COVID-19 MESSAGING
SOCIAL MEDIA TOOLKIT

NATIONAL CENTER FOR FARMWORKER HEALTH

NCFH
National Center for Farmworker Health, Inc.

MIGRANT HEALTH
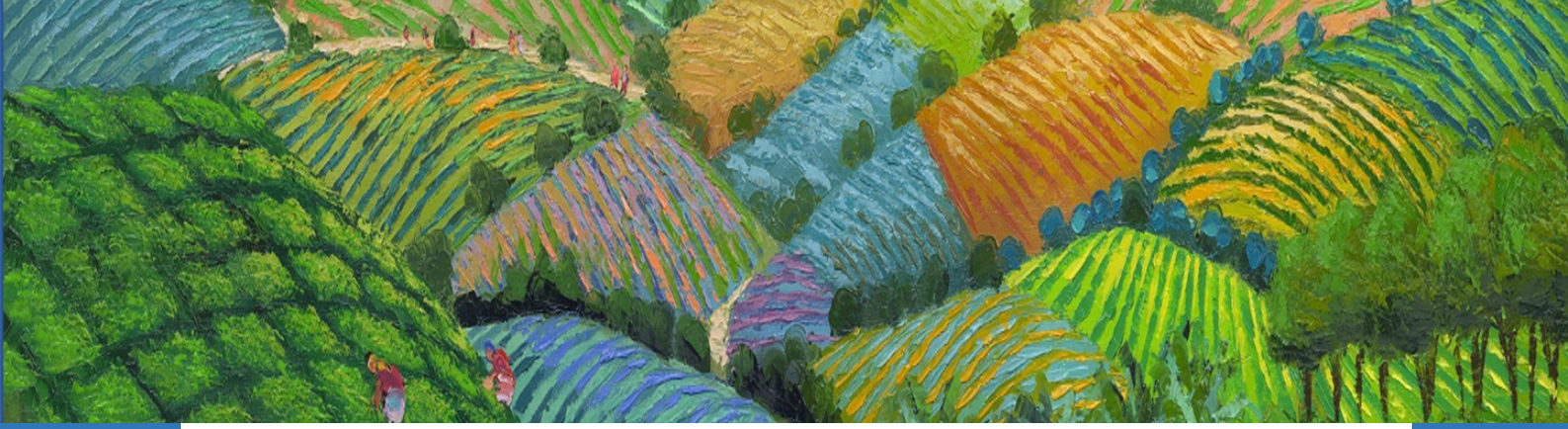
INTRODUCTION

Farmworkers are at a higher risk for infectious disease and adverse health outcomes due to the lack of basic employment benefits, work, and living conditions.(1) They are essential workers who despite the pandemic have remained on the front lines.

Farmworkers generally do not have access to employment benefits such as sick leave, paid time off, or insurance. Throughout the pandemic, their living and working conditions have put them at sustained high risk for COVID-19 exposure: from having limited access to personal protective equipment to living in crowded housing. (2,3) Aside from these factors, misinformation has been a major influence, eroding confidence in the vaccine and its origins, safety, and effectiveness (4) and a lack of accessibility to COVID-19 information in their preferred language. (5)

That is why, as organizations that serve farmworker communities, it is important to increase awareness of safety measures to prevent COVID-19 and promote acceptance of the COVID-19 vaccines among farmworkers and their family members working and living in the U.S. This toolkit contains resources and information to amplify your organization's social media messaging about COVID-19.

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I. WHAT THERE IS TO KNOW ABOUT COVID-19

The first step to creating your social media campaign for COVID-19 messaging is understanding the information and science you will convey to the farmworker community.

COVID-19 is a respiratory illness caused by a coronavirus infection and has been active since November 2019. COVID-19 can spread from person-to-person, specifically through breathing in the particles containing the virus or touching of a surface that has the virus on it, and then touching their own mouth, nose, or eyes. (6)

Symptoms

Symptoms can appear 2 to 14 days after exposure to the virus. Most people present mild symptoms, but some people can become severely ill, especially those with certain underlying medical conditions and older people. (7) It is important to note that viruses constantly change through mutation and sometimes these mutations result in a new variant of the virus. Some variants emerge and disappear while others persist. (8) New variants can cause the disease to spread more easily as we have seen with COVID-19 strains Delta and Omicron.

