

## **“I’M IN” CAMPAIGN: How You Can Help on Social Media - Community**

This document provides suggestions and content that anyone in the community can use to help support the effort to slow the spread of the virus and save lives.

### **What is the “I’M IN” campaign?**

The “I’m in” campaign is grassroots project designed to encourage compliance with the guidelines for stopping the spread of COVID-19. The goal is to remind the people of our region that we’re all in this together — and together, we can stop the spread. “I’M IN” is a way to say you’ve gotten the message, you understand the importance of the guidelines, and you’re doing your part to support public health and save lives.

### **CREATING SOCIAL POSTS**

Sharing through social media networks is a critical component to driving this effort. You can make a big difference by making and sharing your own posts in a few simple steps.

#### **Step 1: Take a pic or video**

Capture a picture or video of yourself communicating an “I’M IN” message. It can be written with marker on paper, printed, spelled out in Cheerios, drawn in sidewalk chalk, or some other creative expression! **See examples on next page!**

#### **Step 2: Explain your “why”**

Who are you “in” this effort for? Write a brief message about your motivation. Why are you following the guidelines? (For nurses, doctors or first responders on the front lines? For a vulnerable loved one? To return to your favorite activities again?)

#### **Step 3: Use these statement(s), info link and hashtag**

Campaign statements:

*Together, we can stop the spread.*

*Together, we can save lives.*

*Help stop the spread.*

*Are you in?*

*I’m in. Are you?*

*Who are you in for?*

Link to guidelines from PA Dept of Health: <https://bit.ly/2Kk9ZOm>

[drives to [www.health.pa.gov/topics/disease/coronavirus/Pages/Stop-the-Spread.aspx](http://www.health.pa.gov/topics/disease/coronavirus/Pages/Stop-the-Spread.aspx)]

You can also link to or share the I’M IN video. Email [Brenda.Buescher@pennmedicine.upenn.edu](mailto:Brenda.Buescher@pennmedicine.upenn.edu) for link.

Hashtags to use: **#IMIN #AreYouIn #WhoAreYouInFor**

#### **Step 4: Post starting at 11am on Monday, April 27**

Share your post on your social media pages and encourage others to do the same!

## EXAMPLE POST AND IMAGE IDEAS:

I'm in for the support staff at all of our hospitals, and other unsung heroes on the front lines. They're helping nurses and doctors succeed. Who are you in for? **#IMIN**

I'm following the guidelines because I'm in for beating this virus... and keeping everyone safe! Are you in? **#ImIn**

I'm in for my family, for my neighbors, and for all my friends. I can't wait to see you again! Who are you in for? **#ImIn**

I'm in for social distancing NOW, so we can get back together SOONER. **#AREYOUIN**

I'm in for staying vigilant with the guidelines at work and at home! **#ImIn #AREYOUIN**

