media toolkit to help localize efforts in responding to the virus that causes COVID-19.

This toolkit provides messages and graphics to help:

- Ensure current, correct messaging from a trusted source.
- Create collateral materials.
- Share resources.

All graphics and suggested messages are available for use on social media profiles and web pages.




Within this guide you will find information and suggested messages from our COVID-19 response. For more images and CDC content you can visit our [Communication Resources page](#). All social media content is public domain and free to use by anyone for any purpose without restriction under copyright law. Please remember to use the #COVID19 hashtag when tweeting out any COVID-19 related content.

Instructions

To copy sample message: Press and hold the left mouse button and then drag the mouse from the top left to the bottom right of the entire selection of text you want to copy. To copy the highlighted text, on your keyboard, press the keyboard shortcut Ctrl+C or right-click the highlighted text and click Copy.

To download images: Scroll through available options by using the arrow to the left and right of the image. Click on an image and it will open in a new browser tab. Right-click on the image and select Save As.

CDC Social Media

-  Facebook
-  Twitter
-  Instagram

Social Distancing

Facebook Sample Message

Practice social distancing by putting space between yourself and others. Continue to practice healthy habits to help slow the spread of COVID-19.

- Wash your hands for at least 20 seconds
- Clean and then disinfect frequently used surfaces
- Stay home if you're sick
- Avoid touching your face

Learn more about staying safe and healthy at cdc.gov/covid19

STOP THE SPREAD OF GERMS

Help prevent the spread of respiratory diseases like COVID-19.

Stay at least 6 feet (about 2 arms' length) from other people.



 cdc.gov/coronavirus

1080x1080



Download the video [MP4-3MB]



Download the video [MP4 - 3 MB]

Instagram Sample Message

Practice social distancing by putting space between yourself and others. Continue to practice healthy habits to help slow the spread of #COVID19.

- Wash your hands for at least 20 seconds
- Clean and then disinfect frequently used surfaces
- Stay home if you're sick
- Avoid touching your face

Learn more about staying safe and healthy at [cdc.gov/covid19](https://www.cdc.gov/covid19) #CDC #PublicHealth

STOP THE SPREAD OF GERMS
Help prevent the spread of respiratory diseases like COVID-19.

**Stay at least 6 feet (about 2 arms' length)
from other people.**

6 ft



 [cdc.gov/coronavirus](https://www.cdc.gov/coronavirus)

© 2020 May 12, 2020 07 PM

1080x1080





Download the video  [MP4-1.55MB]



Download the video  [MP4 - 3 MB]

Twitter Sample Message

Practice social distancing by putting space between yourself and others. Continue to practice healthy habits, like washing your hands for at least 20 seconds and staying home if you're sick, to help slow the spread of #COVID19.

Learn more: cdc.gov/covid19

STOP THE SPREAD OF GERMS
Help prevent the spread of respiratory diseases like COVID-19.

Stay at least 6 feet (about 2 arms' length) from other people.

6 ft

cdc.gov/coronavirus

1200x675

This graphic features a dark teal background. At the top, a green banner contains the title 'STOP THE SPREAD OF GERMS' in white, bold, uppercase letters, followed by the subtitle 'Help prevent the spread of respiratory diseases like COVID-19.' in a smaller white font. Below this, the main text 'Stay at least 6 feet (about 2 arms' length) from other people.' is centered in white. The central illustration shows two stylized human figures standing on a green ground line. A white dotted line with arrows at both ends connects them, with the text '6 ft' in large white font above the line. Small blue and white virus-like particles are shown floating between the figures. In the bottom left corner is the CDC logo, and in the bottom right is the URL 'cdc.gov/coronavirus' in white text on a yellow background. A small blue icon is in the bottom left corner of the overall graphic area.

CORONAVIRUS DISEASE 2019 (COVID-19)

Social distancing means putting space between yourself and others.

cdc.gov/COVID19

Download the video [MP4-1.50MB]

CORONAVIRUS DISEASE 2019 (COVID-19)

Social distancing means

cdc.gov/coronavirus

Download the video [MP4 - 3 MB]

This block contains two video thumbnails. The top thumbnail has a dark teal header with the text 'CORONAVIRUS DISEASE 2019 (COVID-19)' in white. The main image shows two houses with people in the windows, one waving. Below the image is the CDC logo and the text 'Social distancing means putting space between yourself and others.' followed by the URL 'cdc.gov/COVID19' on a yellow background. Below the thumbnail is a download link: 'Download the video [MP4-1.50MB]'. The bottom thumbnail has a similar dark teal header with the same title. The main image shows two people standing apart with a double-headed arrow between them, and the text 'Social distancing means' above them. Below the image is the CDC logo and the URL 'cdc.gov/coronavirus' on a yellow background. Below this thumbnail is a download link: 'Download the video [MP4 - 3 MB]'. Both thumbnails have a small blue icon in the bottom left corner.

