WHY IS IT SO IMPORTANT THAT WE WEAR MASKS?

As the COVID-19 pandemic progresses, it’s more important than ever to wear a mask or face covering when in a crowded space (indoors or outdoors) or if you cannot stay six feet apart from people you do not live with. In fact, face masks have been shown to be one of the most effective ways to prevent the spread of COVID-19.

This toolkit and the associated communications templates and sample posts comprise the Masks On Vermont campaign, which encourages any Vermonter who is able, to mask up and help protect friends, family, and fellow Vermonters stay safe and healthy.

HOW TO USE THIS TOOLKIT

This toolkit includes key messages, sample verbiage, and design templates that you and your organization can use to promote mask-wearing—a vital, preventive action. Think of this document and the linked assets as a one-stop shop for what to write, post, and share in order to spread the word about the importance of mask-wearing.

In addition to this document, you can download, customize, and share associated social media images and other assets like posters via this Google Drive Folder.

While these materials are ready to use as is, they’re also completely customizable. Everything from the assets’ images, logos, colors, supporting text, and “Why” statements are editable in order to meet the unique needs of your customers, clients, employees, and stakeholders. For this campaign to succeed, we encourage you and other organizations to request and support user-generated (or user-shared) content and photos that showcase their masks or their reasons for wearing them.

Strategies to encourage these actions include promoting the use of VDH’s Facebook “profile picture frame” to help make #MasksOnVT go viral.

If we all work together, we can begin to make wearing a mask a normalized and welcomed practice in Vermont and beyond. Thanks to Vermonters’ efforts so far, we’ve been able to reopen more quickly than many other states. This early success is, in part, due to everyone chipping in and doing their part to slow the spread of COVID-19. Mask wearing reminders will help the state continue to get back on its feet and stay Vermont Strong! Thank you for continuing to help make Vermont a great place to live, work, and play.

Need Technical Assistance? Email the State’s Joint Information Center at COVID.JIC@vermont.gov.

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FACEBOOK & INSTAGRAM POST COPY

See below for sample posts to use on Instagram and/or Facebook. They can be customized to meet your organization or audience’s needs. In the Drive link you will find specifically-sized and customizable PowerPoint files for social media. Individual slides can be saved out as JPEG files for posting.

**Post #1**
Masking up keeps Vermont a safe place to live, work and play. What are your reasons for wearing a mask? For more tips, visit HealthVermont.gov/MasksOnVT #MasksOnVT

**Post #2**
Adding a mask to your routine is a simple yet effective way to protect family, friends and fellow Vermonters from the spread of COVID-19. For more mask tips, visit HealthVermont.gov/MasksOnVT #MasksOnVT

**Post #3**
Masks mean business! Wearing a mask in public is a simple way to stop the spread of COVID-19. It also gets Vermonters back to work. For more, visit HealthVermont.gov/MasksOnVT #MasksOnVT

**Post #4**
Wearing a mask in public is a simple way to keep Vermont safe, healthy and thriving. For more tips, visit HealthVermont.gov/MasksOnVT #MasksOnVT

**Post #5**
Wearing is caring! Masking up keeps vulnerable Vermonters safe and healthy during the COVID-19 pandemic. For more prevention tips, visit HealthVermont.gov/MasksOnVT #MasksOnVT

**Post #6**
It’s a fact: Vermonters help Vermonters. During the COVID-19 pandemic, please do your part by wearing a mask when needed. To find out more on when and how to wear a mask, visit HealthVermont.gov/MasksOnVT #MasksOnVT
FACEBOOK & INSTAGRAM POST HOW TOS

• Facebook newsfeed posts should use either a square image or one of a ratio of 1.91:1. (rectangular)
• Instagram posts should be square.
• Files labeled “Story” can be used on the story feature of either Instagram or Facebook.
• Unlike newsfeed posts, Story posts don’t allow for additional text or captions, so all necessary copy must be added to the image itself.
• Clickable links are not able to be added to Stories.
• Images may be used as-is or customized with specific text or URLs.
• The images provided in the Google Drive Folder are fully editable, but the overall design should stay the same.
• Be sure to pair images and post copy in a way that makes sense (e.g., use an image of a shopper with a caption that relates to wearing a mask while shopping).

