

# Social Media Cheat Sheet for Local Boards of Health

## Effective Posts for COVID-19 Communication



### Local Updates



### Local Resources



### Public Health Guidelines



### Community Strength



### External Content

<b>Public Advisories &amp; Ordinances</b> <i>What is permitted?</i>	<b>Support</b> <i>Childcare support, resources for elderly &amp; small businesses, mental health resources</i>	<b>Facts about COVID-19</b> <i>Reliable information in multiple languages</i>	<b>Community Supporting Each Other</b> <i>Photos &amp; videos</i>	<b>Key Links</b> <i>Links to news &amp; resources on city website</i>
<b>Local Case Counts</b> <i>Daily information updates</i>	<b>Assistance with Basics</b> <i>Housing and food for those in need</i>	<b>Prevention Guidelines</b> <i>Social distance, masks &amp; hand washing</i>	<b>Encouraging Messages</b> <i>Positivity &amp; hope, photos of city officials working for community</i>	<b>Shares</b> <i>Content from city departments &amp; officials, local organizations</i>
<b>City Services</b> <i>Status of recycling &amp; other services</i>	<b>Product Availability</b> <i>Residents share what's available in which stores</i>	<b>What to Do If Sick</b> <i>Where and when to seek care</i>	<b>How to Help</b> <i>Where community members can volunteer</i>	<b>Cross-Promotion</b> <i>Linking to other communication channels, virtual events</i>

## Features by Channel

	Post Types				Allowed in Post				Static Content	
	Text	Image	Video	Interactive	Hyperlink	Location	Mention	Comment	Background	Pinned Post
 Twitter	280 characters	✓	30 seconds	poll	✓	✗	✓	✓	✓	✓
 Facebook	✓	✓	✓	✗	✓	✓	✓	✓	✓	✓
 Instagram	with image	✓	60 seconds	✗	✗	✓	✓	✓	✗	✗
 Instagram Story	with image	✓	15 seconds	poll scale question quiz	✗	✓	✓	✗	✗	✗