Stop the Spread

Facebook Sample Message

Much is unknown about how the virus that causes COVID-19 spreads. We believe it spreads mostly from person to person through respiratory droplets produced when someone who is sick coughs or sneezes.

You can help prevent the spread of respiratory illnesses like COVID-19 by following simple daily precautions.

Learn how to protect yourself from COVID-19:
<https://www.cdc.gov/coronavirus/2019-ncov/prevent-getting-sick/prevention.html>

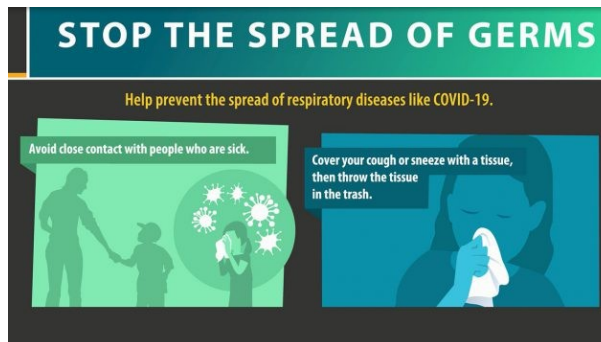


STOP THE SPREAD OF GERMS
 Help prevent the spread of respiratory diseases like COVID-19.

Wash your hands often with soap and water for at least 20 seconds.

 [cdc.gov/coronavirus](https://www.cdc.gov/coronavirus)

1200 x 1200



STOP THE SPREAD OF GERMS
 Help prevent the spread of respiratory diseases like COVID-19.

Avoid close contact with people who are sick.

Cover your cough or sneeze with a tissue, then throw the tissue in the trash.

Download the video  [MP4-15.6MB]

Twitter Sample Message

Take simple daily precautions to help prevent the spread of respiratory illnesses like #COVID19. Learn how to protect yourself from COVID-19:
<https://www.cdc.gov/coronavirus/2019-ncov/prevent-getting-sick/prevention.html>



STOP THE SPREAD OF GERMS
 Help prevent the spread of respiratory diseases like COVID-19.

Wash your hands often with soap and water for at least 20 seconds.

 [cdc.gov/coronavirus](https://www.cdc.gov/coronavirus)

1200 x 675



Progress indicator: 1 of 6 slides



STOP THE SPREAD OF GERMS
 Help prevent the spread of respiratory diseases like COVID-19.

Avoid close contact with people who are sick.

Cover your cough or sneeze with a tissue, then throw the tissue in the trash.

[Download the video](#)  [MP4-15.6MB]

Cloth Face Covering

Facebook / Pinterest Sample Message

Your cloth face covering should:

- ✔ Reach above the nose, below the chin, and completely cover the mouth and nostrils
- ✔ Fit snugly against the sides of the face
- ✔ Be made of multiple layers of fabric that you can still breathe through
- ✔ Be able to be laundered and machine dried without damaging the material or shape

Do not buy surgical masks to use as a face covering. Those are intended for healthcare workers and first responders. Many items you may already have in your home can be used to create face coverings.

Try creating a cloth face covering using bandanas, ski masks, washable napkins, or dish towels.

Learn more at <https://bit.ly/2Ravt42> .

CORONAVIRUS DISEASE 2019 (COVID-19)



1080x1080



Instagram Sample Message

Your cloth face covering should:

- ✔ Reach above the nose, below the chin, and completely cover the mouth and nostrils
- ✔ Fit snugly against the sides of the face
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Try creating a cloth face covering using bandanas, ski masks, washable napkins, or dish towels.

Learn more at <https://bit.ly/2Ravt42>.

CORONAVIRUS DISEASE 2019 (COVID-19)




1080x1080



Twitter Sample Message

Take action to slow the spread of #COVID19 by wearing a cloth face covering in public spaces, keeping at least 6 feet of physical distance, & frequently washing your hands.

Make a cloth face covering from a t-shirt, scarf or cloth napkin. Learn more at <https://bit.ly/2Ravt42> .



Cloth Face Coverings: Do's & Don'ts

Facebook Sample Message

Wearing a cloth face covering CORRECTLY can help prevent the spread of COVID-19 to others. When you go out on essential trips, follow these "do's".