Facebook Post Example:

I wear my mask... to keep others safe & healthy.

#MasksOnVT

Facebook/Instagram Post Example:

I wear my mask... to protect fellow shoppers and frontline workers.

#MasksOnVT

Story Example:

Wearing is caring! Masking up keeps vulnerable Vermonters safe and healthy during the COVID-19 pandemic. For more mask tips, visit HealthVermont.gov/MasksOnVT #MasksOnVT
USER-GENERATED “SHOW US YOUR MASK” POST COPY

See below for sample posts that you can use on Instagram and/or Facebook to promote user-generated, viral content. Like the posts on the previous page, these can be customized to meet your organization or audience’s needs.

Post #1
Have you found or made a creative mask or face covering? If so, we’d love to see! Post your photos with the hashtag #MasksOnVT, and include your name, city/town, and why you wear one.

Post #2
As we come together to flatten the curve, have you found a way to make your face covering stand out? Show us your masks! Use the hashtag #MasksOnVT and include your hometown and your reasons for wearing one. We’ll repost our favorites!

Post #3
It’s a fact: Vermonters help Vermonters. How have you been helping keep the state safe, healthy and thriving? Show us your mask! Include your city/town and why you wear one with the photos. Don’t forget to include #MasksOnVT!

Post #4
Whether they’re colorful, understated, or unique, masks and face coverings can show off your personality and style. What have you been wearing? Show us your new look! Include your city/town and why you wear one with each photo. #MasksOnVT

Post #5
Vermonters! Show you care about stopping the spread of COVID-19 and taking care of each other by showing off your masks! I wear a mask…. because it’s such a simple, small thing to do that can make a big impact in slowing the spread and getting us back to school and work. #MasksOnVT
I showed you mine, now you show me yours. Simply:
1. Copy and paste these directions in a new post on your page
2. Add your mask pic and your reason for wearing one. Use the hashtag #MasksOnVT so we can see who participates.
3. Nominate three friends to keep it going!

HOW TO ACHIEVE USER-GENERATED CONTENT

Agencies and departments can encourage users to generate their own content to be a part of the campaign in two ways: they can post an image of themselves wearing mask and describe why they do or they can utilize the Facebook frame and share their reasons along with the profile image. These posts can be shared by agency pages to encourage others who see the posts to do the same.
Remind users that they should include the #MasksOnVT hashtag in images or posts they wish to be a part of the campaign. They should also include their reasons for wearing masks either written or typed out.

They can also add a MasksOnVT profile frame to their Facebook profile (see Page 6).
Masks On Vermont – User-Generated Content

MASKS ON VERMONT FACEBOOK FRAME
For the Masks On Vermont campaign, the Health Department has created a custom Facebook Frame. A Facebook Frame can be easily added to a profile picture on Facebook—it acts as visual inspiration or flair in support of Masks On Vermont. The Frame features a colorful design that surrounds the user’s profile picture, which should feature them wearing a mask. The frame enhances campaign message sand encourages others to add it around their own profile pictures.

ACCESSING THE FRAME
To share the Frame, go to the VDH Facebook page. To add it to your profile picture from a desktop computer, visit Facebook.com/profilepicframes and search for "I Wear a Mask Vermont." Follow the steps to apply the frame to your own page. Use it on your own department or agency page, and then share it with clients and customers, encouraging them to do the same.

It’s recommended that the frame isn’t only used on your agency or organization’s Facebook page: encourage followers and fans to add it as well! Let’s help this go viral.

POST EXAMPLE #1
Love this #MasksOnVT profile frame? Share it in a post for any organizations and departments that you’re a part of—or apply it to your own profiles. It’s that easy to jazz up your profile.

