GUIDANCE FOR CALIFORNIA INFLUENCERS

**Background:** COVID-19 is a serious respiratory disease. We all have a role to play to protect each other and ensure the health and safety of all Californians. Please use your voice on your social channels to convey accurate and helpful information using the guidance below. This guidance is provided by the Office of the Governor of California and the California Department of Public Health, which are working hard to inform our state about COVID-19, how to best stay healthy, actions to take if people do have symptoms, and available economic resources. We deeply appreciate the outpouring of support and solidarity that Californians already have shown.

**Campaign goal:** Urge all Californians to take action to protect health and save lives.

**Campaign tagline:** Your actions save lives.

**Timeline:** Post immediately

**Campaign press release:** California Launches New Comprehensive, Consumer-Friendly Website and Public Service Announcements to Boost COVID-19 Awareness

**Website to send people to:** covid19.ca.gov

**Main campaign hashtag:** #COVID19 and #StayHomeSaveLives

**Campaign social toolkit page:** covid19.ca.gov/toolkit

**Additional hashtags:** #CaliforniaStrong, #coronavirus, #socialdistancingnow, #flatteningthecurve

Below are topics and messages to guide you in creating content. We need your help to reach the widest audience possible, so please avoid using profanity or inappropriate language. For the health and social distancing tips, think about creative ways you can model these behaviors through photo and video posts.

**STAYING HOME SAVES LIVES**

We can all do our part to stop the spread of COVID-19. When we stay home and practice social distancing, we can slow or even stop the spread of COVID-19, protecting ourselves, older and high-risk populations, and help our health system from becoming overwhelmed.

**MESSAGES**

- Stay home. That means no playdates, bars, parties, coffee shops, cookouts, houses of worship or dinner with friends.
- Only venture out for necessities or if your job has an essential function. No unnecessary travel.
- Limit close contact like shaking hands and hugging.
- Social distancing means staying at least 6 feet away from other people when outside.
- If you’re in a line, spread out, take a couple steps back.
- Senior citizens and those with underlying medical conditions like heart disease, lung disease and diabetes are especially vulnerable. If you live with high-risk individuals, try to keep your distance to help protect them.

Learn more at covid19.ca.gov
HEALTH
Good health is a team effort. By staying informed and taking action, Californians can all do our part to keep everyone healthy.

MESSAGES
• COVID-19 is a serious illness and can result in hospitalization or death even for young people with no underlying medical conditions.
• Wash your hands often for 20 seconds with soap and warm water. If soap and water aren’t available, use hand sanitizer.
• Clean and disinfect frequently touched surfaces like doorknobs, cellphones, and countertops daily. Don’t share drinks or silverware.
• Cover coughs and sneezes with a tissue or an elbow, and avoid touching your face.
• If you have symptoms like cough and fever, stay at home and call your doctor.
• If you have difficulty breathing, seek immediate emergency attention.
• Pay attention to announcements by your state and local government and health departments.

Learn more at covid19.ca.gov

HIGH-RISK POPULATIONS
Senior citizens and people with underlying medical conditions like heart disease, lung disease, and diabetes are especially vulnerable to COVID-19.

MESSAGES
If you care for, or are a member of, a high-risk group, here are ways to protect yourself and others:
• Stay home.
• Make sure you or they have an adequate supply of food, medications.
• Do you have a neighbor who is a senior citizen or an at-risk relative? Check in, grocery shop for them. We’re all in this together.

Learn more at covid19.ca.gov

ECONOMIC RESOURCES
Communities are feeling the financial impact of COVID-19. California has resources.

MESSAGES
• Disability insurance for workers exposed to or ill with COVID-19.
• Paid family leave for those caring for an ill or quarantined family member.
• Unemployment insurance for reduced hours or lost work.

Learn more at covid19.ca.gov

MENTAL & PHYSICAL HEALTH
No one likes to be isolated but when you stay at home, you save lives. Quarantines help slow the spread of COVID-19 and prevent our health system from becoming overwhelmed.

Lean into your profession and interests to provide ideas on what to do to stay happy, healthy and productive at home.

MESSAGES
• Offer tips on physical exercise to do at home.
• Provide ideas on what you do for good mental health and to de-stress.
• Share what are you doing inside: ideas for music, movies, recipes, organizing your home, games, education materials or online resources?
• Model good behavior: show yourself video chatting with business partners or friends.

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