If you have a child, remember those under age 2 should not wear a face covering. See <https://www.cdc.gov/coronavirus/2019-ncov/prevent-getting-sick/diy-cloth-face-coverings.html>

Cloth Face Covering Do's & Don'ts:

DO:

- ✓ Make sure you can breathe through it
- ✓ Wear it whenever going out in public
- ✓ Make sure it covers your nose and mouth
- ✓ Wash after using

DON'T:

- ✗ Use on children under age 2
- ✗ Use surgical masks or other personal protective equipment (PPE) intended for healthcare workers



[cdc.gov/coronavirus](https://www.cdc.gov/coronavirus)

1080x1080



Twitter Sample Message

Wearing a cloth face covering CORRECTLY can help prevent the spread of #COVID19 to others. When you go out on essential trips, follow these “do’s”. If you have a child, remember those under age 2 should not wear a face covering. See <https://www.cdc.gov/coronavirus/2019-ncov/prevent-getting-sick/diy-cloth-face-coverings.html>

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[cdc.gov/coronavirus](https://www.cdc.gov/coronavirus)

1200x675



Instagram Sample Message

Wearing a cloth face covering CORRECTLY can help prevent the spread of COVID-19 to others. When you go out on essential trips, follow these “do’s”. If you have a child, remember those under age 2 should not wear a face covering.

For information on #COVID19 and face coverings, visit [cdc.gov/coronavirus](https://www.cdc.gov/coronavirus)

#coronavirus #facemask #CDC #PublicHealth

Cloth Face Covering Do's & Don'ts:

DO:

- ✓ Make sure you can breathe through it
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 [cdc.gov/coronavirus](https://www.cdc.gov/coronavirus)

1080x1080

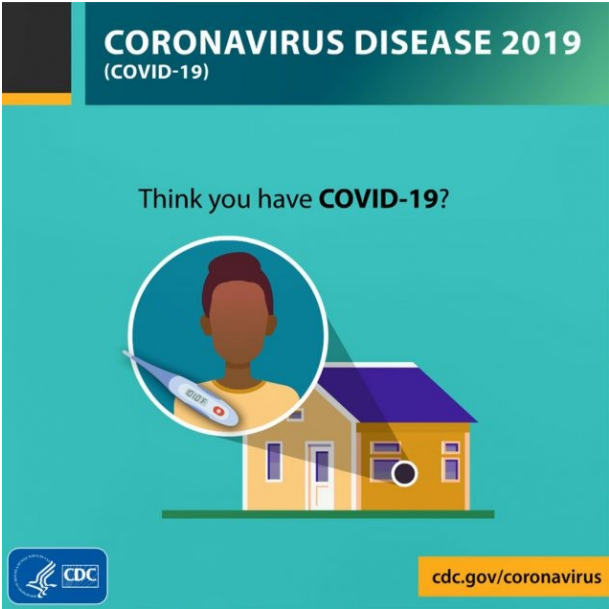
What To Do If You're Sick

Facebook Sample Message

Do you think you may have COVID-19? If you think you're sick, follow guidance about when to call your doctor:

- Monitor your symptoms
- Call ahead before visiting your doctor
- Avoid close contact with others when you're out


Most people who get COVID-19 can take care of themselves at home. If you need to see a doctor, take precautions to protect yourself and others around you. See more: <https://www.cdc.gov/coronavirus/2019-ncov/if-you-are-sick/steps-when-sick.html>



CORONAVIRUS DISEASE 2019
(COVID-19)

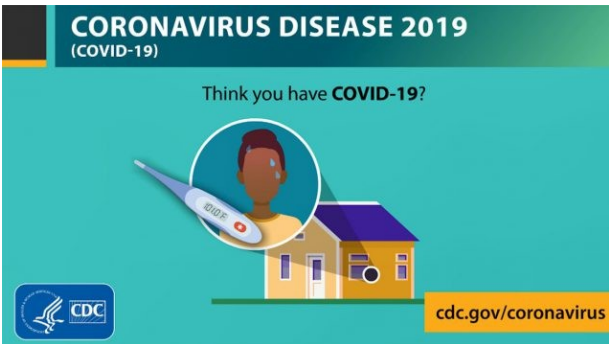
Think you have **COVID-19**?

The thumbnail features a teal background. At the top, a dark teal banner contains the text 'CORONAVIRUS DISEASE 2019 (COVID-19)'. Below this, the text 'Think you have COVID-19?' is centered. The main illustration shows a person's head and shoulders in a circular frame, holding a thermometer. To the right is a yellow house with a purple roof. In the bottom left corner is the CDC logo, and in the bottom right corner is the URL 'cdc.gov/coronavirus'. A small play button icon is located below the thumbnail.

