**Tip:** Add graphic to your post first, then the sample text. If you add text first, remove the auto-generated web card then add the graphic.

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| **DATE** | **TWITTER (280 characters MAX)** | **FACEBOOK + INSTAGRAM** | **IMAGE #** | **ALT Text for Graphic** |
| **August** | #COVID19 cases are rising in #NorthCarolina.  Protect yourself and others:   * Cover coughs * Wash your hands * Gather outdoors and purify air inside * Stay home if you're sick * Get up to date on your vaccines   More ways to prevent COVID-19: cdc.gov/respiratory-viruses/guidance/ | COVID-19 cases are rising in North Carolina.  Protect yourself and others:   * Cover coughs * Wash your hands * Gather outdoors and purify air inside * Stay home if you're sick * Get up to date on your vaccines   More ways to prevent COVID-19: cdc.gov/respiratory-viruses/guidance/  NC data, free test pickup locations and more: covid19.ncdhhs.gov/ | **1, 7, 13, 15,**  **17** | *1. Person wearing a mask to protect their health points to a list of COVID-19 prevention steps. Wear a mask, practice physical distancing and take a COVID-19 test if you feel sick or were exposed to COVID-19.*  *7. A person opens a window for clean air, which helps prevent the spread of COVID-19.*  *13. List of steps to prevent COVID-19: Practice good hygiene, take steps for cleaner air, stay up to date with immunizations, stay home if sick, wear a mask, practice physical distancing and take a test.*  *15. A hand is held up to block illustrated virus cells, representing the prevention of COVID-19 spread.*  *17. A group of people gather outside between two trees with the sun shining.* |
| **August** | #COVID19 cases are rising in #NorthCarolina.    Practice good hygiene to prevent spread:   * Cover coughs and sneezes * Wash your hands * Clean frequently touched surfaces   More ways to prevent COVID-19: cdc.gov/respiratory-viruses/guidance/ | COVID-19 cases are rising in North Carolina.    Practice good hygiene to prevent spread:   * Cover coughs and sneezes * Wash your hands * Clean frequently touched surfaces   More ways to prevent COVID-19: cdc.gov/respiratory-viruses/guidance/  NC data, free test pickup locations and more: covid19.ncdhhs.gov/ | **2-3,**  **5-6,**  **16** | *2. Person sitting on a couch uses a tissue to blow their nose.*  *3. People cover their coughs and sneezes, wash their hands and use a bottle of cleaning solution to spray a surface while wearing a mask.*  *5. A woman wears a mask to protect herself from COVID-19.*  *6. A man covers his cough, which helps prevent spread of illness.*  *16. A woman covers her cough, a person washes their hands, a man sneezes into a tissue and a person wearing a mask sprays disinfectant to clean.* |
| **August/September** | #COVID19 cases are rising in #NorthCarolina.   * Know the symptoms * Find where to pick up free tests near you * Get treatment fast if you feel sick   What to do if you feel sick → MySpot.nc.gov/treatment | COVID-19 cases are rising in North Carolina.   * Know the symptoms * Find where to pick up free tests near you * Get treatment fast if you feel sick   You may be at higher risk for severe COVID-19:   * Ages 65+ * Not up to date on your COVID-19 vaccine * Have a condition that weakens your immune system   What to do if you feel sick → MySpot.nc.gov/treatment | **4, 9,**  **19** | *4. Woman holds her head in pain. Symptoms of COVID-19 are listed around her: Fever or chills, cough, congestion or runny nose, headache, sore throat, shortness of breath, new loss of taste or smell, muscle or body aches, nausea or vomiting, fatigue, diarrhea.*  *9. A woman covers her sneeze with a tissue to prevent the spread of illness. Text: Stay home and away from others until both your symptoms are getting better and you’re fever free without meds for 24 hours. Call 9-1-1 in case of emergency.*  *19. A woman sits on her couch and sneezes into tissues.* |
| **August** | #COVID19 cases are up in #NorthCarolina.  Get the #COVIDvaccine this fall for the best protection against severe illness, hospitalization and death.  Get ready for the fall and winter virus season → vaccines.gov | COVID-19 cases are up in North Carolina.  Get the COVID-19 vaccine this fall for the best protection against severe illness, hospitalization and death.  Get ready for the fall and winter virus season → vaccines.gov | **8, 22** | *8. A woman gets a vaccine to protect herself from COVID-19.*  *22. A calendar paired with vials and a syringe.* |
| **August** | #COVID19 cases are up in #NorthCarolina.  Protect yourself and others:   * Wash your hands * Wear a mask * Gather outdoors * Practice physical distancing * Stay home if you're sick * Get up to date on your vaccines   More ways to prevent COVID-19: cdc.gov/respiratory-viruses/guidance/ | COVID-19 cases are up in North Carolina.  Protect yourself and others:   * Wash your hands * Wear a mask * Gather outdoors * Practice physical distancing * Stay home if you're sick * Get up to date on your vaccines   More ways to prevent COVID-19: cdc.gov/respiratory-viruses/guidance/ | **10-11, 18, 20** | *10. A student wears a mask in the classroom to prevent the spread of illness.*  *11. Two people wearing masks stay 6 feet apart to prevent the spread of illness.*  *18. Two masks: a cloth mask and an N95.*  *20. Two teens stand 6 feet apart.* |