COVID-19 symptoms can range from mild to severe, including (9):

- **Fever or chills**
- **Cough**
- **Shortness of breath or difficulty breathing**
- **Fatigue**
- **Muscle or body aches**
- **Headache**
- **New loss of taste or smell**
- **Sore throat**
- **Congestion or runny nose**
- **Nausea or vomiting**
- **Diarrhea**

Preventive Measures

Health experts have found that the Delta and Omicron variants have caused more infections and spread a lot faster than the original COVID-19 strain. (10) It is important to continue doing the basic precautions that have been recommended by the CDC.

These preventive measures include (11):

GETTING VACCINATED	WEARING A MASK	STAYING 6 FEET AWAY
Emphasize that farmworkers have the right to get vaccinated as essential workers and that vaccines for now are FREE, regardless of a person's insurance or immigration status	Emphasize that farmworkers should wear masks while traveling in labor buses/vans, especially when traveling with people from other households, and when near others	Sometimes depending on their work (such as packaging warehouses) this is not feasible so it's good to emphasize that wearing a mask is important if they cannot physically distance

AVOIDING CROWDS AND POORLY VENTILATED SPACES	TESTING TO PREVENT SPREAD TO OTHERS	WASHING YOUR HANDS OFTEN
Emphasizing that it's not safe to go to the bailes or other crowded public venues	There are community-based testing sites that offer FREE COVID-19 tests, you can refer workers to our Call for Health program to find the nearest site As of January 2022, home COVID tests became available by mail order for every home in the U.S. Farmworkers can now receive 4 free at-home COVID tests directly to their residence and can conveniently test themselves for COVID in the comfort of their own home. Tests can be ordered here: www.covidtests.gov	Suggesting antibacterial gel as an alternative if workers do not have access to soap and water

COVERING COUGHS AND SNEEZES
Emphasize the importance of coughing and sneezing into a tissue or the inside of the elbow (rather than one's hands) to avoid spreading germs

Vaccines

All three of the available COVID-19 vaccines can help protect people from COVID-19. The Pfizer vaccine is FDA-authorized and approved for people 5 years and older, Moderna is FDA-authorized and approved for people 18 years and older, and both requires two doses. The Janssen/Johnson & Johnson (J&J) vaccine is approved for people 18 years and older and requires one dose. It is recommended that a person be up to date, meaning fully vaccinated and boosted, on their COVID-19 vaccines to lower their risk for severe illness, hospitalization, and death. (12) It is important to note that people can still get COVID-19 even if vaccinated therefore they should still wear their masks if sick or if taking care of a sick person and follow the previously mentioned preventive measures.

	US COVID-19 General Vaccine (13)	US COVID-19 Booster Vaccine
Who is Eligible?	Pfizer: 5+ years old Moderna/J&J: 18+ years old	Pfizer: 16+ years old Moderna/J&J: 18+ years old
Number of Shots	Pfizer/Moderna: Require two shots (Pfizer given 3 weeks apart; Moderna given 4 weeks apart) J&J: Require one shot	Require one shot (Pfizer/Moderna given 5 months after the last dose of a primary series; J&J given 2 months after the last dose of a primary series
Side Effects	Pain, redness, and swelling on the arm where you got the shot. Tiredness, headache, muscle pain, chills, fever, and nausea	Similar symptoms as the U.S. COVID-19 general vaccines

Vocabulary Check:
- **Fully vaccinated** means a person has received all recommended doses in their primary series of COVID-19 vaccine.
- **Up to date** means a person has received all recommended doses in their primary series COVID-19 vaccine, and a booster dose when eligible.

II. DEVELOPING A SOCIAL MEDIA CAMPAIGN

Why a Social Media Campaign?
Social media is an effective way to reach a mobile audience, such as farmworkers- specifically migrant and seasonal workers. Using social media allows you to reach, engage, and inform your target audience regardless of where they are.

Intended Audience
For this social media campaign, we will be focusing on farmworkers as our primary audience.