Download the video  [MP4 - 7MB]

Twitter Sample Message


Do you think you may have #COVID19? Most people who get sick can take care of themselves at home. If you need to see a doctor, call ahead before going to their office. Take precautions to protect yourself and others around you. See more: <https://www.cdc.gov/coronavirus/2019-ncov/if-you-are-sick/steps-when-sick.html>



CORONAVIRUS DISEASE 2019
(COVID-19)

Think you have **COVID-19**?

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Download the video  [MP4 - 6MB]

Testing Information

Facebook Sample Message

If you have symptoms of COVID-19 (fever, cough, difficulty breathing) and want to get tested, call your doctor first. Also check with your state or local health department, which will have the latest information on testing. While supplies of these tests are increasing, it may still be difficult to find a place to get tested.

Learn more: <https://bit.ly/34zW3cg> 


CORONAVIRUS DISEASE 2019 (COVID-19)



1080x1080



Twitter Sample Message

If you have symptoms of #COVID19 and want to get tested, call your doctor first. Also check with your state or local health department, which will have the latest information on testing. Learn more: <https://bit.ly/34zW3cg> 

CORONAVIRUS DISEASE 2019 (COVID-19)



1200x675



Protecting Older Adults

Facebook Sample Message

Older adults are at higher risk for severe illness from COVID-19. If you or those you care for are at higher risk for severe illness, you should:

- Stay at home if possible
- Keep away from others who are sick
- Limit close contact with others
- Wash your hands often

<https://www.cdc.gov/coronavirus/2019-ncov/need-extra-precautions/people-at-higher-risk.html>

CORONAVIRUS DISEASE 2019 (COVID-19)



1080x1080



Instagram Sample Message

Are you aware that older adults and people who have serious underlying medical conditions like chronic lung disease, serious heart conditions, and diabetes are at higher risk for severe illness from COVID-19? If your parent or another relative is an older adult or has a serious underlying medical condition, they should be aware of preparations to take:

- Stay home if possible
- Avoid close contact with people who are sick
- Take everyday preventive actions: wash hands often and avoid touching face, nose, and eyes
- Have over-the-counter medicines, medical supplies (like tissues), and extra necessary prescriptions
- Have extra household items and groceries on hand
- Make a plan for what to do if they get sick
- Routinely clean and disinfect surfaces and objects that are touched often
- Consult with their healthcare provider if they have symptoms of COVID-19

Learn more at [cdc.gov/coronavirus](https://www.cdc.gov/coronavirus)

CORONAVIRUS DISEASE 2019 (COVID-19)



1080x1080



Twitter Sample Message

Older adults & ppl w/ serious underlying medical conditions like chronic lung disease or serious heart conditions are at higher risk for severe illness from COVID-19. Learn ways to support older adults in your family & community. <https://www.cdc.gov/coronavirus/2019-ncov/need-extra-precautions/people-at-higher-risk.html>



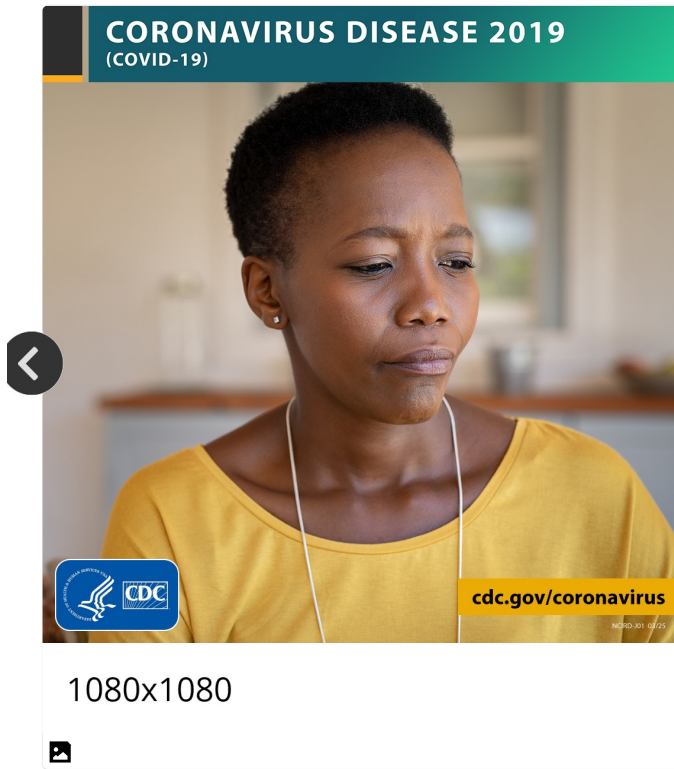
Stress

Facebook Sample Message

Everyone reacts differently to stressful situations like COVID-19. You may feel anxious, mad, sad, or overwhelmed. Find ways you and your family can reduce stress.