POST EXAMPLE #2
Vermonters! Show you care about stopping the spread of COVID-19 and taking care of each other by showing off your masks! I wear a mask.... because it's such a simple, small thing to do that can make a big impact in slowing the spread and getting us back to school and work. #MasksOnVT
I showed you mine, now you show me yours. Simply:
1. Copy and paste these directions in a new post on your page
2. Add your mask pic and your reason for wearing one. Use the hashtag #MasksOnVT so we can see who participates.
3. Nominate three friends to keep it going!
Post #1
It’s a fact: Vermonters help Vermonters. As the COVID-19 pandemic continues, it’s never been more important for us all to take steps to slow its spread, especially for Vermonters at higher risk of serious illness. That means wearing a face mask or covering when you can’t always stay six feet of distance from people you don’t live with. Simple steps like these keep our state a safe place to live, work and play. For more tips on COVID-19 in Vermont, visit www.HealthVermont.gov/MasksOnVT

Post #2
There’s nothing quite like summer in Vermont. We know folks want to be outside now more than ever. When you do leave the house, don’t forget your face mask! Masking up is a simple yet effective way to stop the spread of COVID-19. Wear a face mask over your nose and mouth whenever you can’t keep at least six feet of distance from people you don’t live with —indoors and outside. For more tips, visit www.HealthVermont.gov/MasksOnVT

Post #3
Love Vermont? We do too! To keep Vermont safe, healthy and thriving, please wear a face covering or mask when you’re out and about—whether it’s running errands, around people you don’t live with, or in a busy area. Doing so helps prevent the spread of COVID-19 and allows Vermont to continue to reopen. We all need to do our part to get Vermont back in business. Get more masks tips at www.HealthVermont.gov/MasksOnVT

Post #4
Wearing is caring! If you’re medically able and can remove a face mask without assistance, please wear one when you’re out running errands, engaging with people you don’t live with, or in a busy area—either inside or out. No matter the reasons, wearing a mask is a simple way to prevent the spread of COVID-19 and protect friends, family and fellow Vermonters. For more ways to stop the spread of COVID-19, visit www.HealthVermont.gov/MasksOnVT
Article #1 – Mask Up For Vermont

Love Vermont? We do too! To keep our state safe, healthy and thriving, please wear a face mask or covering over your nose and mouth when you’re out and about. Masks are a simple and effective way to protect others around you as some people can have COVID-19 and not even know it. Not sure when to wear a mask? Here are some tips:

When to Wear a Mask:
• Whenever you’re unable to always stay 6 feet apart from others who you don’t live with (for example, at work, riding the bus, on a ride share, or at school)
• On a busy and crowded street, trail, or bike path
• At home, if you have symptoms and you live with other people
• Going to the grocery store, pharmacy, doctor, or hospital

Never put a mask on a child under the age of 2, someone who needs help to remove the mask, someone who is in respiratory distress or unconscious. People who have trouble breathing, such as people with asthma, can wear a light-weight bandanna or cloth covering tied to be open at the bottom or face shield.

Thanks for doing your part and masking up! Get more mask tips at HealthVermont.gov/MasksOnVT

Article #2 – Masks On, Economy Strong

Copy: Wearing a mask or face covering is a simple way to stop the spread of COVID-19—it also helps Vermonters get back to work, which helps keep our economy going. Face masks that cover your nose and mouth also protect others around you if you are infected with COVID-19 and don’t know it.

Not sure when to wear a mask? Here are some tips:

When to Wear a Mask:
• Whenever you’re unable to always stay 6 feet apart from others who you don’t live with (for example, at work, riding the bus, on a ride share, or at school)
• On a busy and crowded street, trail, or bike path
• At home, if you have symptoms and you live with other people
• Going to the grocery store, pharmacy, doctor, or hospital

Never put a mask on a child under the age of 2, someone who needs help to remove the mask, someone who is in respiratory distress or unconscious. People who have trouble breathing, such as people with asthma, can wear a light-weight bandanna or cloth covering tied to be open at the bottom or face shield.

When it comes to COVID-19, we all need to do our part to help Vermont get back in business. Thanks for doing your part and masking up! For more tips, visit HealthVermont.gov/MasksOnVT #MasksOnVT
Masks On Vermont – Key Talking Points

KEY TALKING POINTS

Be mindful of these key messaging points as you share the importance of mask wearing and COVID-19 prevention strategies with others.

