

**BEA**

*July 8, 2020*

**Don't Go Viral Campaign**



# Don't Go Viral

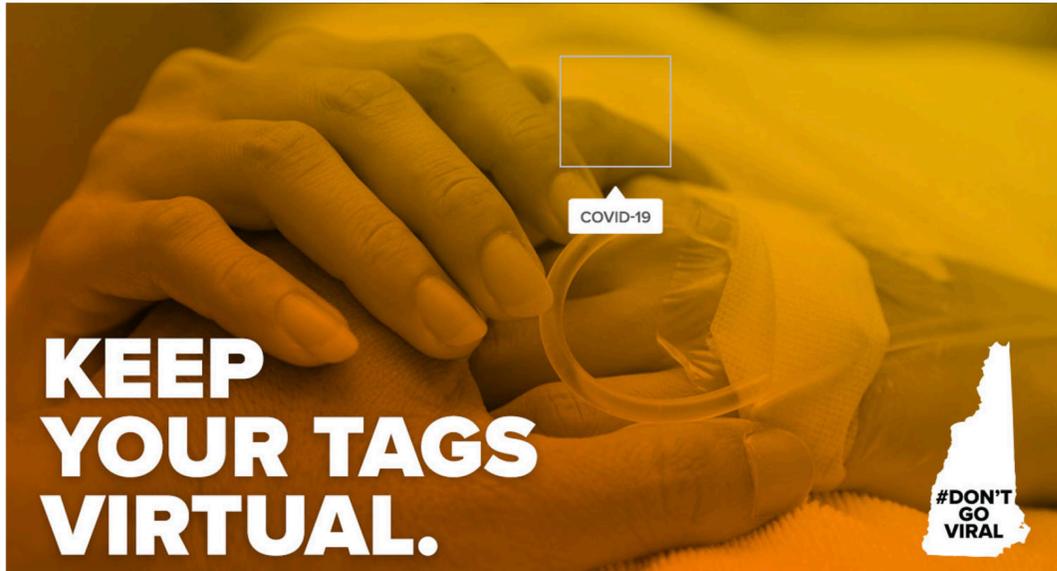


Using the lingo of social media (and the way users communicate on those platforms), this concept frames the debate over masks/social distancing/testing in a simple and relevant way. The campaign will feature a series of clever headlines paired with concise and direct messaging around the importance of following COVID-19 safety protocols.

- Playing off of the tagging feature of Facebook, and to help strengthen the social media element of this campaign, a “tagged” box has been added to this ad.

**Username** 2 hrs · 🌐

**WEAR A MASK.** Some things aren't worth sharing. Stopping the spread of COVID-19 isn't just about you, it's about everyone around you. This is one time you don't want to go viral.



**KEEP YOUR TAGS VIRTUAL.** #DON'T GO VIRAL

👍 346 51 Shares

👍 Like    💬 Comment    ➦ Share

**Username** 2 hrs · 🌐

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**NOT ALL TAGS ARE HARMLESS.** #DON'T GO VIRAL