- Learn the common signs of stress.
- Make time to unwind and do activities you enjoy.
- Talk with family and friends by phone, text, or email.
- If you or a loved one is feeling overwhelmed, get support 24/7 by calling 1-800-985-5990 or text TalkWithUs to 66746.

Learn more about stress and coping during the COVID-19 outbreak: <https://www.cdc.gov/coronavirus/2019-ncov/daily-life-coping/managing-stress-anxiety.html>

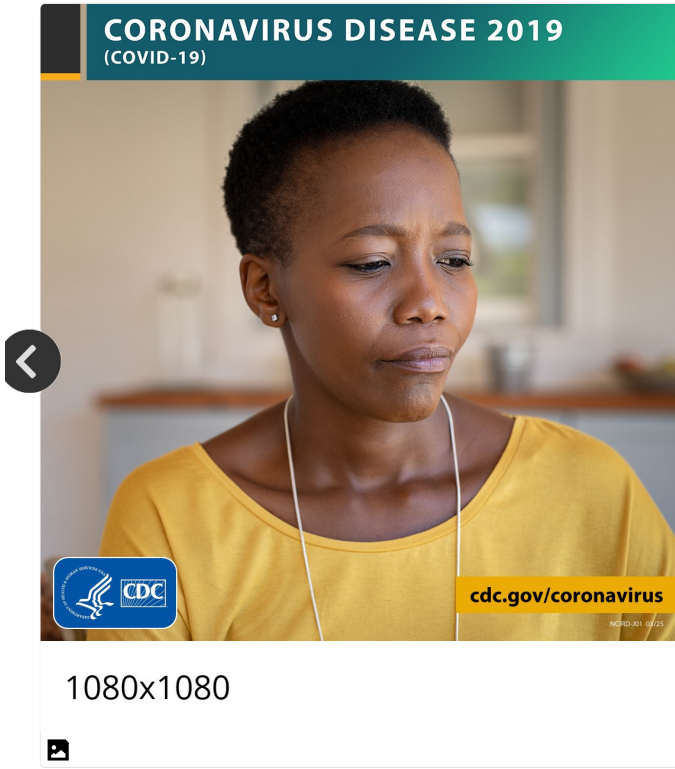


Instagram Sample Message

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Learn more about stress and coping during the COVID-19 outbreak: <https://www.cdc.gov/coronavirus/2019-ncov/daily-life-coping/managing-stress-anxiety.html>



Twitter Sample Message

Feeling stressed or anxious about #COVID19? Make time to do activities that you enjoy and can help you relax. <https://www.cdc.gov/coronavirus/2019-ncov/daily-life-coping/managing-stress-anxiety.html>



Tips for Parents:

Facebook Sample Message

Parents: Sudden changes in routine, as well as being home all the time can be hard for children.

Signs of stress include:

- Excessive worry or sadness
- Unhealthy sleeping or eating habits
- Difficulty with attention and concentration

Get tips for talking with your child about coronavirus:
<https://www.cdc.gov/coronavirus/2019-ncov/daily-life-coping/talking-with-children.html>

CORONAVIRUS DISEASE 2019 (COVID-19)



1080x1080



Twitter Sample Message

Is your child worried about #COVID19? Learn the facts so you can answer your children's questions. Make sure to explain the simple things they can do, like washing their hands often. Learn more here:

<https://www.cdc.gov/coronavirus/2019-ncov/daily-life-coping/share-facts.html>

CORONAVIRUS DISEASE 2019
(COVID-19)



 [cdc.gov/coronavirus](https://www.cdc.gov/coronavirus)


1200x675




Facebook Sample Message


Parents: Keep your children and relatives healthy during the COVID-19 outbreak: postpone in-person visits with grandparents and any other family & friends. Find creative ways for you and your children to connect with them- a phone call, video chat, or handwritten letters. Learn more tips: <https://www.cdc.gov/coronavirus/2019-ncov/daily-life-coping/children.html>

CORONAVIRUS DISEASE 2019
(COVID-19)



 [cdc.gov/coronavirus](https://www.cdc.gov/coronavirus)

1080x1080



Twitter Sample Message

#Parents: Keep your children & others healthy during the #COVID19 outbreak: postpone visits with grandparents & older family members. Find creative ways for you & your children to connect with them- a phone call, video chat, or letters. See more tips: <https://www.cdc.gov/coronavirus/2019-ncov/daily-life-coping/children.html>

CORONAVIRUS DISEASE 2019 (COVID-19)



1200x675



Takeout Food

Facebook Sample Message

Picking up takeout food while slowing the spread of COVID-19?

