Welcome to the Mask UpPara Tu Gente (Mask Up For My People) Partner Toolkit. As we pass the six-month mark of battling the coronavirus pandemic, mask-wearing continues to be one of the best preventative measures any person can take. The Placer Community Foundation #MaskUpParaTuGente campaign encourages the people of Placer County to wear a mask so we can all rise up and stay happy, healthy, and thriving together.

We need your help to share this message with your friends, family, community, and network. You have a trusted voice, which matters in this effort to all encourage Placer County to live with masks. Thank you for being an important partner for a stronger, healthier community.

Within this toolkit you will find the following ready-made resources to encourage your community to stay masked and help Placer Community Foundation amplify these messages across Placer County:

- How to use the toolkit and engage with the campaign
- Campaign talking points
- Social media posts and graphics
- Email outreach content & graphic
- A printable window sign

By using these tools, your organization provides critical support in educating a wider audience on the importance of mask wearing and social distancing.

Got Questions?
If you need a little extra guidance or have a question about any of the materials in this toolkit, feel free to reach out to mia@uptownstudios.net.
This toolkit is your campaign outreach guide for all things #MaskUpParaTuGente. We’ve done all the work for you by creating social media posts and graphics you can easily incorporate into social media or email outreach content, and campaign talking points perfect to sprinkle into any ongoing outreach efforts. All information is bilingual, and in some instances, exclusively in Spanish. Where those instances occur, English translations have been provided for context. If you speak Spanish yourself, feel free to use these messages as inspiration for your own unique content!

**WHEN TO POST ON SOCIAL MEDIA**
Using the content provided within this toolkit, it’s best to take an organic, "sprinkled in" approach. That means that depending on how often you would normally post on social media, switch out some of your usual communications for #MaskUpParaTuGente content.

For example, if you regularly post three times a week, maybe one of those posts replaces your usual three or becomes your fourth weekly post. In addition to the materials that you find here, if you are a recognized partner, you will receive emails with new social media posts to share throughout the duration of this campaign.
CAMPAIGN SOCIAL MEDIA LINKS

To help us stay consistent, please use the following information when posting about the campaign on social media.

CAMPAIGN HASHTAG
#MaskUpParaTuGente

CAMPAIGN URL
placercf.org/maskup

FACEBOOK
/placercommunityfoundation

TWITTER
@placercf

INSTAGRAM
@placercf
HOW TO ENCOURAGE OTHERS TO MASK UP

Outside of social media and your regular email communications, the following talking points have been developed to help you amplify the campaign message.

Quick Tip: when using the talking points below, remember: there are three different social circles where you can share these messages. 1) Your internal staff and organization stakeholders; 2) The people you serve; and 3) our friends and family. Support our efforts by sharing these messages with your entire network.

- It’s your right to a long, happy life. Wearing a mask ensures our people continue not just to live but to thrive.

- Seeing family and friends with a mask on doesn’t make their company any less enjoyable. Wearing a mask when seeing family keeps them safe from COVID-19.

- Your family doesn’t have to be related to you. Protect the ones you love by wearing a mask, keeping as much distance as you can, and washing your hands.

- Life masked is not a life without your family, friends, or work. Life masked is living.
WHY WEAR A MASK?
Wearing a mask protects you and everyone around you from COVID-19. And if you do come in contact with the virus, a mask can lessen how sick you get. You’re more likely to be recovering on your couch than in the hospital.

YOU HELP REDUCE THE RISK TO YOURSELF AND LOVED ONES BY DOING THE FOLLOWING BEHAVIORS:

- Wear a mask
- Wash your hands often
- Avoid close contact with others
- Cover coughs and sneezes
- Clean and disinfect common areas
- Monitor your health daily
SOCIAL MEDIA
The following posts and images have been developed for you to share on Facebook, Twitter, and Instagram through your personal and organization's social media pages. Thank you for your help!

FACEBOOK

Friendsgiving, Thanksgiving, or just dinner—COVID-19 spreads exactly the same no matter what you’re choosing to do this Thursday. Wear a mask, and if you can, do your best to stay six feet apart. #MaskUpParaTuGente

By wearing a mask, we keep our people safe, healthy, and able to hustle another day.peace Sign. Share this message with your friends and family to remind them that even with a mask on, they have a voice too. #MaskUpPlacer

Sometimes a cape comes in the form of mask. By wearing a mask when you’re not at home, you protect yourself from potentially contracting COVID-19 or spreading it to those you love. #MaskUpPlacer

#MaskUpParaTuGente doesn’t just mean your blood relatives. Mi gente es tu gente. Protect them by wearing a mask and as close to staying six feet apart as you can. 🧼🧼🧼
SOCIAL MEDIA

The following posts and images have been developed for you to share on Facebook, Twitter, and Instagram through your personal and organization’s social media pages. Thank you for your help!