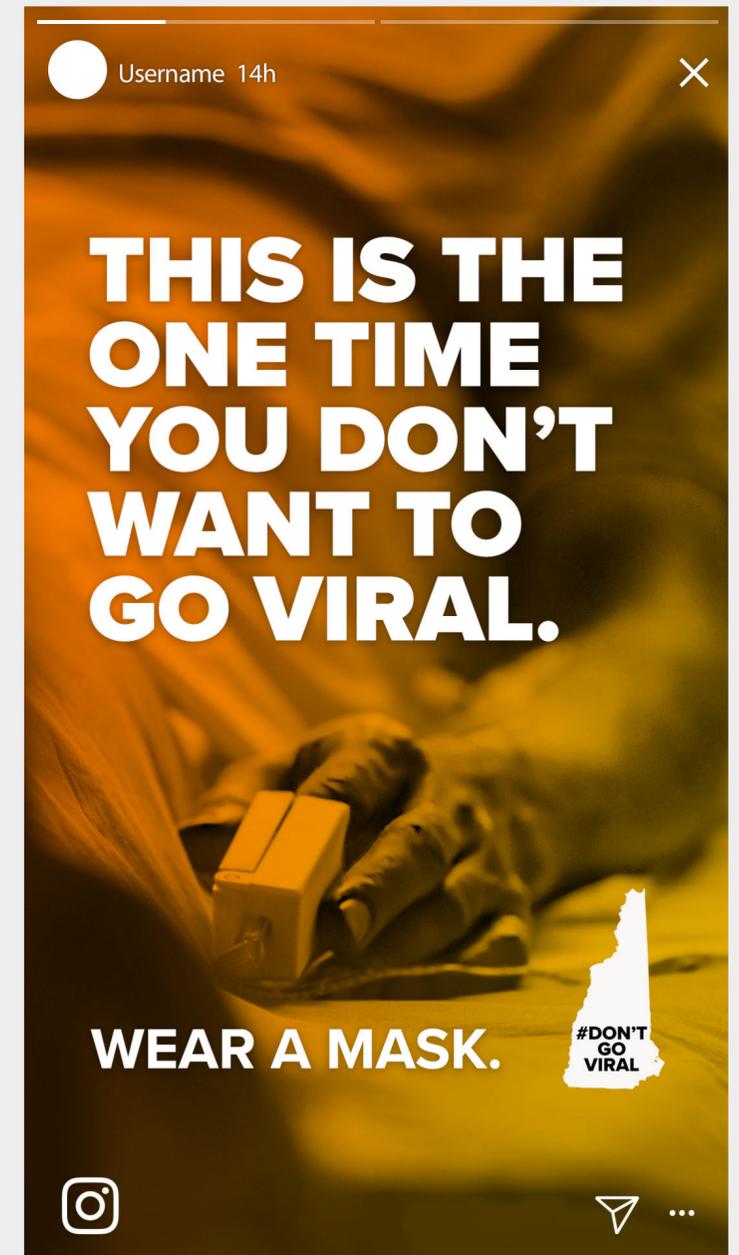
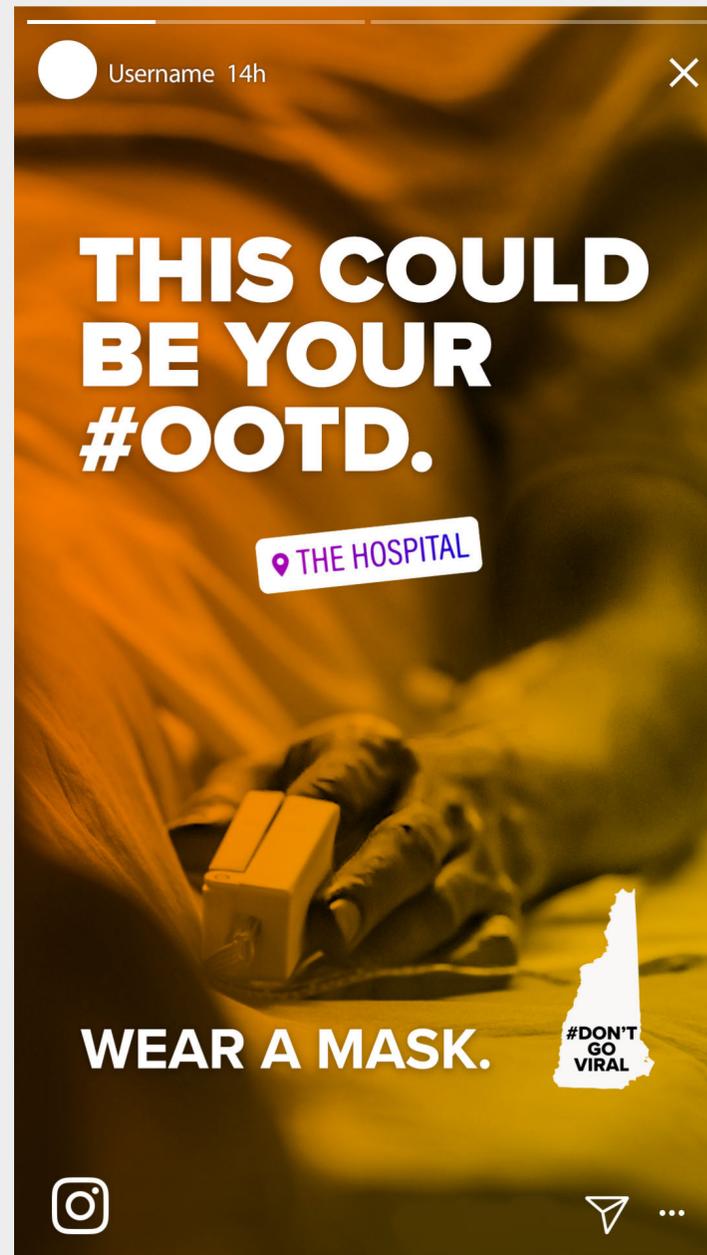
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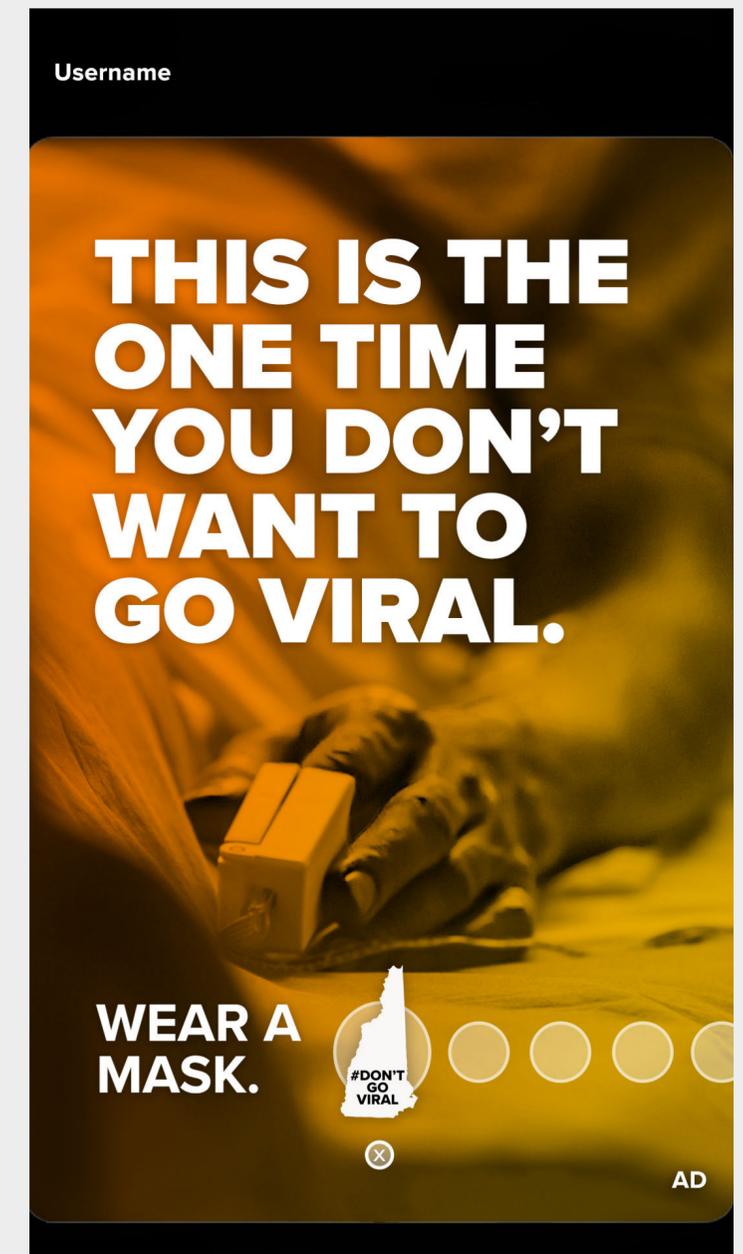