| **August** | Did you know? You can get free #COVID19 home tests in #NorthCarolina.  Protect others. Get tested:   * Before gatherings * If you feel sick * If you were exposed to COVID-19   Get free take-home tests near you → MySpot.nc.gov/tests | Did you know? You can get free #COVID19 home tests in #NorthCarolina.  Protect others. Get tested:   * Before gatherings * If you feel sick * If you were exposed to COVID-19   Get free take-home tests near you → MySpot.nc.gov/tests | **12, 21** | *12. A person takes an at-home COVID-19 test. Text: False negatives are possible. False positives are uncommon.*  *21. A medical professional uses a nasal swab to test a woman for COVID-19.* |
| **August** | #COVID19 cases are up in #NorthCarolina.  Stop the spread:   * Cover coughs and sneezes * Wash your hands often * Stay home if you're sick * Wear a mask * Get free take-home tests near you * Get treatment fast if you feel sick   What to do if you feel sick → MySpot.nc.gov/treatment | COVID-19 cases are up in North Carolina.  Stop the spread: ️   * Cover coughs and sneezes * Wash your hands often with soap and water * Stay home if you're sick * Wear a mask if you’re sick and recovering, or if you’ve been exposed to COVID-19 * Get free take-home tests near you * Get treatment fast if you feel sick   What to do if you feel sick → MySpot.nc.gov/treatment | **14** | *People take steps to prevent the spread of COVID-19. A woman covers a cough. A woman covers her sneeze by using a tissue. A person wears a mask. A doctor offers telehealth services on a video chat.* |
| **August/September** | Did you know there are treatments for #COVID19? 💊  Research shows they can reduce your risk of hospitalization and dying.  But you have to get it within 5-7 days of your first symptoms. It may cost nothing.  Get more info on treatments and assistance → MySpot.nc.gov/treatment | Did you know there are treatments for COVID-19? 💊  Research shows they can reduce your risk of hospitalization and dying—but you have to get them in time.  Don’t delay: Treatment must be started within 5-7 days of your first symptoms.  You may be able to get free or reduced-cost treatment.  Get more info on treatments and assistance → MySpot.nc.gov/treatment | **23-24** | *23. Doctor with a clipboard.*  *24. Doctor with clipboard shares list of people who are at higher risk of severe illness from COVID-19: Older adults​, young children​, people with weakened immune systems​, people with disabilities​, pregnant people​, and people who are not up to date on their COVID-19 vaccines.* |
| **August/September** | #COVID19 cases are up in #NorthCarolina.  Did you know you can spread COVID-19 even if you don’t have symptoms?  Wear a mask to prevent the spread 😷  More ways to protect yourself and others → cdc.gov/respiratory-viruses/guidance/ | COVID-19 cases are up in North Carolina.  Did you know you can spread COVID-19 even if you don’t have symptoms?  Wear a mask to prevent the spread 😷  More ways to protect yourself and others → cdc.gov/respiratory-viruses/guidance/ | **25-26** | *A person demonstrates how to wear a mask correctly, with it covering their mouth and nose. Other people show ineffective mask wearing: over just their mouth, over their eyes, hanging from their ear, or under their chin.* |
| **Fall** | Save the date! Updated #COVID19 vaccines designed to match the changing virus are coming this fall 💉  Never got the #COVIDvaccine? Or need extra protection and eligible for another dose? Ask your provider if you need the current vaccine.  More details → vaccines.gov | Save the date! Updated COVID-19 vaccines are coming this fall.  They’re designed to match the changing virus and are the best way to protect yourself from COVID-19.  Never got the vaccine? Or need extra protection now? Ask your health care provider if you need the current vaccine.  You’re at higher risk of getting very sick from COVID-19 if you:   * Are 65 or older. * Have a condition that weakens your immune system. * Live in a long-term care facility. * Are not up to date on COVID-19 vaccinations. * Are pregnant.   More details → vaccines.gov | **32-33** | *32. A syringe on top of a calendar.*  *33. A doctor places a Band-Aid on a patient’s arm after vaccination.* |
| **Fall** | The #COVID19 vaccine is your best protection against:   * Getting very sick * Going to the hospital * Dying   Everyone 6 months and older should get an updated #COVIDvaccine this fall 💉  Find a spot to take your shot → vaccines.gov | The COVID-19 vaccine is your best protection against:   * Getting very sick * Going to the hospital * Dying   Everyone 6 months and older should get an updated COVID-19 vaccine this fall 💉  Find a spot to take your shot → vaccines.gov | **34-38, 40-41** | *34. Doctor points to a sign that says “Learn the facts about the new 2024-2025 COVID-19 vaccines.”*  *35-37: Doctor with a clipboard.*  *38: Doctor with a speech bubble that says: “Updated COVID-19 vaccines will be available from Moderna, Novavax, and Pfizer.”*  *40. People of various ages, from infant to older adult, get a vaccine.*  *41. A smiling older woman and young boy show Band-Aids on their arms from vaccination.* |
| **Fall** | Protect your child against #COVID19 this school year.  Everyone 6 months and older should get the updated #COVIDvaccine this fall 💉  It's the best way to prevent getting very sick, going to the hospital and dying.  Find a vaccine location near you → vaccines.gov | Protect your child against COVID-19 this school year.  Everyone 6 months and older should get the updated COVID-19 vaccine this fall 💉  The vaccine is the best way to prevent getting very sick, going to the hospital and dying from COVID-19.  Find a vaccine location near you → vaccines.gov | **39** | *A young girl wears a mask, points to a Band-Aid on her arm, and gives a thumbs up.* |