- Order & pay online or over the phone when possible.
- Accept take-out without in-person contact or stay at least 6 feet away from others.
- Wash your hands with soap and water or use hand sanitizer with at least 60% alcohol after bringing home your food.

Learn more about taking essential trips at this time: <https://www.cdc.gov/coronavirus/2019-ncov/daily-life-coping/essential-goods-services.html>

CORONAVIRUS DISEASE 2019 (COVID-19)



1200x675



Twitter Sample Message

Getting take-out while slowing the spread of #COVID19? Order & pay online or by phone, accept take-out without in-person contact if possible, stay 6 feet away from others, & wash your hands with soap & water after bringing home your food:

<https://www.cdc.gov/coronavirus/2019-ncov/daily-life-coping/essential-goods-services.html>



1200x675



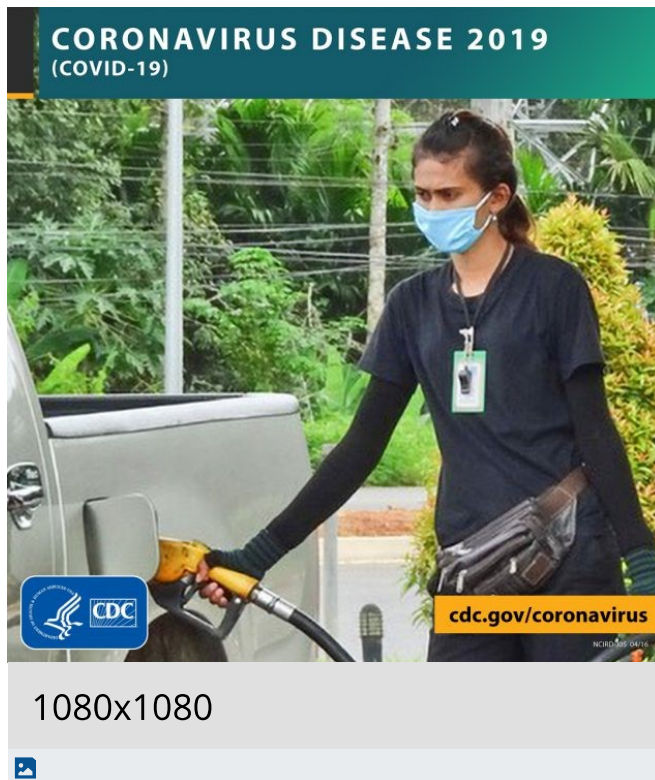
Protect Yourself While Buying Gas

Facebook Sample Message

Protect yourself from COVID-19 while getting gas:

- If available, use disinfecting wipes on handles and buttons of gas pump before you touch them.
- After you get gas and pay, use a hand sanitizer with at least 60% alcohol.
- Wash your hands for at least 20 seconds with soap and water when you get to your destination.

<https://www.cdc.gov/coronavirus/2019-ncov/daily-life-coping/essential-goods-services.html>



Twitter Sample Message

Protect yourself from #COVID19 while getting gas. Use disinfecting wipes on handles & buttons of gas pump before you touch them. After you get gas & pay, wash your hands or use hand sanitizer with >60% alcohol. For more tips, visit: <https://www.cdc.gov/coronavirus/2019-ncov/daily-life-coping/essential-goods-services.html>



Travel by Car, Bus, or Train

Facebook Sample Message

If you must travel, take these steps to protect yourself & others from COVID-19 during your trip:

- Wash your hands often
- Avoid close contact with others
- Wear a cloth face covering in public
- Cover coughs and sneezes
- Pick up food at drive-throughs or at the curb. Do not dine-in.

<https://bit.ly/2IZicXj> 

PREVENT COVID-19 DURING TRAVEL

 **If you travel, take these steps:**



cdc.gov/coronavirus

CS180188 04/23/2020

COVID19_RoadTransportation_FB-1080x1080



Twitter Sample Message

If you must travel, take these steps to protect yourself & others from #COVID-19 during your trip.