- We know that the largest demographic segment of farmworkers is males from Mexico and Central American countries between the ages of 20-44 years old.
- Among those employed in crop production, 68% of workers were foreign-born, predominantly male (69%) and more than half were under the age of 44 (58%). (14)
- Other specific audiences of focus include female farmworkers, H-2A guest workers, and Indigenous farmworkers.
- Farmworkers prefer information in Spanish, with 64% of crop workers reporting they are most comfortable conversing in Spanish. (15)

Farmworker Media Access
Very limited data are available regarding farmworker media consumption, but the limited data we do have found that (16):

- 95% of farmworkers reported having access to sources of digital information
  - 96% of farmworkers had a cellphone with text messaging capabilities
  - 92% of farmworkers had access to a cell phone with internet access
  - 41% reported having a computer
  - 26% had a tablet

Indigenous language speakers had less access to the internet and digital information sources, but 94% of Indigenous language speakers did have a cell phone with text capabilities, emphasizing the importance of text-based communications for reaching diverse farmworker audiences.

Social Media Platforms

It is important to identify what social media platforms your audience utilizes to plan out your social media campaign.

Recently, critical data collected through the efforts of NCFH and JBS International on farmworkers' experiences during COVID-19 have given insights into where workers look for reliable information about health problems and what social media platforms they use. Among farmworkers surveyed in the fall of 2021, 50.2% of the 1,094 farmworkers surveyed reported using social media as a source for COVID-19 safety with most of them relying on Facebook for source of health information followed by TV (41.3%) and radio (40.5%).(17) Other digital platforms including Youtube and WhatsApp were also reported as important sources of information.

Tip: Use social media to its strengths!

- Use Facebook to tell compelling stories about the people who benefit from your work.
- Use Instagram to paint a visual picture and share behind-the-scenes information and tidbits.
- Use Twitter to share news and advocacy alerts.

Key Messaging

Conveying the latest COVID-19 information and providing bite-sized summaries for your audience is key. Your COVID-19 messaging social media campaign should outline the following main points:

1) Preventive measures: wear your mask, keep your distance, get the COVID vaccine/booster when possible.

2) The COVID-19 vaccines protect you against severe illness from all variants.

3) The COVID-19 vaccine and booster are FREE.

4) It is normal to get side effects from the vaccine, it means your body is building protection.

5) Booster shots reinforce vaccine protection against becoming very ill from COVID-19.

6) The benefits of COVID-19 vaccination outweigh the potential risks.

7) COVID is a new virus, and we're always learning new information about it. Because of that, information may change over time.

In social media, there is a lot of speculation and misinformation about COVID-19. Misleading information can be harmful and confuse your audience even more. Your organization can fight misinformation by not including the following items in your key messaging:

- Cherry-picked statistics. Too often we see people pointing to individual cases or data that seem to confirm a particular position while ignoring a significant portion of related data that may contradict that position.
- Jargon or terminology that may not be understandable to people outside of the health care or public health field, such as "prevalence" or "positivity rate".
- Jargon or terminology that may offend immigrant populations or be misinterpreted, such as "surveillance", "key informants", etc.
- Assumptions about farmworkers with no data or evidence to support those assumptions.

III. SOCIAL MEDIA POSTS

Farmworkers rely on Facebook for health information and WhatsApp for communication so we will focus our sample social media posts to these two platforms.

Multilingual Posts

In the NCFH and JBS International Survey only 16% of surveyed farmworkers reported speaking English as a primary language, meaning not all information can be in English if you want your audience to understand and engage with it. That is why it is important to have bilingual and multilingual posts.

Consider posting separate posts when posting in different languages so the information gets across, you can include translations into one post if the captions or phrases are short.

Facebook

BASIC STRUCTURES OF A FACEBOOK POST

Sample Message Structure #1:

[Hook — 1 sentence]
Are you having trouble finding medical care and resources?

[Descriptor — 1 sentence]
NCFH is offering location services and financial aid help to farmworkers looking for medical help!

[Call to Action — 1 sentence]
Call 1 (800) 377 – 9968 to speak with someone who can help you!

If you can, use social media posts with a visual asset (graphic, photo, video, etc.) since they receive more engagements than text-only posts.

Ensure that if you do exceed the 2-3 sentence structure that you space out your hook/descriptor/call to action to emphasize each. Avoid a block of text.

Sample Message Structure #2:

Protect yourself in the workplace by wearing a well-fitted mask *(hook)*.

NCFH has partners all over the nation that offer free masks! *(descriptor)*

Visit bit.ly/maskmap to find an organization near you! *(call to action)*

👍 Like

Keep the post short: if you are linking to a website or resource, you do not need to post a detailed paragraph of the link but a sentence or two should be fine. Your social media post should merely be a hook to draw in the audience to the more detailed source.

