

COVID-19

Social Media Toolkit



**Mount
Sinai**

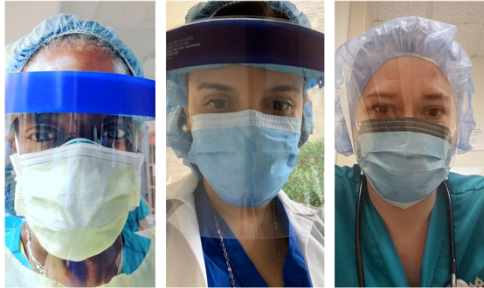
About This Toolkit

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



**Back the front line now.
Text “SINAI” to 707070**



(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

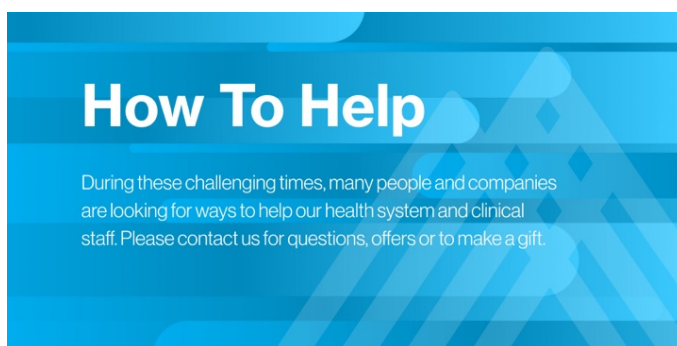
Option 1

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/2Uqg5IT> [insert image]

Option 2

Here's how you can help our health system and clinical staff during these challenging times:
<https://bit.ly/2Uqg5IT> #COVID19 [insert image]

Twitter

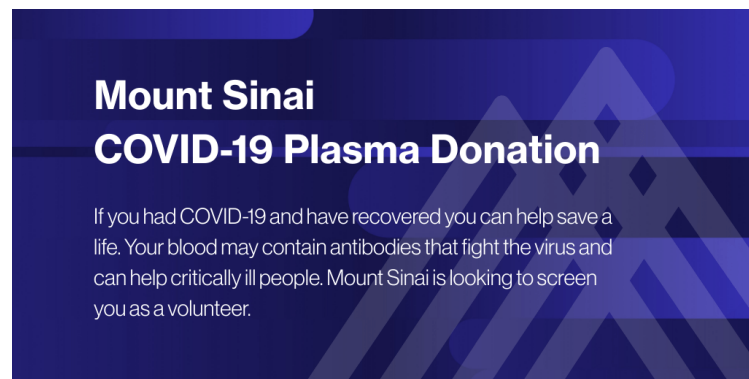
Option 1

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



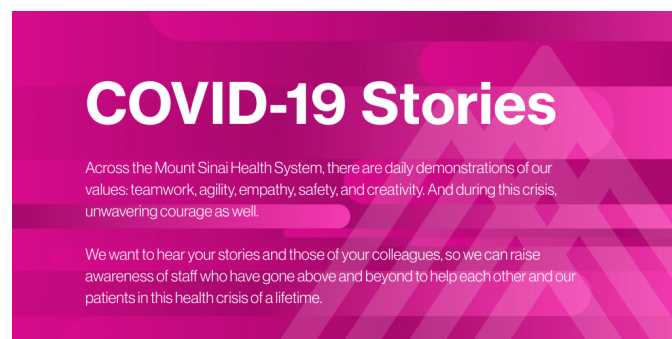
Facebook/LinkedIn/Instagram

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



Facebook/LinkedIn/Instagram

Option 1

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:

<https://bit.ly/2URchJs> [insert image]

Option 2

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: <https://bit.ly/2URchJs> #COVID19 [insert image]

Twitter

Option 1

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: <https://bit.ly/2URchJs> #COVID19 [insert image]

Option 2

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: <https://bit.ly/2URchJs> #COVID19 [insert image]

Connect Virtually



Mount Sinai

CONNECT WITH LOVED ONES

VIRTUALLY

STEP 1 FIND AN APP

Video Chat Apps included in Smartphones and Devices:

Apple Devices

- FaceTime

Android Devices

- Google Duo

Other Apps you can download:

- Facebook Messenger
- Skype
- Google Hangout
- WhatsApp

STEP 2 CONNECT TO WIFI

See in-room instructions, or ask your care team about how you can connect to our guest Wi-Fi.

STEP 3 CALL OR TEXT

If you plan to use the video feature of the app, it is best to connect to Wi-Fi.

INSTRUCTIONS FOR APPLE DEVICES - FACETIME



1. In the FaceTime app, sign in to FaceTime and have it turned on.
2. At the top of the FaceTime window, tap the plus button +.
3. Enter the email address or phone number of the person you want to call. You may need to press Return.
4. To start the FaceTime call, click the Video button or the Audio button.

INSTRUCTIONS FOR ANDROID DEVICES - GOOGLE DUO



1. In the Duo app, sign in to Duo with your phone numbers and have it turned on.
2. Tap on "search contacts or dial."
3. Enter the email address or phone number of the person you want to call. You may need to press Return.
4. To start the Duo call, click the Video button or the Audio button.

If your only option is to "invite," the person does not have Google Duo app installed or is not signed in and may not be able to connect with you via Google Duo.

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 @MountSinaiNYC 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 @MountSinaiNYC patients, staff and community safe during #COVID19. [insert image]

How to Wash Your Hands the Right Way



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



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

Mount Sinai Today Blog: <https://inside.mountsinai.org>

COVID-19 Info-Series: <https://bit.ly/2xeMaUM>

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/ica-hn-school-of-medicine-at-mount-sinai

YouTube: www.youtube.com/MountSinaiSchool

Social Media Department Contact Information

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