



WE'RE IN THIS TOGETHER,  
**NEBRASKA**

# Social Media Content Calendar



**NHA** Nebraska  
Hospital  
Association

**NHM**  
Nebraska Healthcare Marketers

## How to use the content calendar:

To stay consistent with the campaign's messaging, it's important that you use the materials provided in this content calendar.

# November 15th - 21st

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## Masks



Public Health = Public Matter. We need to come together as Nebraskans to slow the spread of COVID-19. {insert business name} strives to set a positive example in responding to the ongoing public health crisis. @Nebraska.Healthcare.Marketers @Nehospitals #strongertogether #weareinthistogethernebraska #weareinthistogetherne #nestrong #maskssavelives #wearamasktoprotectothers #superheroeswearmasks #covidkindness #wearamask #masksforheroes #weappreciateyou

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## Hand washing



We want to keep our schools open, stay at work, maintain worship, and keep our communities healthy. Social distancing is temporary. The impact you can make by choosing to social distance and wash your hands is permanent. @Nebraska.Healthcare.Marketers @Nehospitals #washyourhands #coveryourmouth #spreadlovenotgerms #makingadifference #strongertogether #weareinthistogethernebraska #weareinthistogetherne #nestrong

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## Avoiding the Three C's:

- 1) crowded places,
- 2) close contacts
- 3) confined spaces



We all need to come together as a community to help minimize the spread of COVID-19 as we approach the late fall and winter months. This includes minimizing who you are around for holidays, birthdays, and other celebrations. @Nebraska.Healthcare.Marketers @Nehospitals #makingadifference #socialdistancingsaveslives #socialdistancing2020 #staysafestayhome #strongertogether #weareinthistogethernebraska #weareinthistogetherne #nestrong #avoidthethreecs #avoidcrowdedplaces #avoidclosecontact #avoidconfinedspaces

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## Masks



This is the week we traditionally reflect on all we are thankful for. This year, let's be thankful for our health and the health of our family members. We thank you for wearing your mask. When you wear your mask you are making a choice to protect others! @Nebraska.Healthcare.Marketers @Nehospitals #weareinthistogethernebraska #weareinthistogetherne #nestrong #maskssavelives #wearamasktoprotectothers #superheroeswearmasks #covidkindness #wearamask #masksforheroes #weappreciateyou

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## Hand washing



Clean hands deserve 2 thumbs up. @Nebraska.Healthcare.Marketers @Nehospitals #washyourhands #coveryourmouth #spreadlovenotgerms #makingadifference #strongertogether #weareinthistogethernebraska #weareinthistogetherne #nestrong

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## Avoiding the Three C's:

- 1) crowded places,
- 2) close contacts
- 3) confined spaces



November is traditionally the month of 4 F's! Family & Friends. Food. And Football. As we remember November's past, it is important to make choices to do things a bit different this year so you can help slow the spread of COVID-19. Avoid the Three C's: 1) crowded places, 2) close contacts, and 3) confined spaces. @Nebraska.Healthcare.Marketers @Nehospitals #makingadifference #socialdistancingsaveslives #socialdistancing2020 #staysafestayhome #strongertogether #weareinthistogethernebraska #weareinthistogetherne #nestrong #avoidthethreecs #avoidcrowdedplaces #avoidclosecontact #avoidconfinedspaces

# November 29th -December 5th

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## Masks



To get the most protection from your mask, it should be worn from the bridge of your nose to under your chin. The sides should sit flat against your cheeks with no gaps that will allow air to enter. @Nebraska.Healthcare.Marketers @Nehospitals #weareinthistogethernebraska #weareinthistogetherne #nestrong #maskssavelives #wearamasktoprotectothers #superheroeswearmasks #covidkindness #wearamask #masksforheroes #weappreciateyou

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## Hand washing



We must unify, collaborate, and stand as one! Coming together with strength and compassion captures the core of who we are. These values are what make Nebraska the good life. Join us in the fight to slow the spread of COVID-19 in our communities by choosing to

- Avoid close contact
- Wear a mask
- Wash your hands
- Cover coughs and sneezes
- Clean and disinfect
- Monitor Your Health Daily
- Protect Your Health By Getting a Flu Shot

@Nebraska.Healthcare.Marketers @Nehospitals #washyourhands #coveryourmouth #spreadlovenotgerms #makingadifference #strongertogether #weareinthistogethernebraska #weareinthistogetherne #nestrong

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## Avoiding the Three C's:

- 1) crowded places,
- 2) close contacts
- 3) confined spaces



Our state MUST come together to help stop community spread. Rates of COVID-19 infection are continuing to rise at an alarming pace in {community name} and across Nebraska. @Nebraska.Healthcare.Marketers @Nehospitals

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## Masks



By wearing a mask, not only are you choosing to do your part in preventing the spread of COVID-19—you're helping save lives. This is our chance. We are in this together, Nebraska. @Nebraska. Healthcare.Marketers @Nehospitals #weareinthistogethernebraska #weareinthistogetherne #nestrong #maskssavelives #wearamasktoprotectothers #superheroeswearmasks #covidkindness #wearamask #masksforheroes #weappreciateyou

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## Hand washing



Experts recommend washing your hands for at least 20 seconds. That's about how long it takes to sing Happy Birthday. Or...if you really want to show your Nebraska spirit, give There is No Place Like Nebraska! a try.

There is no place like Nebraska,  
Dear old Nebraska U.

Where the girls are the fairest,

The boys are the squarest,

Of any old school that I knew.

There is no place like Nebraska,

Where they're all true blue.

We'll all stick together,

In all kinds of weather,

For dear old Nebraska U.