Sample Message Structure #3:

Protect yourself in the workplace by wearing a well-fitted mask. Visit bit.ly/maskmap so that NCFH can help find more mask resources near you!

In some cases, your Descriptor and Call to Action can be combined.

SAMPLE FACEBOOK POSTS

Post #1

No te quedes sin trabajar por el COVID-19. ¡Obtenga su serie de vacunas o refuerzo hoy! ¡Envíe un mensaje de texto con su código postal al 438829 y encuentre una vacuna gratuita cerca de usted! #vacunate #covid19

Don't miss out on work because of COVID-19. Get your vaccine series or booster today! Text your zip code to 438829 and find a free vaccine near you! #vaccine #covid19

Vaccine Benefits

1289   877 Comments   25 Shares

Like   Comment   Share

Post #2

Llámanos para obtener tus vacunas de refuerzo en los Estados Unidos. ¡Ayudamos con la traducción, los servicios de ubicación, el transporte y el pago si es necesario! #covid19 #vacunate

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Call us to get your booster shots in the US. We help with translation, location services, transportation, and payment if needed! #vaccine #covid19

SAMPLE FACEBOOK POSTS

Post #3

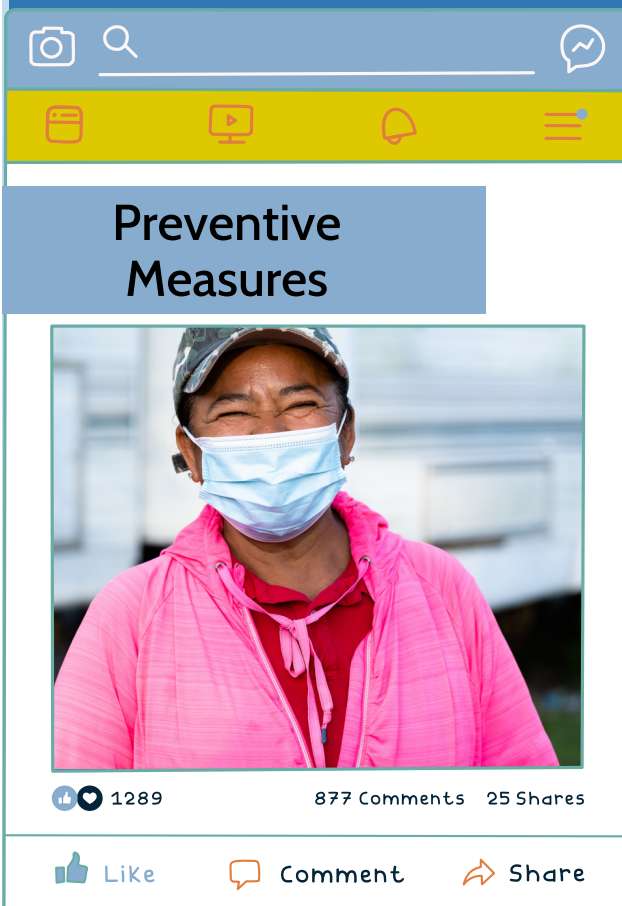Vacunados o no, aquí hay medidas simples para mantenerse adelante de COVID-19:
- Si estás enfermo y necesitas estar cerca de otras personas o está cuidando a alguien que tiene COVID-19, usa una mascarilla que te quede bien.
- Evita el contacto cercano con personas enfermas dentro de tu hogar, si es posible, de lo contrario, usa una máscara para evitar la propagación
- Usa una mascarilla y abre las ventanas para ventilación cuando viajes en autobuses de trabajo llenos de gente.
- Pero lo más importante es que te HAGAS LA PRUEBA