TWITTER

Friendsgiving, Thanksgiving, or just dinner—COVID-19 spreads exactly the same no matter what you’re choosing to do this Thursday. Wear a mask, and if you can, do your best to stay six feet apart. #MaskUpParaTuGente

By wearing a mask, we keep our people safe, healthy, and able to hustle another day 🍂 According to @UCdavis, wearing a mask cuts your own risk by 65%. #MaskUpPlacer

Wearing a mask is one of the best ways to prevent the spread of #COVID19. Grab your mask and keep on hustling. #MaskUpParaTuGente

Sometimes a cape comes in the form of mask. By wearing a mask when you’re not at home, you protect yourself from potentially contracting COVID-19 or spreading it to those you love. #MaskUpPlacer

Mi gente es tu gente. Protect them by wearing a mask and as close to staying six feet apart as you can. 🧦🧦🧦 #MaskUpParaTuGente
The following posts and images have been developed for you to share on Facebook, Twitter, and Instagram through your personal and organization’s social media pages. Thank you for your help!

### INSTAGRAM

**Friendsgiving, Thanksgiving, or just dinner—COVID-19 spreads exactly the same no matter what you’re choosing to do this Thursday. Wear a mask, and if you can, do your best to stay six feet apart. #MaskUpParaTuGente**

**Sometimes a cape comes in the form of mask. By wearing a mask when you’re not at home, you protect yourself from potentially contracting COVID-19 or spreading it to those you love. #MaskUpPlacer**

**By wearing a mask, we keep our people safe, healthy, and able to hustle another day 🥳. According to @UCdavis, wearing a mask cuts your own risk by 65%. Share this message with your friends and family to remind them that even with a mask on, they have a voice too. #MaskUpPlacer**

**#MaskUpParaTuGente doesn’t just mean your blood relatives. Mi gente es tu gente. Protect them by wearing a mask and staying at least six feet apart. 👯 👯 🧼**
**TRANSLATED SOCIAL MEDIA**

The following posts and images have been translated in Spanish and developed for you to share on Facebook, Twitter, and Instagram through your personal and organization’s social media pages. Thank you for your help!

**FACEBOOK**

Using a mask, we keep our people healthy and safe, and capable of working another day 🦠 Share this message with your family and friends to remind them that even with a mask, they also have a voice. #MaskUpParaTuGente

**TWITTER**

Using a mask, we keep our people healthy and safe, and capable of working another day 🦠 According to @UCdavis, wearing a mask reduces your own risk by 65%. #MaskUpParaTuGente

**INSTAGRAM**

Using a mask, we keep our people healthy and safe, and capable of working another day 🦠 According to @UCdavis, wearing a mask reduces your own risk by 65%. Share this message with your family and friends to remind them that even with a mask, they also have a voice. #MaskUpParaTuGente

Convivimos manteniendo la distancia y usando mascarilla. Es así de simple. #MaskUpParaTuGente
EMAIL OUTREACH

Help encourage your network to remember to wear a face-covering by sharing the following message in your next eblast or newsletter.

Below are two different options for email outreach. If your serve a Spanish speaking population, use the email titled #MaskUpParaTuGente, Placer County! If you simply want to encourage your organizations staff, stakeholders, volunteers, and the people you serve to #MaskUp, use the email titled, #MaskUpPlacer.

SPANISH MESSAGING

#MaskUpParaTuGente, Placer County!
As we continue battling the coronavirus pandemic, mask-wearing is one of the best preventative measures any person can take. Life masked is not a life without your family, friends, work, or small gatherings. Life masked is living. Join us in supporting The Placer Community Foundation #MaskUpParaTuGente campaign as we encourage the people of Placer County to wear a mask. Together, we can all rise up and stay happy, healthy, and thriving together.
placercf.org/maskup

ENGLISH MESSAGING

#MaskUpPlacer
As we continue battling the coronavirus pandemic, mask-wearing is one of the best preventative measures any person can take. Life masked is not a life without your family, friends, work, or small gatherings. Life masked is living. Join us in supporting The Placer Community Foundation #MaskUpPlacer campaign as we encourage the people of Placer County to wear a mask. Together, we can all rise up and stay happy, healthy, and thriving together. Learn more at www.placercf.org/maskup
placercf.org/maskup
PRINTABLE WINDOW SIGN FOR PARTNERS

A supply of window signs are provided for you to post on your doors, windows, or other message boards to show your community support for #MaskUpParaTuGente.

Need a window sign? Download at placercf.org/maskup
WINDOW CLING FOR PARTNERS
Show your support for the campaign by posting these handy, dandy window clings in any space.

Need a window cling?
Email mia@uptownstudios.net
**RACK CARD FOR PARTNERS**

Rack cards are small, easy handouts you can place in your building or hand out during community outreach. Offer a rack card to anyone who is looking for more information about the campaign and reasons why you should #MaskUpParaTuGente.

**Need a rack card?**
Email mia@uptownstudios.net
Sometimes all you need to make a positive life change is a little reminder. Post this flyer or poster in your space to remind anyone who might walk by about the importance of wearing a mask.

**Need a poster and/or flyer?**
Download at placercf.org/maskup
MASK STICKERS FOR PARTNERS

Stickers are great but masks are better! Apply these little sticky reminders at mask hand-outs to help amplify the voice of the #MaskUpParaTuGente campaign.

Need some stickers?
Email mia@uptownstudios.net
THANK YOU!

Wear a mask to protect yourself and the ones you love from COVID-19. Together, we can all rise up and stay happy, healthy, and thrive.