• Emphasize simple prevention messages that are important for all Vermonters to know, such as frequently washing hands, maintaining six feet of distance from people you don’t live with, and wearing masks when appropriate.

• People who don’t have any symptoms can spread COVID-19 without knowing it. Wearing a mask protects people around someone who is infected—especially someone who does not have symptoms (is asymptomatic).

• Masks or facial coverings that cover the nose and mouth, physical distancing (staying six feet apart when indoors with people you don’t live with or in crowded areas), and frequent hand washing are simple and effective actions anyone can take to prevent the spread of COVID-19.

• Wearing a mask protects other people from you if you have COVID-19 and don’t know it.

• Wearing a mask is good for business—it lets businesses reopen and allows Vermonters to go back to work, which helps the economy recover.

• Wearing a mask protects our most vulnerable residents—family members, friends, coworkers, and neighbors. It also helps protect those who can’t wear a mask for health or safety reasons.

• Think of masks like your keys or wallet. Don’t leave the house without one for you and your family members—even if you don’t think you’ll need it.

• People may have different reasons for wearing masks and that’s okay. Any reason to wear a mask is a good reason.

• Wearing a mask can be an exciting form of self-expression. Find a mask material, pattern, and style that you love—or better yet, make your own!

• Mask wearing should be thought of as “the new normal, for now.” It’s not something to be embarrassed about or ashamed of.

• Encouragement and positive reinforcement of mask wearing helps make it feel more normal and lowers any perceived stigma.

• Saying thank you to clients, customers, or other stakeholders for wearing a mask and keeping Vermont healthy can make a big difference. They will feel validated and confident in their decisions to wear a mask and hopefully continue to do so.

• Never put a mask on a child under the age of 2, someone who needs help to remove the mask, someone who is in respiratory distress or unconscious.

• People who have trouble breathing, such as people with asthma, can wear a lightweight bandanna or cloth covering tied to be open at the bottom or face shield.
Masks On Vermont – Quick Tips and Info

REMINDERS ON HOW TO MAKE YOUR POSTS MEMORABLE

Make your posts:
• Simple, so people understand and remember.
• Relatable, so people can see themselves and others they know in the messaging.
• Short, since readers don’t have a lot of time to look at content!
• Shareable: Whenever possible, use #MasksOnVT in your social media posts.

OTHER IMPORTANT COVID-19 PREVENTION INFO

• People who don’t have any symptoms can spread COVID-19 without knowing it.
• One of the best ways to prevent the spread of COVID-19 is to stay six feet apart from anyone who doesn’t live with you.
• Wash your hands often with soap and water for at least 20 seconds.
• Don’t touch your eyes, nose or mouth with unwashed hands.
• Cough and sneeze into your elbow or into a tissue that you then throw away.
• Call your health care provider if you have any COVID-19 symptoms, even if ones that are very mild.
• Symptoms can look different from person to person, and may include:
  • Fever (100.4 F or higher)
  • Cough
  • Shortness of breath or difficulty breathing
  • Chills
  • Fatigue
  • Muscle pain or aches
  • Headache
  • Sore throat
  • New loss of taste or smell
  • Congestion or runny nose
  • Nausea or vomiting
  • Diarrhea

For the most up-to-date, Vermont-specific COVID-19 data, guidance and FAQs, visit HealthVermont.gov/COVID
This link contains the full collection of poster templates and image options. The templates can be downloaded and printed as-is, or customized to meet your unique needs. Images can be swapped out with those provided, copy can be updated, and the Vermont state logo can be replaced with any other approved logo.

