



# Social Media Toolkit

*For Community Groups  
Updated: 1.8.21*

# Background

**If we don't Protect Chicago NOW, 1,000 more Chicagoans will die from COVID-19 by the end of the year.**

- To save more lives in Chicago, we must double down and step up to Protect Chicago. In order to restore a sense of urgency, we have to reinforce the importance of doing the simple things we know work: wearing a mask, washing our hands and socially distancing.
- Face masks reduce the risk of COVID-19 infection by 65%. (Source: [The Lancet](#))
- As of November 2020, in a group of 50 people, 9/10 of those individuals may be positive for COVID-19. (Source: [CDPH](#))
- In a group of 10 randomly selected Chicagoans, 1/3 of those individuals may be positive for COVID-19. (Source: CDPH)
- In this toolkit, you'll find general messaging and messaging to support the City's recruitment programs.

# Sample Posts

Feel free to copy and paste these to your social channels. Messaging is separated into the following categories:

## General Messaging

- ALL Chicagoans will receive the vaccine FREE of charge as larger quantities become widely available regardless of documentation status. Stay up to date on when it's your turn to get vaccinated at [chi.gov/covidvax](https://chi.gov/covidvax) #ProtectChicago
- Vaccine safety is a top priority. Both vaccines against the COVID-19 virus are safe, effective and coming to a pod near you. Go to [chi.gov/covidvax](https://chi.gov/covidvax) to learn about the distribution plans and partners working to #ProtectChicago
- Getting vaccinated protects you, your family, your neighbors and friends. You can be a health hero by being informed and spreading the word. Get the real vax facts and data at [chi.gov/covidvax](https://chi.gov/covidvax).



<Download graphics [here](#)>

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## Recruitment Messaging

- Be the health hero on your block by being informed and spreading the word with #ProtectChicago. Sign up now at <http://chi.gov/38zhgap>
- Help stop misinformation. Join #ProtectChicago to help get the word out about getting back to normal with the vaccines for COVID-19. <http://chi.gov/38zhgap>

<Download graphics [here](#)>



**THANK YOU!**