

**STAY SC
STRONG**

Make Your Own Post



STAYSCSTRONG.COM

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These days, access to trustworthy information is important—especially when it comes to matters of public health.

That's why we're reaching out to social media influencers like you. With your help, we're going to get the word out about COVID-19 here in South Carolina. Ready to join the Stay SC Strong public health campaign? Let's get started.

HASHTAGS

When you're ready to share your post, include relevant Stay SC Strong campaign hashtags—then encourage your followers to do the same. Campaign hashtags include:

#spreadcaringsc

#staycarefulsc

#stayhomesc

#stayscstrong

#stopcovidsc

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Stay SC Strong logo



POST GUIDELINES

Whether you're posting on Facebook, Instagram, or Twitter, maximize the impact of your post by following these guidelines:

- Use an eye-catching still image for your post.
- If you have access to a photo editor, apply the Stay SC Strong logo to that image for brand consistency.
- Keep post copy brief and simple.

Make sure that the copy addresses one or more campaign themes, including:

1. Coping with stress in a responsible way
2. Practicing social distancing when out in public
3. Staying healthy by observing DHEC's health and safety guidelines (like washing your hands regularly)
4. Staying home whenever possible and avoiding non-essential travel
5. Staying South Carolina Strong – celebrating the resilience and generosity of everyday South Carolinians

Include a call to action that pushes your followers to the DHEC website.

– E.g., “Visit DHEC’s website for easy, common-sense guidelines on how to protect yourself from COVID-19.”



[STAYSCSTRONG.COM](https://www.stayscstrong.com)

SAMPLE POST COPY

Tailor your messaging to your audience. If you know they'll be more receptive to one campaign theme over another, go with the theme that you think will get the most traction.

Whenever possible, draw from your own experience as you write. As you know, the more personal your post is, the more impactful it will be.

Ask yourself:

- How has COVID-19 changed my day-to-day life?
- How am I coping with those changes in a healthy way?

CHECK OUT THE COPY SAMPLES BELOW IF YOU NEED A BIT OF INSPIRATION.

Coping with Stress

"COVID-19 got you stressing? In uncertain times like these, it's important to take care of yourself and to decompress when you can. Exercise regularly and try to keep your screen time to a minimum. (That means taking breaks from the news, and—yes— from social media as well.) For more ways to Stay South Carolina Strong, visit DHEC's website."

General "Stay SC Strong"

"Hey, y'all. If you're feeling down, I just want you to remember one thing. We're South Carolina Strong, and we're not going to give up in the fight against COVID-19. As long as we stay careful, stay connected, and spread caring, we're going to get through this. For easy ways to protect yourself and your family from COVID-19, visit DHEC's website today."

Social Distancing

"These days, I only go out for essential trips to the grocery store and the pharmacy. And when I'm out in public, I always practice social distancing. (That means putting a distance of at least six feet between myself and other people.) For more helpful tips on how to Stay South Carolina Strong, visit DHEC's website."

Stay Healthy

"For some people, COVID-19 is a serious health risk. But there are simple steps you can take to lower your chances of catching (or spreading) the virus—like not touching your face with unwashed hands.* Want more health and safety guidelines? Visit DHEC's website for information on how to Stay South Carolina Strong."

*Note for influencers: Feel free to exchange this safety guideline with any other COVID-19 related health recommendations that currently appear on DHEC's website.

These include, but are not limited to:

- *Washing your hands regularly with soap and water for at least 20 seconds*
- *Cleaning and disinfecting high-touch surfaces in and around your home*
- *Wearing a mask or face covering when out*