

**Wear A Mask**

Sample Social Media Content

**Messages**

General Messages

* Fall is almost here! As you take advantage of the last few weeks of summer and warm weather, help mitigate the spread of #COVID19 by social distancing, washing your hands and wearing a mask. #MaskUp [www.aha.org/wearamask](http://www.aha.org/wearamask)
* There are safe ways to socialize with extended family and friends, even during #COVID19, like hosting your end-of-summer bash outdoors. Make sure you and your guests #MaskUp and follow other CDC guidelines to stay safe. Find more ideas here: <https://www.cdc.gov/coronavirus/2019-ncov/daily-life-coping/personal-social-activities.html>
* Close contact increases the risk of #COVID19 infections, whether you’re indoors or outside. Listen to the science and continue to follow CDC guidelines - #MaskUp. [www.aha.org/wearamask](http://www.aha.org/wearamask) #WearAMask
* If you leave your home, keep these close at hand: hand sanitizer, tissues, your #facemask. Keep yourself and those around you safe - #MaskUp More: <https://www.cdc.gov/coronavirus/2019-ncov/daily-life-coping/going-out.html> #WearAMask

Flu/COVID-19

* As #fluseason approaches, it is more important than ever to follow @CDCgov guidelines and protect yourself against both flu and #COVID19 – wash your hands, maintain social distance and #WearAMask. [www.aha.org/wearamask](http://www.aha.org/wearamask) #MaskUp
* #Flu and #COVID19 are caused by different viruses, but their spread can be prevented the same way: #MaskUp! [www.aha.org/wearamask](http://www.aha.org/wearamask)
* While scientist work to develop a #vaccine against #COVID19, remember to stay up-to-date on @CDCgov recommended vaccine schedules, especially as we head into #fluseason.
* Flu and #COVID19 have similar symptoms and can be spread in similar ways. Stay safe from both – wash your hands, maintain social distance and #WearAMask. [www.aha.org/wearamask](http://www.aha.org/wearamask) #MaskUp

#FacemaskFriday

* How do YOU #MaskUp? Snap a pic and show off how you help reduce the spread of #COVID19 for #facemaskfriday!
* When you #WearAMask, you’re protecting yourself and everyone around you. Show us how you #MaskUp. #FacemaskFriday

**Audience Segments**

Younger

* Miss hanging with your friends? The quickest way back to “normal” is to #maskup and help stop spread of #COVID19. [www.aha.org/wearamask](http://www.aha.org/wearamask)
* Whatever your back-to-school situation, it’s important to stay safe. Wash your hands frequently, maintain social distance and #MaskUp when you leave your home. [www.aha.org/wearamask](http://www.aha.org/wearamask)

Mid

* It’s that time again – back to school (virtual or home), Fall activities and starting the end-of-year grind. Keep your family safe and remember to #WearAMask. [www.aha.org/wearamask](http://www.aha.org/wearamask)
* Getting the kids off to school, whether at the dining room table or the bus, can be stressful. Don’t forget to protect yourself and your family by following @cdcgov guidelines. #MaskUp [www.aha.org/wearamask](http://www.aha.org/wearamask)
* Whatever your work situation – remote or in the office – safety should be your first priority. Wash your hands, maintain social distance and #WearAMask. [www.aha.org/wearamask](http://www.aha.org/wearamask)

Older

* Planning a trip or getting ready to see extended family and friends? Protect yourself against #COVID19 – follow CDC guidance and #WearAMask. Learn more: [www.aha.org/wearamask](http://www.aha.org/wearamask)

[**Graphics**](https://drive.google.com/drive/folders/1_6e3Bg-kj7O50BZRGNnfjJl1bzBRT8OE?usp=sharing)