About This Toolkit

This social media toolkit was designed to provide the necessary content and materials to effectively promote health information related to the COVID-19 public health crisis. We have compiled a variety of approved tools, all of which are available to be leveraged on all social media channels. If you have any questions on any of the content or how you can use the materials in this toolkit, please feel free to contact the Mount Sinai Social Media Department via email at SocialMedia@mountsinai.org.
Social Media Copy and Guidelines

Below, you will find copy for you to share on any social channel to promote COVID-19 communications updates. When posting on social media in promotion of Mount Sinai content, please always utilize the handle @MountSinaiNYC. Each social media post should be accompanied by a graphic. The social media graphics below can find be downloaded from this Dropbox folder: https://bit.ly/3e5Kg9V.

**Back the Frontline – Text To Donate**

(Please note: There are multiple videos and images for these posts to choose from in the toolkit, located under the “Back The FrontLine” folder in Dropbox: https://bit.ly/2wNQKcH)

**Facebook/LinkedIn/Instagram**

Option 1
At Mount Sinai, our staff are not just health care workers but members of the communities we serve. Our doctors are moms, dads and cousins; our engineers are husbands, sisters, and friends. We are fighting a new kind of war and need your help to keep fighting. Back the front line now. Text “SINAI” to 707070. #COVID19 #MountSinaiStrong #BackTheFrontLine [insert image or video]

Option 2
The #HealthcareHeroes at Mount Sinai need your help. #BackTheFrontLine by texting “SINAI” to 707070. #MountSinaiStrong [insert image or video]

**Twitter**

Option 1
The #HealthcareHeroes at @MountSinaiNYC need your help. #BackTheFrontLine by texting “SINAI” to 707070. #MountSinaiStrong [insert image or video]

Option 2
Our brave health care workers at @MountSinaiNYC are saving lives every day – and we are forever in their gratitude. To support Mount Sinai’s response to #COVID19, text “SINAI” to 707070. #BackTheFrontLine #MountSinaiStrong [insert image or video]
Thanking Our Health Care Workers

Facebook/LinkedIn/Instagram
Option 1
Our brave health care workers are saving lives every day – and we are forever in their gratitude: www.mountsinai.org/waystohelp #COVID19 #MountSinaiStrong [insert image]

Option 2
During this challenging time, I/we want to thank our #HealthcareHeroes on the frontlines of #COVID19. The whole world is behind them, forever in gratitude: www.mountsinai.org/waystohelp #MountSinaiStrong [insert image]

Twitter
Option 1
It is in extraordinary moments like these when the world recognizes how much you matter. Thank you to our #HealthcareHeroes at @MountSinaiNYC on the frontlines of #COVID19: www.mountsinai.org/waystohelp #MountSinaiStrong [insert image]

Option 2
Our brave health care workers at @MountSinaiNYC are saving lives every day – and we are forever in their gratitude: www.mountsinai.org/waystohelp #COVID19 #MountSinaiStrong [insert image]
COVID-19 Info-Series

Facebook/LinkedIn/Instagram
Option 1
Experts at Mount Sinai have come together to provide information for patients about #COVID19 in this video series: https://bit.ly/2xeMaUM [insert image]

Option 2
Have questions about COVID-19? In Mount Sinai’s #COVID19 Info-Series, experts from across various disciplines answer questions related to symptoms, risk factors, social distancing, and more: https://bit.ly/2xeMaUM [insert image]

Twitter
Option 1
In @MountSinaiNYC’s #COVID19 Info-Series experts weigh in on symptoms, risk factors, social distancing and more: https://bit.ly/2xeMaUM [insert image]

Option 2
Have questions about #COVID19? Experts from various disciplines share what you need to know via a new video series: https://bit.ly/2xeMaUM [insert image]

How to Help

Facebook/LinkedIn/Instagram
Option 1
How to help during #COVID19: During these challenging times, many people and companies are looking for ways to help our health system and clinical staff. Please contact us in one of the following ways for questions, offers or to make a gift: https://bit.ly/2Uqg5fT [insert image]
Option 2
Here’s how you can help our health system and clinical staff during these challenging times:

Twitter
Option 1
How to help during #COVID19: During these challenging times, many people and companies are looking for ways to help @MountSinaiNYC and clinical staff. Please contact us in one of the following ways for questions, offers or to make a gift: https://bit.ly/2Uqg5IT [insert image]

Option 2
Here’s how you can help @MountSinaiNYC and clinical staff during these challenging times: https://bit.ly/2Uqg5IT #COVID19 [insert image]

Plasma Donation

If you had #COVID19 and have recovered you can help save a life. Your blood may contain antibodies that fight the virus and can help critically ill people. Fill out this form and see if you’re eligible: https://bit.ly/2vTHALk [insert image]

Facebook/LinkedIn/Instagram
If you had #COVID19 and have recovered you can help save a life. Your blood may contain antibodies that fight the virus and can help critically ill people. Fill out this form and see if you’re eligible: https://bit.ly/2vTHALk [insert image]

Twitter
If you had #COVID19 and have recovered you can help save a life. Your blood may contain antibodies that fight the virus and can help critically ill people. Click here to fill out @MountSinaiNYC’s form and see if you’re eligible: https://bit.ly/2vTHALk [insert image]

COVID-19 Stories

Across the Mount Sinai Health System, there are daily demonstrations of our values: teamwork, agility, empathy, safety, and creativity. And during this crisis, unwavering courage as well.