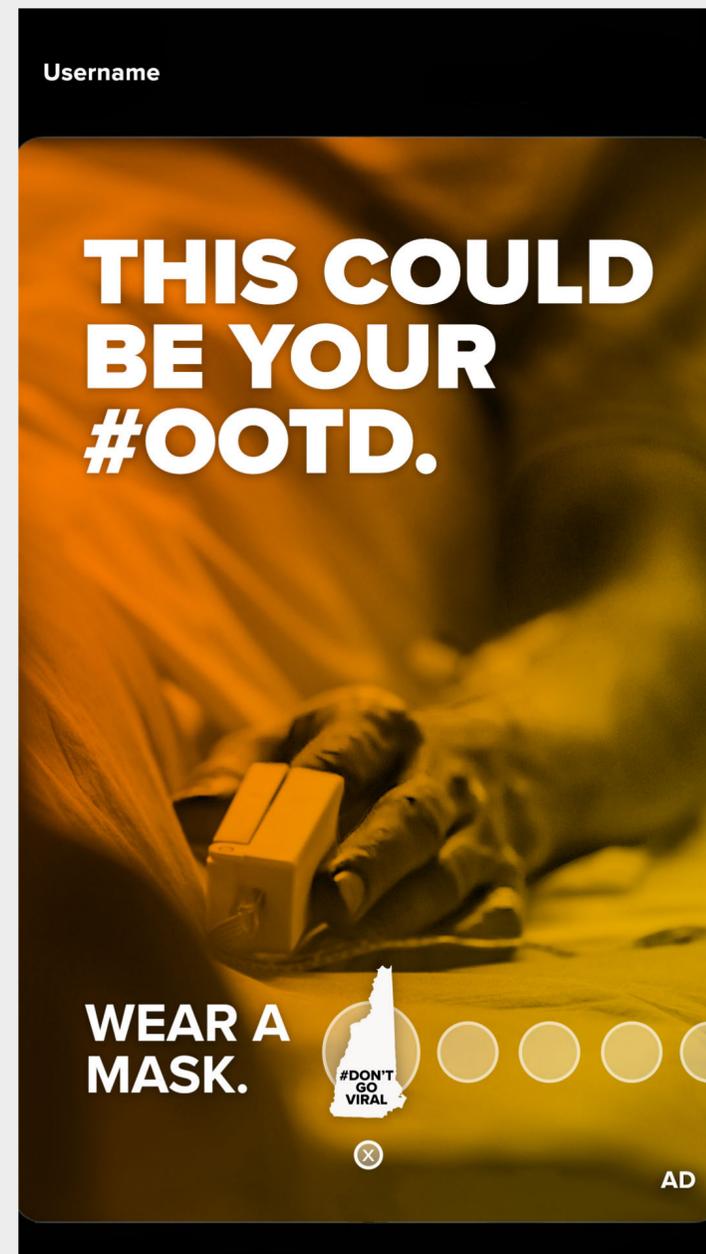
- For posters or print flyers, the same concept would be adapted. Visual cues such as the tagged box, paired with the social media-focused headline help provide context, while the image is a dramatic juxtaposition that ties in.
- High-level messaging is included on the poster to promote mask wearing and social distancing.



