Masks = Kindness

THE CITY OF COLUMBUS
ANDREW J. GINTHER, MAYOR

Campaign Partner Toolkit

MAY 2020

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Purpose of the Partner Toolkit

- To help slow the spread of COVID-19, it is strongly recommended that all Ohioans wear non-medical face coverings when out in public. The Masks=Kindness marketing campaign is designed to encourage residents to wear face coverings out of respect and kindness to others and to build community health, safety and resiliency.
- The Masks=Kindness partner toolkit provides ideas for short and long form social media messages, videos, and challenges, but feel free to use your own creative ideas to get this critically important message out to central Ohioans.
- Partners may add links to their own resources to support their networks and/or community responses to COVID-19.
- For more information or questions about the Masks=Kindness campaign, email Kimber Perfect, Office of the Mayor, City of Columbus, at KLPerfect@columbus.gov.

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Campaign Information and Elements

- We encourage all residents to wear cloth face coverings when out in public to slow the spread of COVID-19.
- Face coverings are meant to protect you and especially others you come into contact with.
- For more information on face coverings, go to Columbus.gov/coronavirus
- This toolkit includes campaign graphics, PSAs and Social Media Assets.
- Masks=Kindness campaign graphics and other assets can be directly downloaded here: https://bit.ly/MaskUpCbus
- We encourage the use of this brand in your internal and external communications, e-blasts, signage, social media, videos and flyers.
- Feel free to co-market the Masks=Kindness brand with your own logos/brands.

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Campaign Graphics

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Campaign PSAs

Partners are encouraged to create PSAs to promote this message.

- Columbus Mayor Andrew J. Ginther's PSA: **LINK**
- Councilmember Emmanuel Remy's PSA: **LINK**

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Social Media Assets

Hashtags:

- #MaskUpCbus
- #FaceMasksForUs
- #InThisTogetherOhio

Social Media Handles for Twitter/Facebook/Instagram

- City of Columbus @ColumbusGov
- Columbus City Council @ColumbusCouncil
- Columbus Public Health @ColumbusHealth
- Experience Columbus @ExpCols
- The Columbus Foundation @ColsFoundation

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Short Form Sample Messages

- Wearing a face mask is a sign of kindness and compassion for your community! #MaskUpCbus
- Protect your health and slow the spread of #COVID19 by wearing a cloth face covering in public. #MaskUpCbus
- Hey Columbus! Let's work together to keep each other safe. #MaskUpCbus #FaceMasksForUs
- I wear a mask because (insert your reason) #MaskUpCbus #InThisTogetherOhio
- Protect you. Protect me. Protect US. #MaskUpCbus #InThisTogetherOhio
- As we return back to work, salons, and restaurants, let's remember to keep each other safe. #MaskUpCbus
- Stay informed. Stay involved. Stay inspired. #StayINTheFightOhio

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Long Form Sample Messages

- Health Commissioner @DrMRoberts recommends wearing a face covering in public to help protect health and slow the spread of #COVID19. Learn more at Columbus.gov/coronavirus. #MaskUpCbus
- We encourage all residents to wear cloth face coverings when out in public to slow the spread of COVID-19. Face coverings are meant to protect you and especially others you come into contact with. For more information on face coverings, go to Columbus.gov/coronavirus. #MaskUpCbus
- Did you know you can make a mask at home? You can use common household items such as an old T-shirt or fabric to make a mask. Visit FaceMasksForUs.com to learn how! #MaskUpCbus

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Social Media Campaign Ideas

- Columbus-area artists: Face Covering Selfies
- Kids sporting face coverings
- Return to work safely – post your “work ready” outfit with face covering
- Show US your mask, tag your friends
- The Spring/Summer must-have fashion accessory
- Everyday Heroes

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Social Media Campaign Ideas

- Cbus Proud, Cbus Safe
- Face Masks For Us
- All in for Ohio Mask Challenge (Who do you wear your masks for…)
- Get Your Mask On. (Messaging can be informative as well as fun and a little tongue in cheek.)
- For you. For your family. For your neighbor. For all of US.
- Mask it up. (Targeted toward a younger audience, using people wearing masks in everyday life; what looks like on their dating profiles, walking dogs, etc.)

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Thank You!

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Thank you for partnering with the City of Columbus to encourage area residents to wear face coverings out of respect and kindness towards others, helping to prevent the spread of COVID-19!

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