We want to hear your stories and those of your colleagues, so we can raise awareness of staff who have gone above and beyond to help each other and our patients through this crisis of a lifetime.
Across the Mount Sinai Health System, there are daily demonstrations of our values: #teamwork, #agility, #empathy, #safety & #creativity. And during this #COVID19 crisis, #courage. We want to hear your stories and those of your colleagues who have gone above and beyond:


We want to hear your #COVID19Stories and those of your colleagues, so we can raise awareness of staff who have gone above and beyond to help each other and our patients in this health crisis of a lifetime:


Across @MountSinaiNYC, there are daily demonstrations of our values: #teamwork, #agility, #empathy, #safety & #creativity. And during this #COVID19 crisis, #courage. We want to hear your stories & those of your colleagues who have gone above & beyond:


We want to hear your #COVID19Stories and those of your colleagues, so we can raise awareness of staff who have gone above and beyond to help each other and our patients in this health crisis of a lifetime:


Connect Virtually

Thank you for doing your part to help keep our patients, staff and community safe.
Facebook/LinkedIn/Instagram
Option 1
You can help us keep Mount Sinai patients, staff and community safe during the #COVID19 crisis. Connect with your loved ones virtually. These instructions will help best guide you on Apple and Android devices. [insert image]

Option 2
Connect with your loved ones virtually, this will help keep our Mount Sinai patients, staff and community safe during #COVID19. [insert image]

Twitter
Option 1
You can help us keep @Mount SinaiNYC patients, staff and community safe during the #COVID19 crisis. Connect with your loved ones virtually. These instructions will help best guide you on Apple and Android devices. [insert image]

Option 2
Connect with your loved ones virtually, this will help keep our @Mount SinaiNYC patients, staff and community safe during #COVID19. [insert image]

How to Wash Your Hands the Right Way

![Handwashing Instructions Diagram]

Facebook/LinkedIn/Instagram
Option 1
One of the many ways you can protect yourself from #COVID19 is by washing your hands the right way. Make sure to scrub your hands for at least 20 seconds with soap and water, and lather the back of your hands, between your fingers, and under your fingernails. #COVID19Hygiene [insert image]

Option 2
Washing your hands with soap and water for at least 20 seconds is one of the many ways you can protect yourself from #COVID19. [insert image]
Twitter
Option 1
Washing your hands with soap and water for at least 20 seconds is one of the many ways you can protect yourself from #COVID19. [insert image]

Option 2
Protect yourself from #COVID19 by washing your hands, the right way. Don’t forget to lather behind the back of your hands and between your fingers. #COVID19Hygiene [insert image]

Food Shopping Safety

![Staying Safe During Food Shopping](image)

Facebook/LinkedIn/Instagram
Option 1
Practice food shopping safety. A few tips include keeping a 6-foot distance from others, using wipes on the grocery cart, using a credit card reader, using self-checkout, and trying not to use your phone. #COVID19 [insert image]

Option 2
It’s important to practice food shopping safety. Make sure to carry wipes and hand sanitizer. #COVID19 [insert image]

Twitter
Option 1
It’s important to practice food shopping safety. Make sure to carry wipes and hand sanitizer. #COVID19 [insert image]

Option 2
Practice food shopping safety. A few tips include keeping a 6-foot distance from others, using wipes on the grocery cart, and using a credit card reader. #COVID19 [insert image]
Content Resources

Social Media Graphics: https://bit.ly/3e5Kg9V

Mount Sinai COVID-19 Resources: www.mountsinai.org/covid19


Social Media Accounts to Follow

Mount Sinai Health System

Facebook: www.facebook.com/MountSinaiNYC
Twitter: www.twitter.com/MountSinaiNYC
Instagram: www.instagram.com/MountSinaiNYC
LinkedIn: www.linkedin.com/company/mount-sinai-health-system
YouTube: www.youtube.com/MountSinaiNY

Icahn School of Medicine at Mount Sinai

Facebook: www.facebook.com/IcahnMountSinai
Twitter: www.twitter.com/IcahnMountSinai
Instagram: www.instagram.com/IcahnMountSinai
LinkedIn: www.linkedin.com/company/icahn-school-of-medicine-at-mount-sinai
YouTube: www.youtube.com/MountSinaiSchool
Social Media Department Contact Information

Chloe A. Politis  
Director, Digital and Social Media  
Chloe.politis@mountsinai.org  
Office: 646-605-7660  
Mobile: 929-237-8755