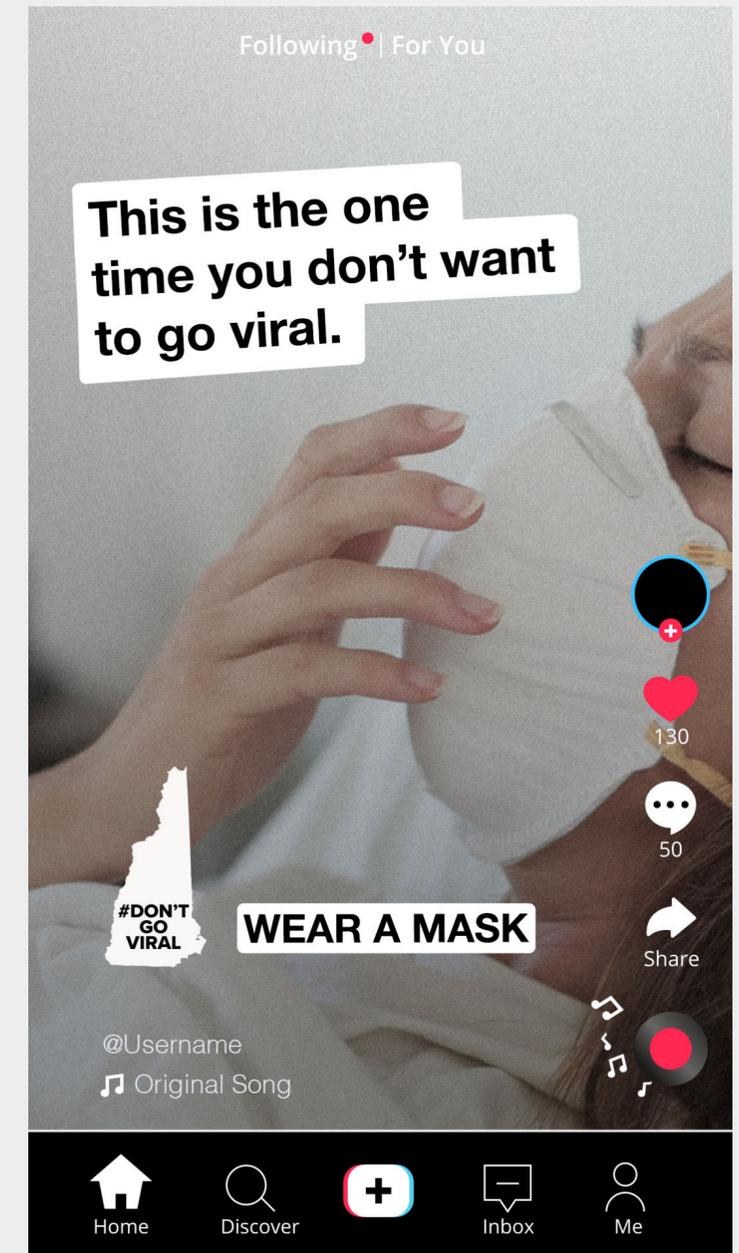
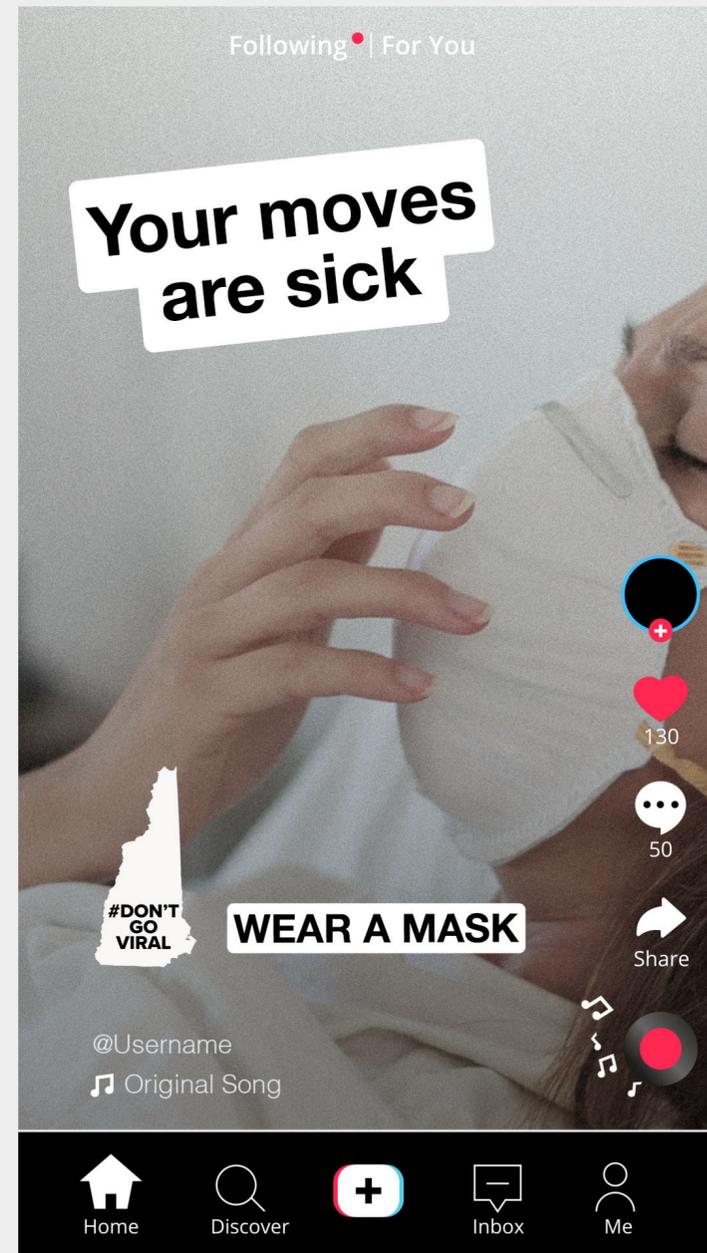
- The second frame explains the importance of wearing masks and social distancing, while the final frame provides as a closer and helps to play off the concept of “going viral”.
- The “#OOTD” or “Outfit of the Day” tag is one that is popular on instagram, and these stories compare that tag with hospital gowns.



