



COVID-19 Community Corps

Social Media Launch Toolkit for HHS

April 1, 2021

COVID-19 Community Corps

Today marks the launch of the national volunteer COVID-19 Community Corps, a U.S. Department of Health and Human Services (HHS) initiative to galvanize trusted messengers in the fight against COVID-19. Please help increase confidence in COVID-19 vaccines and encourage measures to slow the spread of the disease among your community by sharing your commitment to the COVID-19 Community Corps.

Below are sample social media posts to be paired with the attached graphics.

Please use the **hashtag #WeCanDoThis**, and **tag HHS in your posts**.

Graphics (.png files, attached):

- WCDT_CCC_Square – Post (for post on all social media channels)
- WCDT_CCC_Landscape – Cover Photo (Twitter, Facebook, Instagram, LinkedIn Cover Photos)
- WCDT_CCC_Vertical – Story (Facebook and Instagram Stories)

Twitter

Sample Tweets:

- I am a proud member of the @HHSgov COVID-19 Community Corps and invite you to join us in the fight to protect America's health #WeCanDoThis → hhs.gov/COVIDCommunityCorps
- @HHSgov COVID-19 Community Corps wants your help to ensure all Americans are vaccinated! #WeCanDoThis Sign up → hhs.gov/COVIDCommunityCorps
- Join me in partnering with @HHSgov to increase vaccine confidence through the COVID-19 Community Corps #WeCanDoThis → hhs.gov/COVIDCommunityCorps
- Vaccination is our best tool we have to defeat the pandemic #WeCanDoThis Join @HHSgov COVID-19 Community Corps → hhs.gov/COVIDCommunityCorps

Facebook and LinkedIn

Sample Facebook and/or LinkedIn Post:

- We're proud to be a member of the national volunteer COVID-19 Community Corps! Visit hhs.gov/COVIDCommunityCorps today to learn more and join us in the fight to protect America's health. #WeCanDoThis

Facebook Profile Photo Frame:

- Go to www.facebook.com/profilepicframes
- Search for 'We Can Do This' and select the frame you want to use
- Click 'Use as Profile Picture' to save

Instagram

Sample Instagram Post:

- Proud to be a member of the national volunteer COVID-19 Community Corps! Learn more and join us in the fight to protect America's health – Link in Bio. #WeCanDoThis