@Nebraska.Healthcare.Marketers @Nehospitals #washyourhands

#coveryourmouth #spreadlovenotgerms #makingadifference

#strongertogether #weareinthistogethernebraska

#weareinthistogetherne #nestrong

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## Avoiding the Three C's:



1) crowded places,

2) close contacts

3) confined spaces

Nebraska is going in the wrong direction on COVID. Together, we can turn this around. We need to keep our essential workers healthy and prevent further shutdown of any businesses. If we all work together, we can help slow the spread of COVID-19.

Avoid the Three C's: 1) crowded places, 2) close contacts, and 3) confined spaces. #makingadifference #socialdistancingsaveslives #socialdistancing2020 #staysafestayhome #strongertogether #weareinthistogethernebraska #weareinthistogetherne #nestrong #avoidthethreecs #avoidcrowdedplaces #avoidclosecontact #avoidconfinedspaces

# December 13th -December 19th

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## Masks



Our actions and efforts reflect our support for everyone within our community. The decision to wear a mask promotes health and respect, and recognizes risk during this pandemic. @Nebraska.Healthcare.Marketers @Nehospitals

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## Hand washing



Washing your hands is one of the easiest ways to prevent the spread of germs. The CDC recommends washing your hands with soap and water for at least 20 seconds. No access to soap or clean water? An alcohol-based hand rub that contains 60% alcohol is a good alternative. @Nebraska.Healthcare.Marketers @Nehospitals #washyourhands #coveryourmouth #spreadlovenotgerms #makingadifference #strongertogether #weareinthistogethernebraska #weareinthistogetherne #nestrong

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## Avoiding the Three C's:

- 1) crowded places,
- 2) close contacts
- 3) confined spaces



Even though it is certainly not business as usual, together we can take some easy steps to make sure our community members stay healthy and our businesses stay open. Avoid the Three C's: 1) crowded places, 2) close contacts, and 3) confined spaces. @Nebraska.Healthcare.Marketers @Nehospitals #makingadifference #socialdistancingsaveslives #socialdistancing2020 #staysafestayhome #strongertogether #weareinthistogethernebraska #weareinthistogetherne #nestrong #avoidthethreecs #avoidcrowdedplaces #avoidclosecontact #avoidconfinedspaces

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## Masks



Masks are most likely to slow the spread of COVID-19 when they are widely used in public. Do your part to slow the spread of COVID-19 in Nebraska by wearing your mask. #weareinthistogethernebraska #weareinthistogetherne #nestrong #maskssavelives

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## Hand washing



Helping a neighbor in need. Stepping up for your community. Taking care of our own. It's the Nebraska way. And now, more than ever, we need your support to help prevent the spread of COVID-19. Take time to check-in on your neighbors, coworkers and loved ones. Remember: We're in this together, Nebraska. @Nebraska.Healthcare.Marketers @Nehospitals

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## Avoiding the Three C's:

- 1) crowded places,
- 2) close contacts
- 3) confined spaces



Now, we must continue to take personal responsibility to protect ourselves and our loved ones. Because even though not all of us risk a severe case of the virus, we all risk getting the virus and spreading it to others – maybe without realizing we're sick. @Nebraska.Healthcare.Marketers @Nehospitals #makingadifference #socialdistancingsaveslives #socialdistancing2020 #staysafestayhome #strongertogether #weareinthistogethernebraska #weareinthistogetherne #nestrong #avoidthethreecs #avoidcrowdedplaces #avoidclosecontact #avoidconfinedspaces



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## Masks



You may not know if you have COVID. You can spread the disease before you even have symptoms. Wear your mask and social distance. You can help save lives and keep the strain on hospital staffing down! @Nebraska.Healthcare.Marketers @

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## Hand washing



Spread love and cheer not germs this year! Make it your new year resolution to do better at wash your hands for 20 seconds with soap and water. @Nebraska.Healthcare.Marketers @Nehospitals#washyourhands #coveryourmouth spreadlovenotgerms #makingadifference #strongertogether #weareinthistogethernebraska #weareinthistogetherne #nestrong

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## Avoiding the Three C's:

- 1) crowded places,
- 2) close contacts
- 3) confined spaces



{photo of local nurse or doctor} We still need you in the fight with us. For your family and for the vulnerable in {community name}. We can't do this without you. Please, choose to avoid 1) Crowded places, 2) Close contacts, and 3) Confined spaces. @Nebraska.Healthcare.Marketers @Nehospitals #makingadifference #socialdistancingsaveslives #socialdistancing2020 #staysafestayhome #strongertogether #weareinthistogethernebraska #weareinthistogetherne #nestrong #avoidthethreecs #avoidcrowdedplaces #avoidclosecontact #avoidconfinedspaces

# To stay consistent with our messaging please use the list of hashtags below.

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## Masks



#maskssavelives  
#wearamasktoprotectothers  
#notallsuperheroeswearcapes  
#superheroeswearmasks  
#covidkindness  
#wearamask  
#masksforheroes

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## Hand washing



#coveryourmouth  
#coveryourface  
#spreadlovenotgerms

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## Avoiding the Three C's:

- 1) crowded places,
- 2) close contacts
- 3) confined spaces



#avoidthethreecs  
avoidcrowdedplaces  
#avoidclosecontact  
#avoidconfinedspaces  
#makingadifference  
#socialdistancingsaveslives  
#socialdistancing2020  
#staysafestayhome  
#socialdistancing  
#staysafeoutthere  
#flattenthecurve  
#apartbuttogether

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## We are in this together, Nebraska



#weareinthistogethernebraska  
#weareinthistogetherne  
#strongertogether  
#nestrong  
#weappreciateyou  
#supporthealthcareworkers  
#wewillgetthroughthis  
#wereallinthistogether  
#inthistogether  
#wearestrongertogether  
#keepbusinessesopen  
#keepnebraskahealthy