- This Snapchat execution is a short video ad that explains the importance of wearing masks and social distancing.
- To help strengthen the tie-in to the platform, a stylized version of the Snapchat interface has been included, with the campaign logo tied in.



- TikTok is the fastest growing new social media platform, and the #1 top app of 2020. Ads should blend in and feel organic to the platform, so the orange coloring has been removed and the type has been adjusted to match the platform style.
- Similarly to Snapchat, this ad is a short video that would play through each frame.



- Because this post is promoting and encouraging people to get tested, instead of using a photo that represents the repercussions of not taking proper safety measures, this branch of messaging is more straightforward.
- However, this post still plays off of the social media aspect by using the “Don’t take a selfie, take a test” line.

**Username** 2 hrs · 🌐

Some things aren't worth sharing. Stopping the spread of COVID-19 isn't just about you, it's about protecting everyone around you. So, please get tested. You could be infected even if you don't have symptoms. This is one time you don't want to go viral.



**DON'T TAKE A SELFIE. TAKE A TEST.**

#DON'T GO VIRAL

346 51 Shares

Like Comment Share

**Username** 2 hrs · 🌐

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**DON'T TAKE A SELFIE. TAKE A TEST.**

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346 51 Shares

Like Comment Share

- All of the social content could drive to a landing page that contains more info on how to take proper safety measures, as well as a CTA to encourage users to take the “Don’t Go Viral” Pledge.

# DON'T GO VIRAL. WEAR A MASK.

Some things aren't worth sharing. Stopping the spread of COVID-19 isn't just about you, it's about protecting everyone around you. So, please wear a mask and practice social distancing. This is one thing you don't want to go viral.

#DON'T  
GO  
VIRAL

Take the “Don't Go Viral” Pledge and follow the guidelines for protecting yourself, your family and the community around you.

**TAKE THE PLEDGE**

## HOW TO PROTECT YOURSELF AND OTHERS:

### Know how it spreads.

- There is currently no vaccine to prevent coronavirus disease 2019 (COVID-19).
- The best way to prevent illness is to avoid being exposed to this virus.
- The virus is thought to spread mainly from person-to-person.
- Between people who are in close contact with one another (within about 6 feet).
- Through respiratory droplets produced when an infected person coughs, sneezes or talks.
- These droplets can land in the mouths or noses of people who are nearby or possibly be inhaled into the lungs.
- Some recent studies have suggested that COVID-19 may be spread by people who are not showing symptoms.

