



Stay home. Stay Safe. Save lives.



# COVID-19 social media support kit

This kit provides a messaging framework and accompanying social media sharegraphics for African Union (AU) Member States and partner organizations of the Africa Centres for Disease Control (AF-CDC).

## CONTENTS

> How to use this social media support kit

> Campaign focus areas

> Key messages/social sharegraphics



These campaign support materials have been developed and shared to bolster national initiatives and outreach campaigns in AU Member States. The message will continue to evolve as the COVID-19 pandemic progresses and as understanding of optimal responses develop further.

# How to use this support kit

Key messages and accompanying social media sharegraphics can be simply integrated into current/ongoing national outreach campaigns.



# Campaign focus areas

A selection of main focus areas for national Covid-19 campaigns and control programmes are included.

If you can highlight gaps and/or recommend the addition of other emerging Covid-19-related priority focus areas, please let us know by sending an email to: [James Oladipo Ayodele](mailto:James.Oladipo.Ayodele).

## Jump to

**How COVID-19 spreads**



**COVID-19 and children**



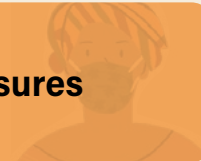
**Protecting yourself and those around you**



**COVID-19: Symptoms**



**Physical distancing measures**



**Taking care of yourself**



**Correct use of masks/ face coverings**



**COVID-19: If you or others in your home are sick...**



**Physical distancing in public places**



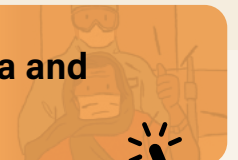
**Medicines/drugs for the treatment or prevention of coronavirus**



**Reducing risk at work**



**Beating COVID-19 stigma and discrimination**



# How COVID-19 spreads

## Key message

### COVID-19 spreads from person to person

When a person who has COVID-19 coughs, sneezes or talks, they may spread droplets containing the virus, which quickly settle on surrounding surfaces.

You may get infected by the virus if you **breathe in these droplets** or **touch contaminated surfaces or objects** and then touch your mouth, nose or eyes.

In each each focus area you will find similar content and download options:

Key message summary



The sharegraphic features a red header with the slogan "Stay Home. Stay Safe. Save Lives." and a virus icon. The main text repeats the key message about person-to-person transmission. On the right, there is an illustration of a person coughing into their elbow. The footer includes logos for the African Union and AFRICA CDC, along with a "Download for" button listing social media platforms.

Stay Home. Stay Safe. Save Lives.

How COVID-19 spreads

**COVID-19 spreads from person to person**  
When a person who has COVID-19 coughs, sneezes or talks, they may spread droplets containing the virus, which quickly settle on surrounding surfaces.

You may get infected by the virus if you **breathe in these droplets or touch contaminated surfaces or objects** and then touch your mouth, nose or eyes.

African Union AFRICA CDC

Download for Twitter/Facebook/Instagram/LinkedIn

Social sharegraphics for use as part of your organization's social media posts

Links to download sharegraphics for different social media platforms





# Protecting yourself and those around you

## Key message

### Wash your hands often with soap and water

You can also clean your hands using alcohol-based hand rubs, also known as 'hand sanitizer'



Download for [Twitter](#) / [Facebook](#) / [Instagram](#) / [LinkedIn](#)

## Key message

### Avoid shaking hands as a way of greeting.

You can wave, nod or bow.



Download for [Twitter](#) / [Facebook](#) / [Instagram](#) / [LinkedIn](#)

## Key message

### Avoid touching your eyes, nose or mouth with unwashed hands



Download for [Twitter](#) / [Facebook](#) / [Instagram](#) / [LinkedIn](#)



# Protecting yourself and those around you (contd.)

## Key message

Respiratory and cough hygiene:

- **Cough or sneeze into a tissue paper or your inner elbow**
- **Throw away used tissue paper** immediately in a closed waste bin
- Always **wash your hands** after coughing or sneezing



Download for [Twitter/ Facebook/ Instagram/ LinkedIn](#)

## Key message

**Alcohol-based hand sanitizers** kill viruses such as COVID-19

But keep them **out of children's reach** because even a small amount, if swallowed, can cause poisoning



Download for [Twitter/ Facebook/ Instagram/ LinkedIn](#)

## Useful links:

- COVID-19 Infection Prevention and Control: Your Questions Answered [Click here](#)
- Hand washing facility options for resource limited settings [Click here](#)
- Hand hygiene can save your life [Click here](#)
- What you should know about the 2019 novel Coronavirus Disease [Click here](#)



# Physical distancing measures

## Key message

**If you go out of your home, keep a distance of at least one metre** between you and the next person.



Download for [Twitter](#)/[Facebook](#)/[Instagram](#)/[LinkedIn](#)

