

START HERE:

Your Instagram Guide

- Instagram allows us to visually highlight of how to keep your family safe and healthy during COVID-19..
- It should be noted, that on the days when a call-to-action is posted, a relevant link should be posted in the bio as well for audiences to access.
- Utilizing Instagram Stories is a smart way to amplify the videos and messaging you are posting about. In posting variations of the copy in your Stories, you can also post questions, polls and share responses. Increased engagement helps widen the reach of your Instagram posts so it can also be useful to encourage comments, story reposts, and shares.

START HERE:

Your Twitter Guide

- Twitter gives us the opportunity to join the conversation regarding how to keep our communities and families safe from COVID-19 as well as bringing awareness on what services LA County provides . Posting consistently can help drive the discussion.
- Depending on your organization's best practices for how you engage with users on Twitter, engaging in some one-on-one conversation with users who post good faith questions on the thread can also be a great way of educating community members about safe practices during COVID-19.

START HERE:

Your Facebook Guide

- Facebook gives us the opportunity to amplify and educate with both written and visual posts. The audience is unique to other platforms and is very large with seven out of ten adults in the U.S. saying they use Facebook.
- Utilizing a combination of messaging and visual support, Facebook can be useful in educating LA County residents on how to keep our communities and families safe from COVID-19. Engaging in one-on-one conversation with users who comment good faith questions on the posts can also be a great way of providing detail about the different healthcare-related services and resources available to them. This will also give the post a wider reach due to the Facebook algorithm – it shows users the content that their friends are interacting with right on their newsfeed.