Aprende más aquí: bit.ly/safehealthtips

Vaccinated or not, here are simple preventive measures to stay ahead of COVID-19:
- If you are sick and need to be around others or are caring for someone who has COVID-19, wear a mask that fits well.
- Avoid close contact with people who are sick inside your home, if possible, otherwise wear a mask to prevent a spread
- Wear a mask and open windows for ventilation when traveling in crowded labor buses
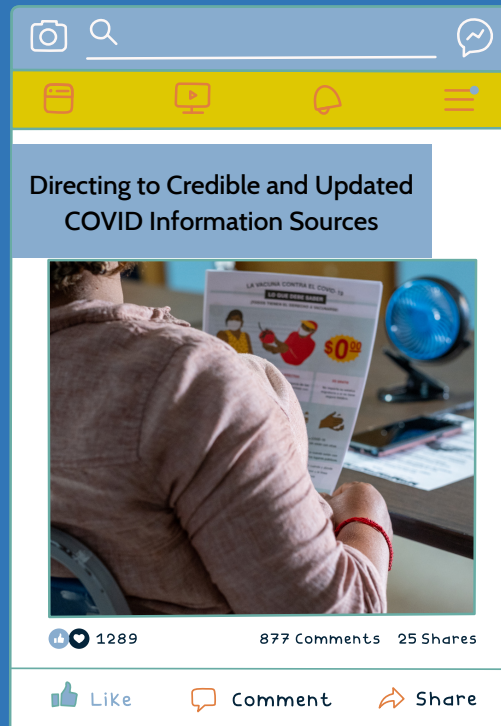- But most importantly, GET TESTED

Learn more here: bit.ly/safehealthtips

Preventive Measures

1289   877 Comments   25 Shares

👍 Like   💬 Comment   ➤ Share

SAMPLE FACEBOOK POSTS

Directing to Credible and Updated COVID Information Sources

1289   877 Comments   25 Shares

👍 Like   💬 Comment   ↗ Share

Post #4

Aunque es 2022, todavía hay muchas preguntas sobre el COVID-19, las vacunas, y la vacuna de refuerzo. Y eso está bien porque hay lugares para encontrar la información correcta y actualizada.

Visite bit.ly/yourhealthupdates para obtener más información sobre el COVID-19 y cómo tu y tus seres queridos pueden mantenerse a salvo.

Even though it's 2022 there are still a lot of questions about COVID-19, the vaccines, and booster shots. And that's okay because there are places to find correct, updated information.

Visit bit.ly/yourhealthupdates to learn more about COVID-19 and how you and your loved ones can stay safe.

WhatsApp

Learn to use WhatsApp status to promote digital materials and health information. WhatsApp Status is a status update that disappears after 24 hours of you uploading it (like Instagram stories). (18) You can share photos, videos, text, links, GIFS, and even Facebook livestream links.

Tip: Cross-posting is the practice of posting the same social media content across multiple social media platforms. You can publish your WhatsApp Status updates to other social media platforms specifically Facebook and Instagram stories where the posting format is similar.

BASIC STRUCTURES OF A WHATSAPP MESSAGE

Sample Message Structure #1:

[Message]
Trouble finding a COVID-19 vaccine near you? Visit bit.ly/vaxfinder and find a walk-in clinic today!

[Graphic: (Background) A state map with a red search arrow emblazoned with a white medical cross above it. (Foreground) Your organization's logo in the corner and a semi-opaque banner across the width that reads "Go to bit.ly/vaxfinder today!"]

Links and photos are KEY, so we advise to stick to 1-2 short sentences.

To avoid looking like spam, ensure that your message comes with a graphic with your logo and your call to action within
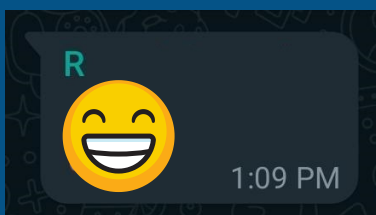
SAMPLE WHATSAPP MESSAGES

Message #1

La vacuna es gratuita, segura y sigue siendo la mejor protección contra el COVID. Llámanos para mas información sobre la vacuna y donde encontrar sitios para vacunarte!

The vaccine is free, safe, and remains the best protection against COVID. Call us for more information about the vaccine and where to find sites to get vaccinated!

4:54 PM ✓✓

R 😁 1:09 PM

Requisitos de vacunación para entrar a los EE. UU. Preguntas frecuentes

Message #2

Te comparto un folleto que habla sobre los requerimientos de vacuna para trabajadores H-2A viniendo a los Estados Unidos. Mándame mensaje al +1 737 414-5121 si tienes mas preguntas!

Check out this new flyer with frequently asked questions about the COVID-19 vaccine requirement for H-2A workers. Send me a message to +1 737 414-5121 if you have any questions!