## Useful links:

- [Guidance on Community Social Distancing During COVID-19 Outbreak](#) [Click here](#)



# Correct use of masks/face coverings

## Key message

If worn correctly, a **face mask can help prevent the spread of COVID-19 to others**, especially where social distancing is difficult

- Wash your hands before and after wearing your mask
- Make sure the mask covers your nose, mouth and chin
- Do not touch the surface of the mask while wearing it on your face

The infographic features a red banner at the top with the text 'Stay Home. Stay Safe. Save Lives.' and 'COVID19: Correct use of masks/face coverings'. Below this, it repeats the key message: 'If worn correctly, a face mask can help prevent the spread of COVID19 to others, especially where social distancing is difficult'. The central part of the infographic is divided into three sections: 1) A woman wearing a pink face mask correctly, with a green checkmark and a text box stating 'Make sure the mask covers your nose, mouth and chin'. 2) A person washing their hands at a sink, with a green checkmark and a text box stating 'Wash your hands before and after wearing your mask'. 3) A person touching their face while wearing a green mask, with a red 'X' and a text box stating 'Do not touch surface of the mask while wearing it on your face'. At the bottom, there are logos for the African Union and AFRICA CDC, and a blue button that says 'Download for' followed by 'Twitter/Facebook/Instagram/LinkedIn'.

## Useful links:

- Simple instructions on how to use a face mask [Click here](#)
- Simple instructions on how not to use a face mask [Click here](#)
- How to wear a face mask correctly [Click here](#)
- Community use of face masks [Click here](#)



# Physical distancing in public places

## Key message

The risk of infection increases **the closer you are to a person infected with COVID-19**

If you go out, **avoid crowds** and keep a distance of **at least one metre** between you and the next person

 **Stay Home. Stay Safe. Save Lives.**

**COVID19: Physical distancing in public places**

The risk of infection increases **the closer you are to a person with the COVID-19**

If you go out, **avoid crowds** and keep a distance of **at least one metre** between you and the next person



Download for [Twitter](#)/[Facebook](#)/[Instagram](#)/[LinkedIn](#)





# Reducing risk at work

## Key message

To protect yourself, co-workers and clients:

- Ensure a **safe distance** (at least 1 metre) between you and colleagues or clients
- Regularly **clean** and **disinfect** surfaces used by many people
- **Where possible keep windows** open for better ventilation
- Wear a **face covering** when it is impossible to maintain one metre distance from others
- Always wash your **hands** with soap and water or clean them with alcohol-based hand rub

**Stay Home. Stay Safe. Save Lives.**

COVID19: Reducing risk at work

To protect yourself, co-workers and clients:

- Ensure a **safe distance** (at least 1 metre) between you and colleagues or clients
- Regularly **clean** and **disinfect** surfaces used by many people
- **Where possible keep windows** open for better ventilation
- Wear a face covering when it is impossible to maintain one metre distance from others
- Always wash your **hands** with soap and water or clean them with alcohol-based hand rub

The infographic includes an illustration of three people wearing face coverings in an office setting, with red dashed lines indicating safe distancing. Logos for the African Union and AFRICA CDC are at the bottom.

[Download for](#) [Twitter](#)/[Facebook](#)/[Instagram](#)/[LinkedIn](#)

## Useful links:

- [AU COVID-19 at workplace joint communique](#) [Click here](#)



# COVID-19 and children

## Key message

**People of all age groups and races** can be infected with COVID-19



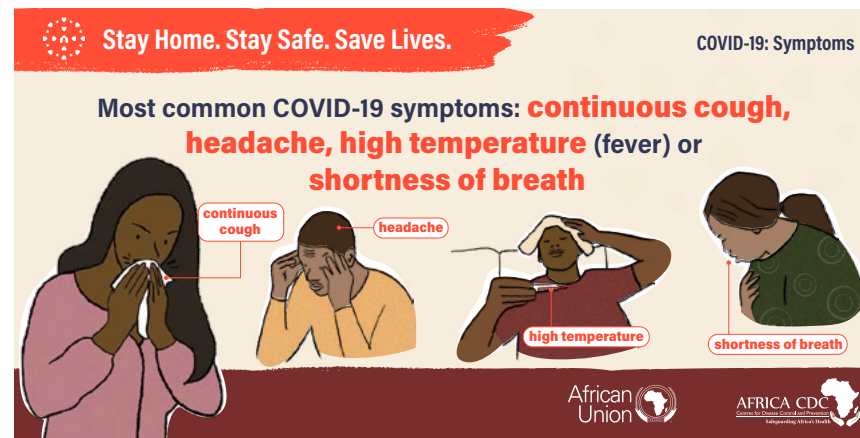
Download for [Twitter](#)/[Facebook](#)/[Instagram](#)/[LinkedIn](#)