### EVERYONE SHOULD:

#### Wash your hands often.

- Wash your hands often with soap and water for at least 20 seconds especially after you have been in a public place, or after blowing your nose, coughing, or sneezing.
- If soap and water are not readily available, use a hand sanitizer that contains at least 60% alcohol. Cover all surfaces of your hands and rub them together until they feel dry.

- Once the CTA has been clicked, the page will expand down and refresh to display a new thank-you message as well as links below to share an image to their social channels and to follow the campaign hashtag.
- Seeding “influencers”  
Not your typical paid strategy as we want this to be authentic and not a paid ad, but let’s ask people to share/tweet/post this image with their networks Influencers can include:
  - Gov. Sununu
  - Other NH leaders
  - Industry partners (White Mountains Attractions, etc.)
  - Chambers of commerce
  - City mayors
  - Journalists/news personalities

**DON'T GO VIRAL.  
WEAR A MASK.**

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#DON'T GO VIRAL

Thank you for taking the Don't Go Viral Pledge.

Take the next step to help make an immediate impact in your community by sharing your pledge with others.

**1. SHARE YOUR PLEDGE ONLINE**

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Save or screenshot this image to share to Instagram.

**WEAR A MASK.** #DON'T GO VIRAL

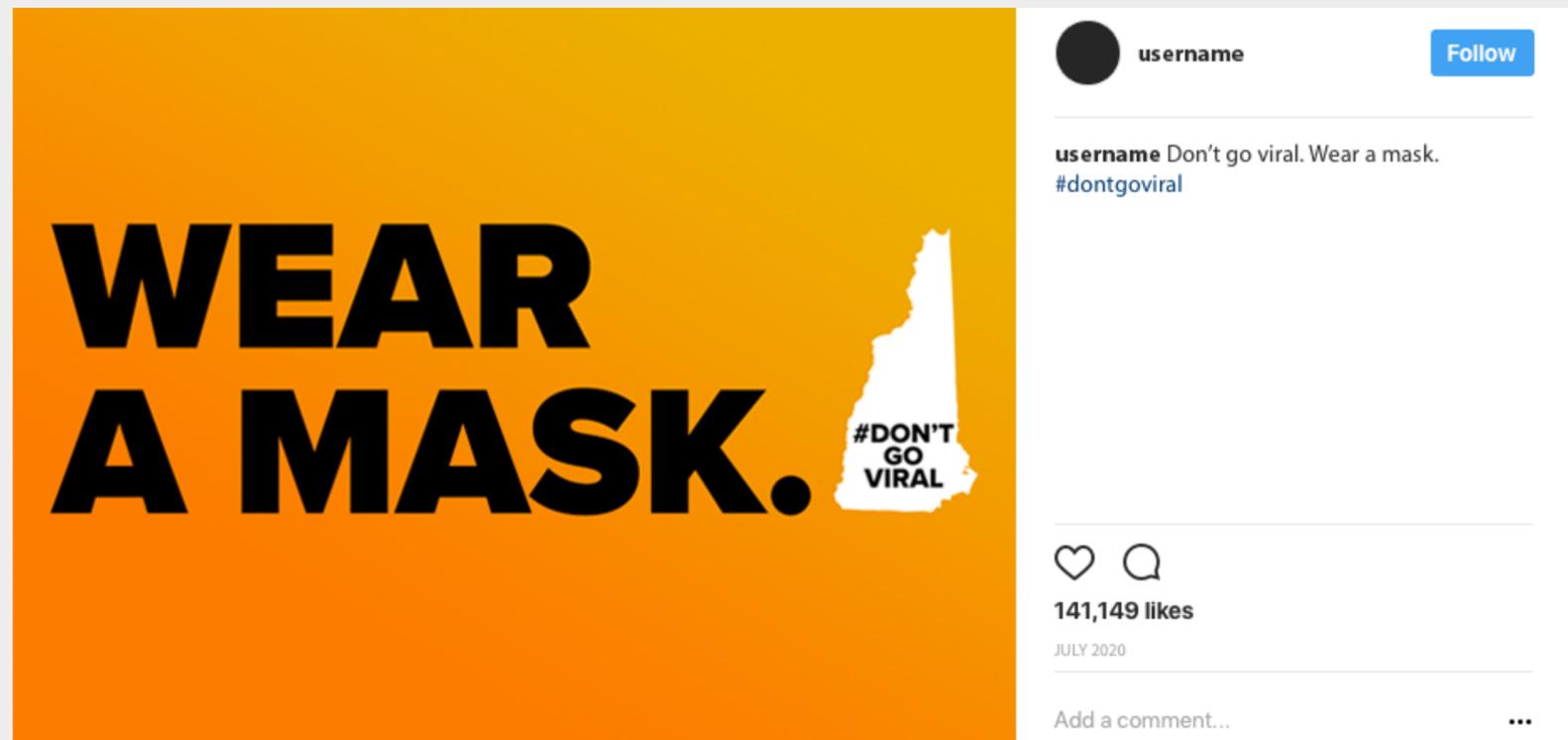
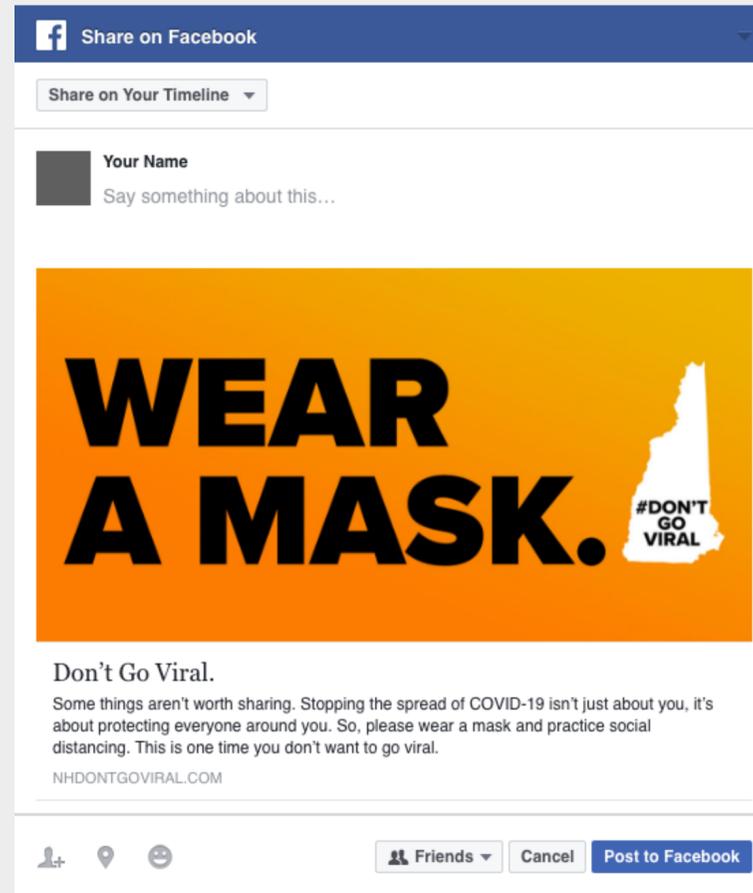
**2. FOLLOW US #DONTGOVIRAL**

- The shareable image will feature the campaign branding and logo as well as a concise message promoting mask-wearing.



Shareable Image

- The user can click on the Facebook and Twitter logos on the landing page to share the image and a link to the site directly to their feeds, or save the image on the site and post to Instagram.



- As an additional out-of-home execution, we could create a banner with the “Don’t Go Viral” slogan/ logo as well as a message encouraging mask-wearing.
- This could be flown over areas like Hampton beach where people are beginning to gather in large numbers/groups.



**Thank You!**