

Los Angeles County COVID-19 Digital Communications Guide



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Introduction

A team of digital experts from Los Angeles County's Joint Information Center has created this guide to help cities, partners, and key stakeholders navigate digital communications in response to COVID-19 and the County's Safer at Home order.

How To Use This Guide

This guide will be your easy to use resource about how to speak to your communities about COVID-19 and Safer at Home.

You will find included:

- Recommended messaging on how to talk about COVID-19 in the County of Los Angeles.
- Easy to share social media content and graphics about COVID-19 and available County resources.
- Steps on how to share our daily briefings on their social media channels to keep your community informed.

Here are a couple of things to keep in mind before you start:

1. The content featured in the guide is considered to be “evergreen content,” meaning it’s not time-sensitive and can and should, be published on your channels at any time that works with your department’s or municipality’s social media strategy.
2. The content for each social media platform is very similar to maintain consistency. Your social media team can use the posts for each channel at your own discretion.

Best Practices

Use key messages to speak to your communities – Every community in Los Angeles County is different, which means that messaging should be tailored to resonate with your community.

Be aware of how you communicate sensitive topics – This is a very stressful time for many people and communities so be cognizant of how you are

relaying information on social media, especially when it comes to cases, testing, surges, etc. When in doubt, use language from trusted Los Angeles County sources including [incident reports](#), Los Angeles Department of Public Health, or covid19.lacounty.gov.

Check your sources to avoid spreading misinformation! – Only post information that has been vetted by trusted sources including Los Angeles County, Los Angeles Department of Public Health (LA DPH), California Department of Public Health (CDPH), and the Centers of Disease Control (CDC), World Health Organization (WHO). Avoiding sharing information pulled directly from media sources.

Make sure you're always up to date –

- Follow [@CountyofLA](#) and [@LAPublicHealth](#) on Twitter, Facebook, and Instagram to get real time updates on all things COVID-19
- [Sign up](#) to receive text or email updates from LA County on all things COVID-19
- Tune every weekday at 12:30pm for a countywide COVID-19 briefing via [Facebook Live](#), [Twitter](#) and [YouTube](#).

COVID-19 Terms: Do's and Don'ts

Do Use:

***Social Distancing** – Social distancing means staying home, avoiding crowds and staying at least 6 feet away from others whenever possible. By practicing social distancing, we reduce person-to-person contact in a given community, with a goal to stop or slow down the spread of a contagious disease. The Los Angeles County Department of Public Health recommends maintaining six feet of social distancing. (Source: [LA County DPH](#))

* See [Addenda](#)

Safer at Home – This is the Order issued by the County of Los Angeles on March 19, 2020. It should be used when advising people to stay at home to keep themselves and others safe and stop the spread of COVID-19. (Source: [LA County DPH](#))

Self-Isolation – separates sick people with a contagious disease from people who are not sick. (Source: [CDC](#))

People Experiencing Homelessness (PEH) – This is the recommended way to refer to those experiencing homelessness.

Personal Protective Equipment (PPE) – equipment worn to minimize exposure to hazards that cause serious workplace injuries and illnesses. During COVID-19, PPE includes but is

not limited to gloves, face shields, impermeable coveralls, eye goggles, shoe covers/booties (disposable), N95 masks or equivalent, surgical/isolation gowns, surgical masks, hand sanitizer and disinfecting wipes. (Source: [OSHA](#))

Don't Use:

Shelter in place – means finding a safe location indoors and staying there until you are given an “all clear” or told to evacuate. (Source: [Yale](#))

Surge/Surge (surge capacity and surge plan) – medical surge describes the ability to provide adequate medical evaluation and care during events that exceed the limits of the normal medical infrastructure of an affected community. Surge is a word that should only be used when referring to Los Angeles’ hospital system and LA County Department of Health Services ([DHS](#)) surge capacity and planning. It should not be used to indicate an increase in cases or testing. (Source: [PHE](#))

Key Messaging

#SaferAtHome

Staying home saves lives.

- Staying home and limiting your exposure to others is the only way to stop the spread of COVID-19.
- Together, we can save lives, flatten the curve, and overcome this unprecedented moment. It all starts by simply staying home.

This is a stressful time – take time to care for yourself.

- Save time for activities you enjoy.
- Keep your body active.
- Stay connected with your support system.

It's okay to ask for help.

- This is a stressful, uncertain time for many people, and you are not alone.
- Reach out to those around you for help or use the resources available.
 - For more information on available resources, visit [covid19.lacounty.gov](https://www.covid19.lacounty.gov).

Safer at Home means...

You CAN:

- Stay home
- Go outside for a walk, run, hike, walk with your dog *by yourself or with your family*.
- Go shopping at grocery stores, restaurants offering carry out, drive thru and delivery service, pharmacies, and other essential businesses.
- Only leave your home to go to work if you work in healthcare or other essential infrastructures.
- Keep six feet of space between you and others while doing any of the above.