# COVID-19: Symptoms

## Key message

Most common COVID-19 symptoms: **continuous cough, headache, high temperature (fever) or shortness of breath**



Download for [Twitter](#)/[Facebook](#)/[Instagram](#)/[LinkedIn](#)



# Taking care of yourself

## Key message

Keeping physically active is good for your physical, mental and spiritual well-being

**Try to be active and stay healthy**, even while you are spending more time at home



Download for [Twitter/Facebook/Instagram/LinkedIn](#)

## Key message

Eating a **healthy, balanced diet** is important during the COVID19 pandemic:

- Eat a variety of foods, including plenty of **fruits and vegetables**
- Eat less of foods that are high in **sugar or salt**
- Stay hydrated – **drink plenty of water**
- **Avoid drinking alcohol**, or moderate it if you do drink



Download for [Twitter/Facebook/Instagram/LinkedIn](#)



# COVID19: If you or others in your home are sick...

## Key message

Seek medical care if you have severe symptoms such as

- **Persistent coughing**
- **High fever**
- **Difficulty breathing or pain/pressure in the chest**



Download for [Twitter/ Facebook/ Instagram/ LinkedIn](#)

## Key message

If you have minor symptoms stay **at home** and monitor yourself closely

**Wear a face mask or face covering** if you are sick

Seek medical care if you have **severe symptoms**



Download for [Twitter/ Facebook/ Instagram/ LinkedIn](#)

## Useful links:

- [Guidance on Contact Tracing for COVID-19 Pandemic](#) [Click here](#)





# Medicines/drugs for the treatment or prevention of coronavirus

## Key message

There is currently **no cure for COVID-19**

If you have **severe symptoms**, do not self-medicate, **seek medical care**



**Stay Home. Stay Safe. Save Lives.**

COVID-19: Medicines/drugs for the treatment or prevention of coronavirus

**There is currently no cure for COVID-19**

If you have **severe symptoms**, do not self-medicate, **seek medical care**

African Union logo and AFRICA CDC logo are visible at the bottom of the infographic.

[Download for](#) [Twitter/Facebook/Instagram/LinkedIn](#)

## Useful links:

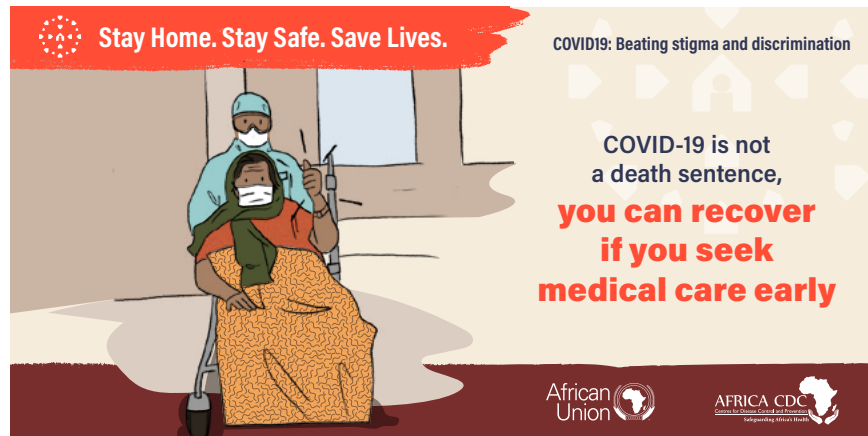
- [Statement on Herbal Remedies and Medicines for Prevention and Treatment of COVID-19](#) [Click here](#)
- [Statement on the Use of Dexamethasone for Severely ill COVID-19 Patients](#) [Click here](#)
- [Statement on medications to treat Novel Coronavirus disease \(COVID-19\)](#) [Click here](#)



# Beating COVID-19 stigma and discrimination

## Key message

COVID-19 is not a death sentence, you can **recover** if you seek medical care early



Download for [Twitter](#)/[Facebook](#)/[Instagram](#)/[LinkedIn](#)

## Key message

Being infected with COVID-19 is not a crime  
**Do not blame or stigmatize people with COVID-19**



Download for [Twitter](#)/[Facebook](#)/[Instagram](#)/[LinkedIn](#)



# Other useful links and resources

COVID-19 Guidance for transportation sector [Click here](#)

COVID-19 guidance for educational settings [Click here](#)

2019 Novel Coronavirus Disease Outbreak:  
What Health Care Workers Should Know [Click here](#)



Developed and designed by Inis Communication: [www.iniscommunication.com](http://www.iniscommunication.com)

