

**Wear A Mask**

Sample Social Media Content

**Messages**

*Updated August 5, 2021*

General Messages

* As you take advantage of the last few weeks of summer and warm weather, help mitigate the spread of #COVID19 by social distancing, washing your hands and wearing a mask. #MaskUp [www.aha.org/wearamask](http://www.aha.org/wearamask)
* Close contact increases the risk of #COVID19 infections among unvaccinated people – especially kids. Wear a mask or head outside to enjoy the last days of summer - #MaskUp. [www.aha.org/wearamask](http://www.aha.org/wearamask) #WearAMask

#FacemaskFriday

* Masks are still required in hospitals and other health care settings. Don’t forget to #MaskUp
* Hey health care workers: How do YOU #MaskUp? Snap a pic and show off for #facemaskfriday!
* When you #WearAMask, you’re protecting yourself and everyone around you. Show us how you #MaskUp. #FacemaskFriday

**Audience Segments**

Younger

* Miss hanging with your friends? The quickest way back to “normal” is to get vaccinated – or if you aren’t old enough -- #MaskUp and help stop spread of #COVID19. [www.aha.org/wearamask](http://www.aha.org/wearamask)
* Whatever your back-to-school situation, it’s important to stay safe and #MaskUp [www.aha.org/wearamask](http://www.aha.org/wearamask)

Mid

* Don’t forget facemasks as part of your back to school checklist. Keep school safe for students #WearAMask. [www.aha.org/wearamask](http://www.aha.org/wearamask)

Older

* Visiting the grandkids? If they’re too young to be vaccinated, #WearAMask while you travel to keep them safe. Learn more: [www.aha.org/wearamask](http://www.aha.org/wearamask)