



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.

Learn more at covid19.ca.gov



HEADLINE: Stay Home. Save Lives: Do your part – it takes ALL OF US for it to work
AUDIENCE: Younger Adults (18-34)

- No matter your age, COVID affects all of us.
- Slowing the spread of COVID-19 will take all Californians working together.
- Staying home will save lives -- maybe even yours.
- The longer we stay out, the longer we all stay in.
- Physical distancing is key to slowing the spread of COVID-19
 - Note: Feedback that "social distancing" is not clear enough. We want to encourage people to be socially connected—but physically apart.
- That means no backyard BBQs or game night at a friend's place.
 - Note: It's clear that we need to define what staying home means, and that it includes private spaces.
- If you go out for essentials like groceries, medications, picking up take-out, or stopping at the bank, please remember to stay six feet apart—even outside.
- You can still feel connected, even if you aren't socializing in person. Call, text, video chat, or use that time to take care of yourself: meditate, read that book, talk to your plants (they need love, too!), or binge watch that new show.
- Want to go out? [Volunteer!](#) California needs you.
- Feeling sick? Call your doctor first. If you are experiencing shortness of breath, seek emergency medical attention
- For more information visit covid19.ca.gov

For reference, here is a sample of youth-targeted social assets:

Animated

- No matter your age:
<https://gmmb.box.com/s/gk5cd0u5sk2o6t448g0ssly969gpp3vu>
- Things you can't do:
<https://gmmb.box.com/s/xm52p5fuzkdrupxglx8u25s1gcbfw3x1>
- Home is where it's at:
<https://gmmb.box.com/s/v4j58zz7owtrwb6asnb68pr1cqztl1t>

Static

- Longer we go out:
<https://gmmb.box.com/s/kjept3n1pbo1z7uod9kxe4ny96vsqhnv>
- Where have you been:
<https://gmmb.box.com/s/dy832oho198bdx7tg7ea70ine4uye3x6>
- How are you feeling:
<https://gmmb.box.com/s/e4d21ghyfpiaqnxdp5smflgjr6gri8vu>
- Flow chart: <https://gmmb.box.com/s/ihokb27f7iti3ut7vvr80ynwkupx34l4>

Plus, a message from Snoop Dogg

- <https://twitter.com/CAgovernor/status/1242254886256824322>