COVID-19 social media support kit

This kit provides a messaging framework and accompanying social media sharegraphics for African Union (AU) Member States and partner organizations of the Africa Centres for Disease Control (AF-CDC).

CONTENTS

- How to use this social media support kit
- Campaign focus areas
- Key messages/social sharegraphics
These campaign support materials have been developed and shared to bolster national initiatives and outreach campaigns in AU Member States. The message will continue to evolve as the COVID-19 pandemic progresses and as understanding of optimal responses develop further.

How to use this support kit

Key messages and accompanying social media sharegraphics can be simply integrated into current/ongoing national outreach campaigns.

**STEP 1**
Identify the focus area that most closely aligns with your current/planned outreach

**STEP 2**
Download the accompanying sharegraphics to use in your social media activities/campaigns

**STEP 3**
Review list of hyperlinks to key AF-CDC information resources and consider linking to/adapting these materials as part of your campaign
A selection of main focus areas for national Covid-19 campaigns and control programmes are included.

If you can highlight gaps and/or recommend the addition of other emerging Covid-19-related priority focus areas, please let us know by sending an email to: James Oladipo Ayodele.

<table>
<thead>
<tr>
<th>Campaign focus areas</th>
<th>Jump to</th>
</tr>
</thead>
<tbody>
<tr>
<td>How COVID-19 spreads</td>
<td>COVID-19 and children</td>
</tr>
<tr>
<td>Protecting yourself and those around you</td>
<td>COVID-19: Symptoms</td>
</tr>
<tr>
<td>Physical distancing measures</td>
<td>Taking care of yourself</td>
</tr>
<tr>
<td>Correct use of masks/face coverings</td>
<td>COVID-19: If you or others in your home are sick...</td>
</tr>
<tr>
<td>Physical distancing in public places</td>
<td>Medicines/drugs for the treatment or prevention of coronavirus</td>
</tr>
<tr>
<td>Reducing risk at work</td>
<td>Beating COVID-19 stigma and discrimination</td>
</tr>
</tbody>
</table>
How COVID-19 spreads

**COVID-19 spreads from person to person**

When a person who has COVID-19 coughs, sneezes or talks, they may spread droplets containing the virus, which quickly settle on surrounding surfaces.

You may get infected by the virus if you **breathe in these droplets** or **touch contaminated surfaces or objects** and then touch your mouth, nose or eyes.

In each focus area you will find similar content and download options:

- Key message summary
- Social sharegraphics for use as part of your organization's social media posts

Links to download sharegraphics for different social media platforms:

Download for Twitter/Facebook/Instagram/LinkedIn
Protecting yourself and those around you

Key message
Wash your hands often with soap and water
You can also clean your hands using alcohol-based hand rubs, also known as ‘hand sanitizer’

Key message
Avoid shaking hands as a way of greeting.
You can wave, nod or bow.

Key message
Avoid touching your eyes, nose or mouth with unwashed hands

Download for Twitter/ Facebook/ Instagram/ LinkedIn
Protecting yourself and those around you (contd.)

**Respiratory and cough hygiene:**
- **Cough or sneeze into a tissue paper or your inner elbow**
- **Throw away used tissue paper immediately in a closed waste bin**
- **Always wash your hands** after coughing or sneezing

**Alcohol-based hand sanitizers** kill viruses such as COVID-19
- But keep them **out of children's reach** because even a small amount, if swallowed, can cause poisoning

**Useful links:**
- COVID-19 Infection Prevention and Control: Your Questions Answered [Click here]
- Hand washing facility options for resource limited settings [Click here]
- Hand hygiene can save your life [Click here]
- What you should know about the 2019 novel Coronavirus Disease [Click here]
Physical distancing measures

Key message

If you go out of your home, keep a distance of at least one metre between you and the next person.

Useful links:
- Guidance on Community Social Distancing During COVID-19 Outbreak (Click here)
Correct use of masks/face coverings

Key message

If worn correctly, a **face mask can help prevent the spread of COVID-19 to others**, especially where social distancing is difficult

- Wash your hands before and after wearing your mask
- Make sure the mask covers your nose, mouth and chin
- Do not touch the surface of the mask while wearing it on your face

**Download for** Twitter/Facebook/Instagram/LinkedIn

Useful links:

- Simple instructions on how to use a face mask
- Simple instructions on how not to use a face mask
- How to wear a face mask correctly
- Community use of face masks
Physical distancing in public places

Key message

The risk of infection increases the closer you are to a person infected with COVID-19.

If you go out, avoid crowds and keep a distance of at least one metre between you and the next person.

Download for Twitter/Facebook/Instagram/LinkedIn
Reducing risk at work

Key messages

To protect yourself, co-workers and clients:

- Ensure a **safe distance** (at least 1 metre) between you and colleagues or clients
- Regularly **clean and disinfect** surfaces used by many people
- **Where possible keep windows** open for better ventilation
- Wear a **face covering** when it is impossible to maintain one metre distance from others
- Always wash your **hands** with soap and water or clean them with alcohol-based hand rub

Useful links:

- AU COVID-19 at workplace joint communique  

Download for Useful links:

- Twitter/Facebook/Instagram/LinkedIn
COVID-19 and children

**Key message**

*People of all age groups and races* can be infected with COVID-19

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*People of all age groups and races can be infected with COVID-19*

Download for Twitter/Facebook/Instagram/LinkedIn
COVID-19: Symptoms

Most common COVID-19 symptoms: **continuous cough, headache, high temperature** (fever) or **shortness of breath**

Download for Twitter/Facebook/Instagram/LinkedIn
Taking care of yourself

Key message

Keeping physically active is good for your physical, mental and spiritual well-being

Try to be active and stay healthy, even while you are spending more time at home

Key message

Eating a healthy, balanced diet is important during the COVID19 pandemic:

- Eat a variety of foods, including plenty of fruits and vegetables
- Eat less of foods that are high in sugar or salt
- Stay hydrated – drink plenty of water
- Avoid drinking alcohol, or moderate it if you do drink

Download for Twitter/Facebook/Instagram/LinkedIn
COVID19: If you or others in your home are sick...

Key message
Seek medical care if you have severe symptoms such as
- **Persistent coughing**
- **High fever**
- **Difficulty breathing or pain/pressure in the chest**

If you have minor symptoms stay at home and monitor yourself closely

Wear a face mask or face covering if you are sick

Seek medical care if you have **severe symptoms**

Useful links:
- Guidance on Contact Tracing for COVID-19 Pandemic [Click here]

Key messages and social sharegraphics
Medicines/drugs for the treatment or prevention of coronavirus

Key message

There is currently no cure for COVID-19
If you have severe symptoms, do not self-medicate, seek medical care

Useful links:

- Statement on Herbal Remedies and Medicines for Prevention and Treatment of COVID-19 [Click here]
- Statement on the Use of Dexamethasone for Severely ill COVID-19 Patients [Click here]
- Statement on medications to treat Novel Coronavirus disease (COVID-19) [Click here]
Beating COVID-19 stigma and discrimination

**Key message**

COVID-19 is not a death sentence, you can **recover** if you seek medical care early

**Key message**

Being infected with COVID-19 is not a crime

Do not blame or stigmatize people with COVID-19
Other useful links and resources

COVID-19 Guidance for transportation sector  Click here
COVID-19 guidance for educational settings  Click here
2019 Novel Coronavirus Disease Outbreak: What Health Care Workers Should Know  Click here