for each other
for us all.

Community Toolkit for COVID-19 Testing and Contact Tracing Education Campaign
This is a community toolkit developed for the New Jersey Department of Health as part of the State’s effort to educate New Jerseyans about the importance of COVID-19 testing and contact tracing.

We’re pleased to provide you with this digital toolkit that contains shareable content local departments of health and other community leaders can distribute to their networks and in their communities. This toolkit includes static images, GIFs, videos, and audio ads, including assets translated to Spanish, Arabic, Korean, Mandarin, Cantonese, Hindi, Urdu, Gujarati, and Marathi. This content is formatted so it is easily sharable via digital means.

We hope that this toolkit provides to you and your community the assets you need to ensure our entire state learns how testing and contact tracing are critical in the fight against COVID-19.
Local Leaders

SOCIAL MEDIA POST CAPTION
Local community leaders from NJ know the importance of getting a COVID-19 test and talking to contact tracers #ForEachOtherForUsAll

Arielle Dublin • English

Biral Patel • English, Hindi, Gujarati

Frank Argote-Freyre • English, Spanish

Integra Feliciano • English

Muqaddas Ejaz • English, Urdu

USE THE BUTTON BELOW TO ACCESS ADS SIZED FOR SOCIAL MEDIA FEEDS AND STORIES.

CLICK TO ACCESS AD SET
**Video Ad Set – Get Tested**

**Get Tested**

**SOCIAL MEDIA POST CAPTION**
Even if you don't have symptoms - you can save lives by getting a test. #ForEachOtherForUsAll

**USE THE BUTTON BELOW TO ACCESS ADS SIZED FOR SOCIAL MEDIA FEEDS AND STORIES.**

**CLICK TO ACCESS AD SET**

- **English**: community safe!
- **Spanish**: comunidad segura!
We Can

SOCIAL MEDIA POST CAPTION
We can fight this pandemic, New Jersey. We can find the virus and stop its spread with widespread testing and contact tracing. We do it #ForEachOtherForUsAll

USE THE BUTTON BELOW TO ACCESS ADS SIZE FOR SOCIAL MEDIA FEEDS AND STORIES.

CLICK TO ACCESS AD SET
GIF Ad Set – Stop the Spread

Stop the Spread

SOCIAL MEDIA POST CAPTION
Here's how you can stop the spread of coronavirus in NJ.
#ForEachOtherForUsAll

USE THE BUTTON BELOW TO ACCESS ADS SIZED FOR SOCIAL MEDIA FEEDS AND STORIES.

CLICK TO ACCESS AD SET

Version A

How you can help stop the spread in NJ:

- Wear a Mask
- Get Tested
- Talk to Community Contact Tracers

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Learn More

Version B

How you can help stop the spread in NJ:

- Wear a mask.
- Get tested.
- Talk to community contact tracers.

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Learn more.
What is Contact Tracing

SOCIAL MEDIA POST CAPTION
What is community contact tracing? Here's a brief explainer on why you should answer the call. #ForEachOtherForUsAll

USE THE BUTTON BELOW TO ACCESS ADS SIZED FOR SOCIAL MEDIA FEEDS AND STORIES.

CLICK TO ACCESS AD SET

Version A

Version B

for each other for us all
GIF Ad Set – Fight COVID

SOCIAL MEDIA POST CAPTION
You can help fight COVID-19 for your community. #ForEachOtherForUsAll

USE THE BUTTON BELOW TO ACCESS ADS SIZE FOR SOCIAL MEDIA FEEDS AND STORIES.

CLICK TO ACCESS AD SET
GIF Ad Set – Front Line Worker

Front Line Worker

SOCIAL MEDIA POST CAPTION
If you’re a front line worker, a coronavirus test can help save lives, even if you don’t have symptoms. #ForEachOtherForUsAll

USE THE BUTTON BELOW TO ACCESS ADS Sized FOR SOCIAL MEDIA FEEDS AND STORIES.

CLICK TO ACCESS AD SET
Why Get Tested

SOCIAL MEDIA POST CAPTION
If you don’t have COVID-19 symptoms – why should you get tested?
#ForEachOtherForUsAll

USE THE BUTTON BELOW TO ACCESS ADS SIZED FOR SOCIAL MEDIA FEEDS AND STORIES.

CLICK TO ACCESS AD SET
Local Leaders

SOCIAL MEDIA POST CAPTION
Local community leaders in NJ are speaking out about how to fight COVID-19 #ForEachOtherForUsAll

Arielle Dublin
Azra Baig
Bruce Morgan
Francisco Cortes

Frank Argote-Freyre
Integra Feliciano
Oriana Holmes Price
Suchitra Kamath

Susana G. Baumann

USE THE BUTTON BELOW TO ACCESS ADS SIZED FOR SOCIAL MEDIA FEEDS AND STORIES.

CLICK TO ACCESS AD SET
**Static Ad Set – Generic**

**Generic**

**SOCIAL MEDIA POST CAPTION**
Get tested for coronavirus and take the call from a community contact tracer.
#ForEachOtherForUsAll

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**Version A**

**Version B**

USE THE BUTTON BELOW TO ACCESS ADS Sized FOR SOCIAL MEDIA FEEDS AND STORIES.

CLICK TO ACCESS AD SET
Static Ad Set – Get a Test

Get a Test

SOCIAL MEDIA POST CAPTION
Even if you don't have symptoms - you can save lives. #ForEachOtherForUsAll

Version A

Version B

USE THE BUTTON BELOW TO ACCESS ADS Sized FOR SOCIAL MEDIA FEEDS AND STORIES.

CLICK TO ACCESS AD SET
Contact Tracers

SOCIAL MEDIA POST CAPTION
Take the call from a community contact tracer - it can save you and your loved ones. #ForEachOtherForUsAll

Version A

Version B

USE THE BUTTON BELOW TO ACCESS ADS SIZED FOR SOCIAL MEDIA FEEDS AND STORIES.

CLICK TO ACCESS AD SET
Save a Life

SOCIAL MEDIA POST CAPTION
Testing and community contact tracing helped save...
My mom. My brother.
My best friend.
#ForEachOtherForUsAll

USE THE BUTTON BELOW TO ACCESS ADS Sized FOR SOCIAL MEDIA FEEDS AND STORIES.

CLICK TO ACCESS AD SET
Keep Masjid Safe

SOCIAL MEDIA POST CAPTION
Testing and contact tracing keeps my masjid safe. #ForEachOtherForUsAll

USE THE BUTTON BELOW TO ACCESS ADS Sized FOR SOCIAL MEDIA FEEDS AND STORIES.

CLICK TO ACCESS AD SET
Static Ad Set – Keep Family Safe

SOCIAL MEDIA POST CAPTION
Testing and contact tracing keeps my family safe. #ForEachOtherForUsAll

USES THE BUTTON BELOW TO ACCESS ADS SIZED FOR SOCIAL MEDIA FEEDS AND STORIES.

CLICK TO ACCESS AD SET
Audio Ad Set – Generic

Generic

English

Spanish

Hindi

Cantonese

Mandarin

Korean

CLICK TO ACCESS AD SET
Thank You!

for each other
for us all.