<https://bit.ly/2IZicXj> 

PREVENT COVID-19 DURING TRAVEL

 **If you travel, take these steps:**



cdc.gov/coronavirus

CS180188 04/23/2020

COVID19_RoadTransportation_twitter-1200x675



Interim Guidance: Safety Practices for Critical Workers

LinkedIn Sample Message

Workplaces carrying out critical functions: Use safety practices to protect critical infrastructure workers and their communities. When workers return to the job after potential COVID-19 exposure, implement these practices before and during their work shift:

- Pre-screen
- Monitor regularly
- Issue or approve personal face coverings
- Maintain social distance
- Disinfect and clean workspaces

See the new guidelines for employers:
<https://www.cdc.gov/coronavirus/2019-ncov/community/critical-workers/implementing-safety-practices.html>

CORONAVIRUS DISEASE 2019 (COVID-19)



1200x627



Twitter Sample Message

Employers: CDC recommends add'l precautions in workplaces carrying out critical functions to protect workers & communities. An employer's #COVID19 toolkit should include pre-screening, regular monitoring, wearing masks, social distance, & disinfection. <https://www.cdc.gov/coronavirus/2019-ncov/community/critical-workers/implementing-safety-practices.html>



Tribal Communities

Facebook Sample Message

Tribal leaders: You can help safeguard your communities from COVID-19 during funerals and burials. Actions, such as social distancing and wearing cloth face coverings, can help stop the spread of coronavirus. Learn more guidance for funeral and burial services for American Indians and Alaska Natives: <https://www.cdc.gov/coronavirus/2019-ncov/community/tribal/faq-burial-practice.html>



Twitter Sample Message

Tribal leaders: You can help safeguard your communities from #COVID19 during funerals and burials. Actions like social distancing can help stop the spread of coronavirus. Learn more guidance for funerals and burials for tribal communities: <https://www.cdc.gov/coronavirus/2019-ncov/community/tribal/faq-burial-practice.html>



CORONAVIRUS DISEASE 2019
(COVID-19)

 [cdc.gov/coronavirus](https://www.cdc.gov/coronavirus)

1200x675



Facebook Sample Message

Social distancing to stay healthy and safe may prevent people from following some traditional and ceremonial practices. This may be especially relevant for American Indian and Alaska Native communities, but it is very important to use social distancing to reduce the spread of COVID-19. Learn more about social distancing for tribal communities:
<https://www.cdc.gov/coronavirus/2019-ncov/community/tribal/social-distancing.html>



CORONAVIRUS DISEASE 2019
(COVID-19)

 [cdc.gov/coronavirus](https://www.cdc.gov/coronavirus)

1200x675



Twitter Sample Message

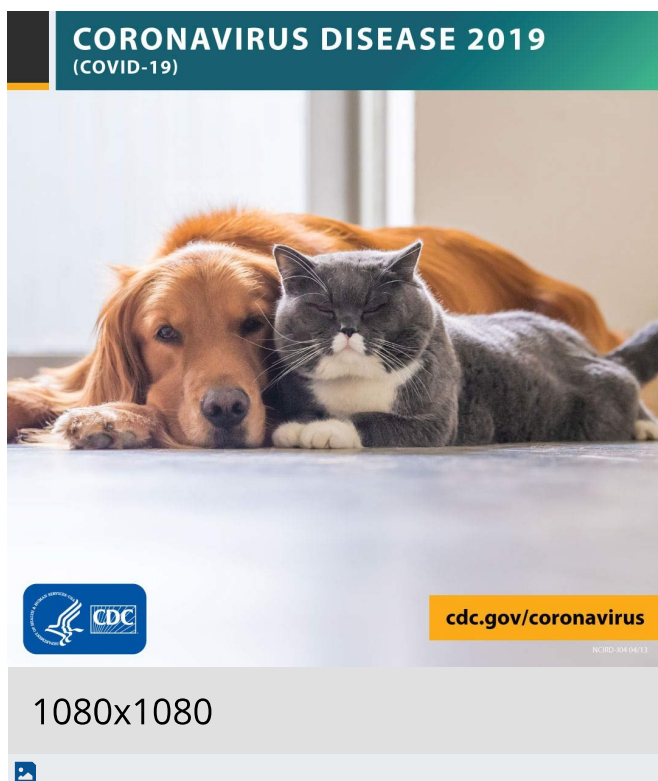
Social distancing is crucial to stopping the spread of #COVID19, but it may make some people feel culturally isolated, including American Indian and Alaska Native communities. Learn how to cope with social distancing in your tribal community:
<https://www.cdc.gov/coronavirus/2019-ncov/community/tribal/social-distancing.html>



Pets & COVID-19 Guidance

Facebook Sample Message

We're still learning about how #COVID19 affects animals, but it appears that people can spread the virus to animals in some situations. Until we know more, limit contact with pets if you are sick or feeling sick. For more info, see: <https://www.cdc.gov/coronavirus/2019-ncov/daily-life-coping/animals.html>.



