**COVID-19**   
***Sample Social Messages***

**BACKGROUND**

Hospitals can use social media to update their followers on the work the hospital is doing to mitigate the spread of COVID-19 and help inform their communities about what they can do as individuals to prepared and respond.

Hospitals should also review their staff social media policies. As a community of caregivers, many hospital team members may be engaged in conversation about COVID-19 as recognized health care professionals. When these individuals identify themselves as a member of your team on a social platform, their advice or opinions may be viewed as the hospital or health system’s public position. It is useful to have members of the hospital community amplify our message related to public health and safety or share hospital-specific information delivered from the organization. Conversely, depending on your hospital or health system social media policy, incorrect or derogatory information could cause damage to organizational reputation.

**SAMPLE MESSAGES**

* Fever, cough or shortness of breath may appear 2-14 days after exposure to coronavirus. If you are worried, call your health care provider for guidance before your head to your physician, urgent care or emergency department. Missourians can call the state health department at 877-435-8441.
* Worried about coronavirus? Join the prevention team! Washing your hands regularly, cover coughs and wipe down surfaces that are touched regularly.
* Certain members of the community are at greater risk, including seniors and individuals with existing health issues. Please check on them. However, keep their safety in mind — call, email or text.
* If you are at risk, call in advance. [include the state/your hotline]
* Our goal is to keep you and our community healthy. Learn more about what you can do at [your web resources/or [DHSS](https://health.mo.gov/)].

**Missouri Hospital Association  
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