4:53 PM ✓✓

SAMPLE WHATSAPP MESSAGES

Message #3

¡Un mensaje importante para los trabajadores H-2A viniendo a los Estados Unidos!
¡Llame Una Voz Para La Salud por WhatsApp +1 737 414-5121 o por teléfono +1 800 377 9968 para mas información y asistencia!

An important message for H-2A workers coming to the United States!
Call Una Voz Para La Salud by WhatsApp +1 737 414-5121 or by phone +1 800 377 9968 for more information and assistance!

4:40 PM ✓✓

R 👍 1:09 PM
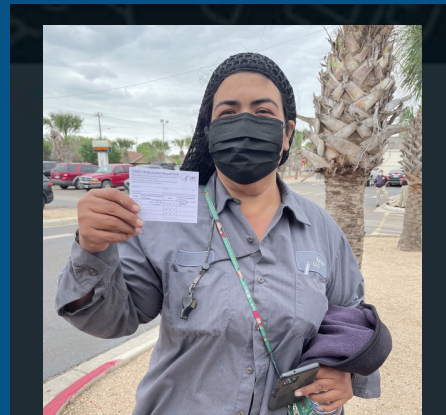
Message #4

Si perdiste tu tarjeta de comprobante de vacunación de CDC en Estados Unidos. nosotros te podemos ayudar a obtener una copia.
Llame a Una Voz Para la Salud al 1 (800) 377-9968 o por WhatsApp 1 (737) 414-5121

If you lost your U.S. CDC proof of vaccination card, we can help you get a copy.
Call us at Call for Health 1 (800) 377-9968 or through WhatsApp 1 (737) 414-5121

4:41 PM ✓

Hashtags to Use

Hashtags are essential in keeping with online conversations, specifically in making sure your key messages are reaching your audience. Hashtags help categorize your content that then lets people find your content and interact with it. We recommend that you use the search function of the respective social media platforms to find out what hashtags are trending that day as these can boost your posts. For COVID-19 messaging we advise you use hashtags that are used by public health departments and other health agencies.

Hashtags associated with COVID-19 that are good to use along with your posts include:

#COVID19
#SlowTheSpread
#vaccine
#vacunate
#vaccination
#booster

Call to Action

The last component of your social media campaign is to have a call to action. What do you want the reader to do after they have read your message? There needs to be something the reader can engage in within the post. General call to action phrases includes: "give us your comment, like our page, and/or share this post". Public health-focused call to action phrases may include "Find out where to get vaccinated; Find out how to get tested; Contact us for more information[1] on the vaccine or about COVID-19".

Farmworkers in your area who are more resistant to vaccination may respond better to softer calls to action such as directing them to a reliable health agency site for more information about vaccines and/or COVID-19. Otherwise, when talking about COVID-19 you want to direct farmworkers to their closest vaccination and testing site. Another alternative and a great call to action is to include your organization's services at the end of a social media post especially if you want farmworkers to connect with you directly.

Additionally, you can also include NCFH's Call for Health/Una Voz para la Salud program. Call for Health/Una Voz para la Salud works to connect farmworkers directly with health services and resources closest to where they work or live. This service is free to farmworkers and their families, y se habla español!

IV. BEST PRACTICES TO DEVELOPING A SOCIAL MEDIA CAMPAIGN

Best Practices to Social Media Posting

Every organization has their own approach to social media. Whatever your method, you'll find that the key to getting your messages through comes down to these simple tips:

MEETING PEOPLE WHERE THEY ARE

- Materials and social media posts in different languages
- Information is accessible and free
- Having audio and visuals for individuals who cannot read
- Be culturally relevant. For example, if targeting workers who have recently arrived from Mexico, use images or cultural references that speak to Mexicans and avoid US cultural references

ADDRESSING MISINFORMATION WITHOUT REINFORCING THE INCORRECT INFORMATION

- Point to credible sources
- Use inclusive, people-first language

UTILIZING SOCIAL MEDIA METRICS TO KNOW IF YOU ARE COMMUNICATING WITH YOUR AUDIENCE ON THE RIGHT PLATFORM

- Every social media platform has its own basic analytics for you to dive into. For Facebook and Instagram, you'll find them in the Insights tab. In Twitter they're under Twitter Analytics.
- Engagement: Likes, comments, shares, and clicks – the engagement rate is a metric often used to track how involved your audience is with your content. For basics we suggest you look at how many likes, comments, shares your posts get and what visual media works best to convey the message (graphics vs videos vs text posts).