You CAN NOT:

- Gather in groups of any size inside or outside.
- Leave your home to go to shopping malls and centers, playgrounds, gyms, bars, nightclubs, movie theatres, drive-in theatres, and other non-essential businesses – they are all closed.

Social Media Toolkit

LA County has a living social media toolkit that has sharable content and graphics. This toolkit is managed by Countywide Communications Office digital team and is updated on a regular basis. Content is provided in multiple languages to maximize resonance with your community.

Click [HERE](#) to access the social media toolkit.

Hashtags

#SaferAtHome

#COVID19

Resources

County communication update:

1. covid19.lacounty.gov is the official county website for centralized information about the current coronavirus emergency.
2. **2-1-1 LA County** is the central source for providing information and referrals for all health and human services in LA County. Our **2-1-1** phone line

is open 24 hours, 7 days a week, with trained Community Resource Advisors prepared to offer help with any situation, any time. If you are calling from outside Los Angeles County or cannot directly dial 2-1-1, call (800) 339-6993.

Other Resources:

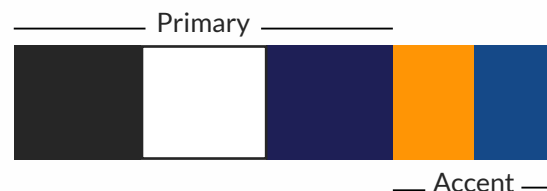
Always check with trusted sources for the latest accurate information about novel coronavirus:

- Los Angeles County: covid19.lacounty.gov
- Los Angeles County Department of Public Health: <http://publichealth.lacounty.gov/media/Coronavirus/>
- California Department of Public Health: <https://www.cdph.ca.gov/Programs/CID/DCDC/Pages/Immunization/nCOV2019.aspx>
- Centers for Disease Control and Prevention: <https://www.cdc.gov/coronavirus/2019-ncov/index.html>
- World Health Organization <https://www.who.int/health-topics/coronavirus>

Social Media Style Guide

Color

Color is pivotal in driving a campaign's recognition and identification. By using our colors consistently, we can work to build maximum equity.



Typeface

Our campaign font style adds meaning to our messaging. Lato is a structured typeface with approachable curves, that is serious yet warm. For consistency we only use Black (titles), Bold (subtitles), and Regular (body copy) weights. Lato is a Google font and available at fonts.google.com

Lato Black / AaBcDdEeFfGg
Lato Bold / AaBcDdEeFfGgHh
Lato Regular / AaBcDdEeFfGg

Icon Style

To achieve highly effective communication, our icon style is simple and to the point. Select icons that are minimal and cohesive in line weight (A.K.A. thickness) Avoid using complex icons with too many embellishments.



Frame

Our frame is graphic element that be used over documents and photos to create a distinct border around our materials. The frame wraps around images/ materials, symbolizing protection and our “safer at home” message. The frame is constructed with two rectangles; one normal and another with rounded corners (see example on right).



Campaign Mark

Our mark is a simple and succinctly communicates our “safer at home” message. Please only use the color combinations provided.



Addenda

To ensure consistent messaging, this addenda addresses developments in the Safer at Home campaign and outlines any updates to digital messaging and content usage.

April 8, 2020

COVID-19 Terms: Do's and Don'ts

Do Use:

Physical Distancing – Physical distancing is the preferred way to describe social distancing because we are reducing *physical* contact to slow the spread, not social interactions through digital platforms and devices.

Cloth Face Coverings – A cloth face covering is a material that covers the nose and mouth. It can be secured to the head with ties or straps or simply wrapped around the lower face. It can be made of a variety of materials, such as cotton, silk, or linen. A cloth face covering may be factory-made or sewn by hand or can be improvised from household items such as scarfs, T-shirts, sweatshirts, or towels. (Source: [LA County DPH](#))

Don't Use:

Social Distancing – Social distancing means staying home, avoiding crowds and staying at least 6 feet away from others whenever possible. By practicing social distancing, we reduce person-to-person contact in a given community, with a goal to stop or slow down the spread of a contagious disease. The Los Angeles County Department of Public Health recommends maintaining six feet of social distancing. (Source: [LA County DPH](#))

Masks – Masks imply surgical masks or N95 respirators that are intended for the healthcare setting and health workers and are strongly discouraged for residents. Medical respirators and surgical masks are worn for protection by healthcare staff and those workers who provide care to a person who might have COVID-19 or other communicable diseases. (Source: [LA County DPH](#))

Draft Social Media Toolkit

Our social media toolkit includes posts to relay these messaging changes to your communities. Access Cloth Face Covering Motion Graphic [HERE](#)