



## 10 Steps Your Institution Can Take to Drive Adoption of SlowCOVIDNC

SlowCOVIDNC allows people to act quickly to protect themselves, their loved ones and their communities. The more people who use SlowCOVIDNC in a community, the more effective it is. The NC Department of Health and Human Services (NCDHHS) has created tools to help you promote SlowCOVIDNC on your campus. We encourage you to take the following 10 actions:

1. Present a **virtual info session**, including app demo, to university student journalists for local news coverage and distribute the link to the **app demo video** on school websites.
2. Announce the launch of SlowCOVIDNC on **campus radio or TV stations** (if available) and other campus-wide **notifications and learning management systems** (i.e. Blackboard, Canvas).
3. Send an **email to the student body and parents** introducing the SlowCOVIDNC app and encouraging everyone on campus to participate. Include a link to the **demo video and additional resources**.
4. Send an **email to faculty and staff** introducing the SlowCOVIDNC app and encouraging participation. Include a link to the **demo video and additional resources**.
5. Print and distribute **flyers** in high traffic areas on and around campus (i.e., dorm hallways, gyms, laundry rooms, lecture halls, and local businesses). Ask Resident Advisors to hand them out.
6. Promote SlowCOVIDNC using **digital banners** on school websites, other digital properties (i.e. student newsletters) and paid advertising through geo-targeting on websites with local relevance.
7. Use our social media templates to post on **university-owned social media** (i.e. Facebook, Twitter, and Instagram) and encourage students and faculty to share on their personal social media accounts.
8. Use **paid digital advertising**, leveraging our digital ad and social media templates, and the **communications video**, on Facebook, Twitter and Instagram to announce launch and drive installs.
9. Educate and equip **campus leaders** (i.e. club leaders, student government representatives, resident advisors, Panhellenic organizations, etc.) with materials to promote SlowCOVIDNC to their members and networks and encourage them to share their experiences with the app on social media.
10. Provide **Talking Points and FAQs** documents to university spokespeople and administration officials to aid in describing the app, address frequently asked questions, and direct students to online resources.

**Note:** Additional resources can be found on the NCDHHS website under the following links that audiences can be directed to for more information:

- [NCDHHS SlowCOVIDNC Landing Page](#)
- [NCDHHS SlowCOVIDNC Higher Ed Resource Page](#)
- [NCDHHS SlowCOVIDNC Privacy Policy Page](#)
- [NCDHHS SlowCOVIDNC Frequently Asked Questions Page](#)
- [NCDHHS SlowCOVIDNC App Demo Video Link on YouTube](#)
- [NCDHHS SlowCOVIDNC Communications Toolkit](#)