Twitter Sample Message

We're still learning about how #COVID19 affects animals, but it appears that people can spread the virus to animals in some situations. Until we know more, limit contact with pets if you are sick or feeling sick. For more info, see: <https://www.cdc.gov/coronavirus/2019-ncov/daily-life-coping/animals.html>.

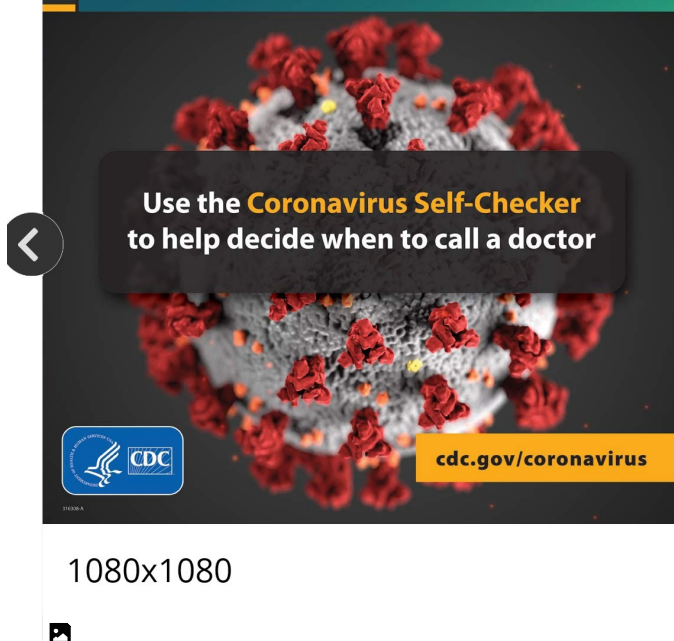
CORONAVIRUS DISEASE 2019 (COVID-19)



Facebook Sample Message

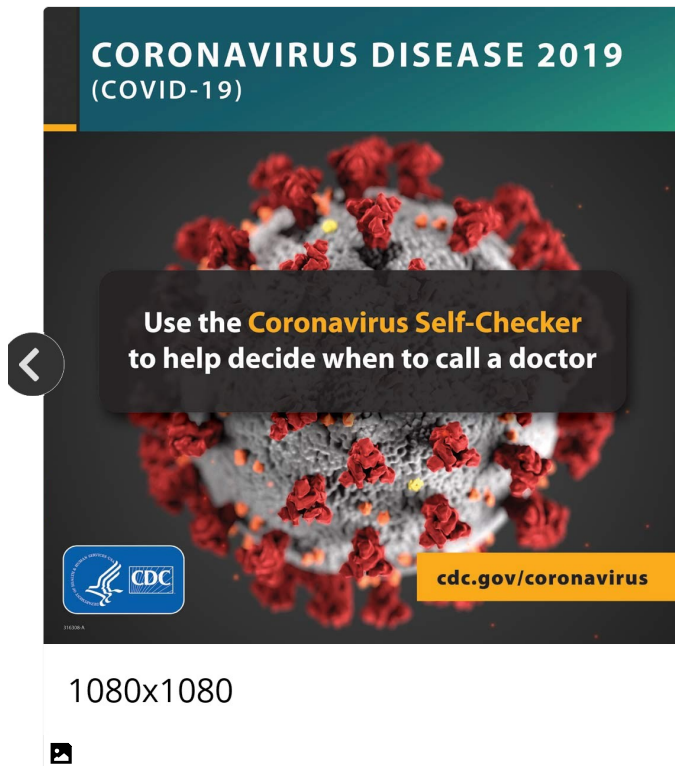
Everyone can help prevent the spread of COVID-19. The Coronavirus Self-Checker, also known as Clara, can help you decide when to call your doctor if you are feeling sick. Try the symptom checker here: <https://www.cdc.gov/coronavirus/2019-ncov/symptoms-testing/index.html#cdc-chat-bot-open>

CORONAVIRUS DISEASE 2019 (COVID-19)



Instagram Sample Message

Feeling sick? Check in with Clara, CDC's Coronavirus Self-Checker, that can help you decide when to call your doctor. Answer a few simple questions and learn what you need to do next so you can protect yourself and others. #COVID19



Twitter Sample Message

Everyone can help prevent spread of #COVID19. Clara, the #Coronavirus Self-Checker, can help you decide when to call your doctor if you are feeling sick. Start using Clara here: <https://www.cdc.gov/coronavirus/2019-ncov/symptoms-testing/index.html#cdc-chat-bot-open>



CLARA Symptoms Self-Checker

Additional Images



Page last reviewed: May 19, 2020