Content Calendar

Running a social media account is almost always about timing. That is why we suggest having a calendar for you to use when planning upcoming content output, otherwise known as a content calendar. Content calendars are important because they help you organize your messages so you can focus on growing your online engagement.

You know your audience better than we do, so consider the following suggestions and adapt them to suit the needs of your organization:

- Schedule your posts for the times which you believe will get the most visibility with your audience.
  - Farmworkers work long hours and either check their social media apps early in the morning, late in the evening, or during their days off (typically Sundays); consider posting around 6-7am or 6-8pm, and anytime during the day on the weekends, the times when they are either heading to work, coming back from the fields, or enjoying their weekend.
  - Earlier posts have the advantage of being on the timeline for longer throughout the day so consider posting 7am EST to ensure everyone who is getting ready for work also sees it.
- Some social media platforms (such as Facebook and Twitter Desktop) allow for scheduling posts ahead of time. Otherwise, we suggest making use of programs such as Hootsuite to connect your accounts and schedule posts. You can use the free version to schedule and manage accounts and consider upgrading to premium if you think those advanced tools will better suit your needs.
- Be intentional with your posting. Post frequently without inundating your audience. You can organize posts for a given week to focus on a specific aspect of a topic or conversation. For example, you can post 3 times in a week with each time highlighting each COVID-19 vaccine available in the U.S.
- Create achievable goals for yourself, your team, and your calendar.
  - A team of social media techs will have a different dynamic than that of a solo operation. The team could feasibly post three times during the workweek[1] and have team members working on developing graphics and messaging for individual posts. A solo tech would need to strategize while considering their workload, the resources available to them, and the messaging needed.

You can access this free Social Media Content Calendar template for your organization to download and use. This template can be downloaded and modified to fit your organization's communications capacity.

Content Creation Resources

The following are resources you can access for free to help create your own COVID-19 messaging content:

COMMUNICATION TOOLKIT: FOR MIGRANTS AND OTHER LIMITED ENGLISH PROFICIENT POPULATIONS	COVID-19 PUBLIC EDUCATION CAMPAIGN	HOW TO SPOT MISINFORMATION
Print resources, social media messaging, and fact sheets by the CDC you can use to communicate about COVID-19. Also available in Spanish here.	Shareable campaigns, social media posts, and resources by the U.S. Department of Health and Human Services to increase confidence in COVID-19 vaccines and reinforce basic prevention measures. Also available in Spanish here.	Quick guide to detecting misinformation about vaccines.

CHECKLISTS AND GUIDES	RESOURCES IN INDIGENOUS LANGUAGES	EDUCATIONAL RESOURCES FOR FARMWORKERS
The National Resource Center for Refugees, Immigrants, and Migrants (NRC-RIM) offers free checklists and guidance documents offering facts about COVID-19 and the vaccines. Each set of materials includes translations in more than 30 languages as well as the ability for you to customize the logo, URL, photo, and more.	CIELO, a nonprofit organization that focuses on language rights, put together a list of COVID-19 information in varying Indigenous languages. Also available in Spanish.	NCFH's multimedia educational resources in multiple languages address COVID-19 prevention, control, and vaccination.

NCFH MEDIA REPOSITORTY
NCFH has created an archive of COVID-19 digital media free for your organizations to access, download, and use. Media includes graphics, stock photos, PSAs, and informational flyers to post.

Resources for Developing Social Media

We've included a list of free or low-cost social media resources and tools to support you as you plan for your social media campaign!

CANVA

A free graphic design platform used to create visual content.

MAKESPACE

Webpage that lets you customize their free inventory of social media posts, fact sheets, digital posters for your next vaccine campaign.

ANIMOTO

The video version of Canva, will help you create a professional video in minutes for free.

RESIZEIMAGE.NET

This website can help you resize or crop images for free.

HOOTSUITE

a social media management platform.

GOOGLE TRENDS

This tool is useful for discovering what people are interested in and creating relevant content.

Coming Soon!

NCFH has an additional social media toolkit for influenza during the pandemic

Influenza and the COVID-19 Pandemic Social Media Toolkit

The purpose of this toolkit is to serve as a social media resource for farmworker-serving organizations to amplify their influenza vaccination social media campaign during a pandemic. It has information tailored for farmworker communities, a sample social media campaign template, and social media posts in multiple languages.

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