Use files that correspond to your printing needs as opposed to re-sizing. Files include:
- Sized 8.5:11 with a white border
- Sized 8.5:11 with full color to the edge
- Sized 11:17 with a white border
- Sized 11:17 with full color to the edge

Each image saved in the Google Drive corresponds to a different color scheme. Be sure to pair the correct images with the correct background colors when customizing a new poster.
### Masks On Vermont – Colors

#### Background Colors

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<td>Y: 94</td>
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#### Corresponding Text Colors

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Masks On Vermont – Typography

HEADLINE TYPOGRAPHY – MONTSERRAT BOLD | DOWNLOAD FONT

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

HEADLINE TYPOGRAPHY – MONTSERRAT REGULAR | DOWNLOAD FONT

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

MICROSOFT ALTERNATIVE – AVENIR NEXT LT PRO BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

MICROSOFT ALTERNATIVE – AVENIR NEXT LT PRO REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
“WHY I WEAR MY MASK” IMAGES & STATEMENTS

This section provides guidance on how to pair the campaign photos with text. While the final images are saved out with six different color filters and adjusted to fit the campaign’s look and feel, please refer to this page for the “WHY” statements which correspond with each photo. Please use them accordingly. Images are saved in the Google Drive.

These images are for illustrative purposes only. Use the color-filtered and cropped versions in final materials.

We wear a mask...
- to protect our patients and coworkers.
- to get back to work. OR to get the job done.

We wear a mask...
- to protect fellow shoppers and frontline workers.

I wear a mask...
- to keep others safe & healthy.
- to feed our community.
- to protect those at risk.
- to keep my neighbors safe.
- to get you where you need to be.
- to help my community.
- to deliver what you need.
I wear a mask…

to get outside.

I wear a mask…

so I can safely run errands.

I wear a mask…

to get items to you.

We wear a mask…

to keep each other safe.

We wear a mask…
to welcome back customers.

I wear a mask…

to care for the community garden.

I wear a mask…

so I can see my friends again.

We wear a mask…
to get back to work.

I wear a mask…

to keep our family safe.

We wear a mask…

so we can make memories together.

We wear a mask…
to protect people at any age.

Please wear a mask…

for those who can’t.
Please refer to following guidance when customizing or altering existing social media posts.

Image and text should be placed on opposite sides of the layout.

Text should be aligned left, not center or right.

The hashtag (#MasksOnVT) should be placed at the bottom of the layout.

“I wear my mask” and the hashtag should be in the color specific to the background. Remaining text is white. The color pairings are specified on page 12 of this guide.

If the image used has sufficient space and is dark enough that the hashtag can be seen, it may be placed on top of the image in white.

Images are cropped to cut out the background and highlight the subject. A white stroke is applied. Images are saved out exactly as they should be used and should not be altered or removed.

Each background color corresponds to a specific photo filter and text color, and these are noted on page 12.
Please refer to following guidance when customizing or altering existing social media posts.

Don’t use a background color that isn’t specified for use on page 1 with the selected photography filter and text color. Photo files are labeled by color. Refer to the provided poster templates to confirm background and image color pairing if needed.

Don’t place text too close to the file margin. As long as essential photo elements aren’t cut off, photos can be placed so that the border is outside the margin. Provided photos can be cropped in PowerPoint by right-clicking the image and selecting ‘Crop’ from the menu.

Don’t use photos other than those included with the specific cropping style and color filter applied.

With the exception of the hashtag (as specified on the previous page), don’t place text on or behind photos.

For clarity and legibility, the hashtag character spacing should be set to expanded by 1 point. This can be done by selecting the font you wish to expand, then selecting ‘Font’ from the ‘Format’ menu. In the dialogue box set character spacing to expanded by 1 point.
Please refer to following guidance when customizing or altering existing poster files.

Image and text should be placed on opposite sides of the layout.

Text should be aligned left, not center or right.

The order of content is as follows from top to bottom:
- Logo(s)
- Main heading or “Why I wear a mask” statement
- Descriptive body copy
- Secondary heading
- #MasksOnVT
- URL

Only the URL is in white knocked-out text, and only the URL should overlap the image if any text overlaps at all.

The logo, headings, body copy, and URL should all be aligned together to the left side of the document.

As with the social media posts, text, image, and background colors should correspond to each other as indicated on the colors page of this guide.

Images can be placed so that they extend past the poster margin as long as no important elements are cut off.

Be sure to keep the balanced spacing between and sizing of blocks of text if it is changed.