



# Simple Ask: Wear a Mask Toolkit

Chester County Government would like your help in a public health campaign that urges residents and businesses to wear face masks, as we head into a critical period when COVID-19 converges with the start of flu season. You can help by spreading the message “Simple Ask: Wear a Mask” to your community on social media, your website, e-blasts, printed posters, window decals, stickers and lawn signs.

## Timeline

Chester County Government will be launching this campaign with an announcement on October 8<sup>th</sup>. Please begin your outreach on 10/8/2020 and continue throughout the months of October and November.

## Social Media

Create your own posts using the samples below or follow Chester County Government and share “Simple Ask” posts when you see them.

- Facebook: @ChesCoGovt
- Twitter: @ChesCoGovt
- Instagram: @ChescoGovt

## Hashtag

- #SimpleAskWearAMask

## Sample Posts

1. Help to reduce the risk of COVID-19 + Flu. #SimpleAskWearAMask #MaskUpChesco [chesco.org/coronavirus](https://chesco.org/coronavirus)
2. COVID-19 and flu season are about to converge. #SimpleAskWearAMask [chesco.org/coronavirus](https://chesco.org/coronavirus)
3. Wearing a mask helps to keep businesses open and residents healthy. #SimpleAskWearAMask [chesco.org/coronavirus](https://chesco.org/coronavirus)
4. Join the movement! #SimpleAskWearAMask decals are popping up all over #Chesco. Here’s how to get signage for your business or home [chesco.org/coronavirus](https://chesco.org/coronavirus)
5. Create a 10-second video using a face mask:
  - “I wear a mask because...” At the end of the video say, “Simple Ask: Wear a Mask.”
  - Ad lib your own short video and end with “Simple Ask: Wear a Mask.”

- Use hashtag #SimpleAskWearAMask
- Link to [chesco.org/coronavirus](https://chesco.org/coronavirus)

The following social media images are available for download at [chesco.org/simpleask](https://chesco.org/simpleask)



·Facebook cover pic - 820 x 312



·Facebook shared pic - 1,200 x 628



·Twitter header pic - 1,500 x 500



·Twitter in-stream pic- 1200 x 628



·LinkedIn personal background pic 1584 x 396



Simple Ask: **Wear a Mask**



**CHESTER COUNTY**

·LinkedIn company cover image 1192 x 220

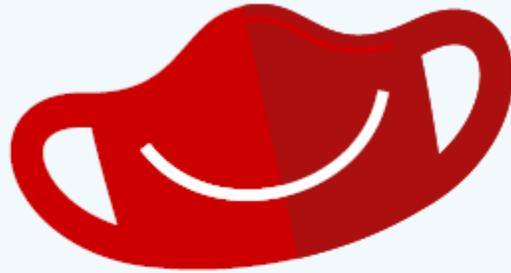


Simple Ask:  
**Wear a Mask**



**CHESTER COUNTY**

·LinkedIn shared image 1200 x 627



Simple Ask:  
**Wear a Mask**



**C H E S T E R C O U N T Y**

·Instagram photo - 1080 x 1080

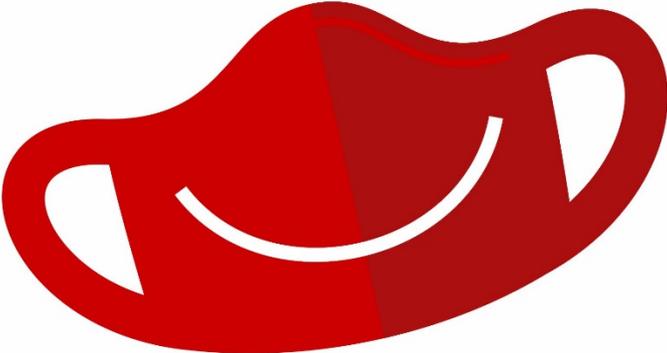


·Instagram photo thumbnails  
161 x 161

## Printable Posters

You can print posters on 8.5x11" paper stock to post in public areas.

Download the file from [chesco.org/simpleask](https://chesco.org/simpleask)



**Simple Ask:  
Wear a Mask**

★ ★ ★

**CHESTER COUNTY**

As flu season converges with the pandemic,  
we all need to do our part.  
**Wear a mask – Wash your hands – Social distance 6 ft.**  
We're Chester County. We can do this.



[Chesco.org/coronavirus](https://chesco.org/coronavirus)

## Website Badge & E-mail Signature

Feel free to display the badge below on your website and/or your e-mail signature.

Download the file from [chesco.org/simpleask](https://chesco.org/simpleask)



## Window Decals, Stickers, Lawn Signs

Window decals, stickers, lawn signs and a limited supply of face masks are available at your local chamber of commerce. Be sure to reach out to them directly for supplies.

## Newsletters and Mailings

You can use the text below, along with our supplied graphics, for e-blasts, e-newsletters, and printed mailings. You can also draft your own content inspired by what's shown here. Just be sure to direct people to wear a mask!

***Subject line: Help Us Spread the Word! Simple Ask: Wear a Mask***

*Chester County Government would like your help in a public health campaign that urges residents and businesses to wear face masks, as we head into a critical period when COVID-19 converges with the start of flu season. You can help by spreading the message "Simple Ask: Wear a Mask" to your community on social media, your website, e-blasts, printed posters, window decals, stickers and lawn signs. To get started, [download the Simple Ask: Wear a Mask toolkit](#).*

*The Simple Ask: Wear a Mask campaign launches October 8<sup>th</sup> and continues throughout the months of October and November. Thanks for helping us spread the word!*