

How To Use This Toolkit

Your resource guide

LA County has made it easy for you to access all of the creative content and messaging on how communities can keep safe and healthy during COVID-19. The toolkit will include:

- Recommended messaging on how to educate communities about keeping healthy and safe during COVID-19.
- Handout materials on how to celebrate this holiday season, how to get tested for COVID-19 and LA County resources available to families.
- Easy to share social media content.
- Customizable campaign graphics and other collateral.

Here are a couple of things to keep in mind before you start.

1. Social media networks reward those that **post consistently** and get consistent engagement. We recommend 3x a week on Twitter and 1x on Facebook and Instagram.
2. The content below is meant to **inform your audience** about how they can keep healthy. We recommend posting the content on your channels often to familiarize your audience with the content.
3. The content for each **social media platform is very similar to maintain consistency**. Your social media team can use the posts for each channel at your own discretion.