for each other
for us all.

Community Toolkit for COVID-19 Testing and Contact Tracing Education Campaign
Welcome

This is a community toolkit developed for the New Jersey Department of Health as part of the State’s effort to educate New Jerseyans about the importance of COVID-19 testing and contact tracing.

We’re pleased to provide you with this digital toolkit that contains shareable content local departments of health and other community leaders can distribute to their networks and in their communities. This toolkit includes static images, GIFs, videos, and audio ads, including assets translated to Spanish, Arabic, Korean, Mandarin, Cantonese, Hindi, Gujrati, and Marathi. This content is formatted so it is easily sharable via digital means.

We hope that this toolkit provides to you and your community the assets you need to ensure our entire state learns how testing and contact tracing are critical in the fight against COVID-19.

WHENEVER POSSIBLE, WHEN SHARING THIS CONTENT, PLEASE LINK TO THIS NJ DOH LANDING PAGE:

ENGLISH

SPANISH

together
for us all.
Get Tested

SOCIAL MEDIA POST CAPTION
Even if you don't have symptoms - you can save lives by getting a test. #ForEachOtherForUsAll

USE THE BUTTON BELOW TO ACCESS ADS SIZED FOR SOCIAL MEDIA FEEDS AND STORIES.

CLICK TO ACCESS AD SET

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English

Spanish

community safe!

comunidad segura!
We Can

SOCIAL MEDIA POST CAPTION
We can fight this pandemic, New Jersey. We can find the virus and stop its spread with widespread testing and contact tracing. We do it #ForEachOtherForUsAll

USE THE BUTTON BELOW TO ACCESS ADS SIZED FOR SOCIAL MEDIA FEEDS AND STORIES.

CLICK TO ACCESS AD SET

We can fight coronavirus!
Stop the Spread

SOCIAL MEDIA POST CAPTION
Here's how you can stop the spread of coronavirus in NJ. #ForEachOtherForUsAll

USE THE BUTTON BELOW TO ACCESS ADS SIZED FOR SOCIAL MEDIA FEEDS AND STORIES.

CLICK TO ACCESS AD SET

GIF Ad Set – Stop the Spread

Version A

How you can help stop the spread in NJ:
- Wear a Mask
- Get Tested
- Talk to Community Contact Tracers

for each other for us all

Learn More

Version B

How you can help stop the spread in NJ:
- Wear a mask.
- Get tested.
- Talk to community contact tracers.

for each other for us all

Learn more.
What is Contact Tracing

What is community contact tracing? Here's a brief explainer on why you should answer the call.

#ForEachOtherForUsAll

USE THE BUTTON BELOW TO ACCESS ADS SIZED FOR SOCIAL MEDIA FEEDS AND STORIES.

CLICK TO ACCESS AD SET
**GIF Ad Set – Fight COVID**

**SOCIAL MEDIA POST CAPTION**
You can help fight COVID-19 for your community.
#ForEachOtherForUsAll

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**USE THE BUTTON BELOW TO ACCESS ADS SIZED FOR SOCIAL MEDIA FEEDS AND STORIES.**

**CLICK TO ACCESS AD SET**

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**English**

**Fight COVID**

*Any information you share will only be used to fight the virus.*

**Spanish**

**Lucha contra el COVID-19**

*Cualquier información que comparta será utilizada exclusivamente para combatir el virus.*
Front Line Worker

SOCIAL MEDIA POST CAPTION
If you’re a front line worker, a coronavirus test can help save lives, even if you don’t have symptoms. #ForEachOtherForUsAll

English

Are you working on the front lines?
Get a coronavirus test today!
Find the nearest testing center.

Spanish

¿Estás trabajando en las primeras filas contra el virus?
Hágase una prueba de coronavirus hoy.
Localice el centro de prueba más cercano.
SOCIAL MEDIA POST CAPTION

If you don’t have COVID-19 symptoms – why should you get tested? #ForEachOtherForUsAll
Static Ad Set – Generic

Generic

SOCIAL MEDIA POST CAPTION
Get tested for coronavirus and take the call from a community contact tracer. #ForEachOtherForUsAll

Version A

Version B

USE THE BUTTON BELOW TO ACCESS ADS SIZED FOR SOCIAL MEDIA FEEDS AND STORIES.

CLICK TO ACCESS AD SET
Get a Test

SOCIAL MEDIA POST CAPTION
Even if you don't have symptoms - you can save lives. #ForEachOtherForUsAll

USE THE BUTTON BELOW TO ACCESS ADS SIZED FOR SOCIAL MEDIA FEEDS AND STORIES.

CLICK TO ACCESS AD SET
Static Ad Set – Contact Tracers

Contact Tracers

SOCIAL MEDIA POST CAPTION
Take the call from a community contact tracer - it can save you and your loved ones. #ForEachOtherForUsAll

USE THE BUTTON BELOW TO ACCESS ADS SIZED FOR SOCIAL MEDIA FEEDS AND STORIES.

CLICK TO ACCESS AD SET

Version A

Version B
**Static Ad Set – Save a Life**

**Save a Life**

**SOCIAL MEDIA POST CAPTION**
Testing and community contact tracing helped save...
#ForEachOtherForUsAll

**USE THE BUTTON BELOW TO ACCESS ADS SIZED FOR SOCIAL MEDIA FEEDS AND STORIES.**

**CLICK TO ACCESS AD SET**

**Version A: English**

**Spanish**

**Version B: English**

**Spanish**
Keep Masjid Safe

Social Media Post Caption
Testing and contact tracing keeps my masjid safe. #ForEachOtherForUsAll

English

Arabic

Use the button below to access ads sized for social media feeds and stories.

Click to access ad set
Keep Family Safe

SOCIAL MEDIA POST CAPTION
Testing and contact tracing keeps my family safe.
#ForEachOtherForUsAll

USE THE BUTTON BELOW TO ACCESS ADS SIZED FOR SOCIAL MEDIA FEEDS AND STORIES.

CLICK TO ACCESS AD SET
Audio Ad Set – Generic

Generic

English

Spanish

CLICK TO ACCESS AD SET
Thank You!

for each other
for us all.