

“Don’t Let Your Guard Down. Keep Your Mask Up.” Campaign Instructions

With COVID-19 cases and hospitalizations rising rapidly across Illinois, IHA has developed a statewide, coordinated communications campaign with positive messaging for members. “Don’t Let Your Guard Down. Keep Your Mask Up.” encourages residents to help reduce transmission of the novel coronavirus in your community.

By working together, IHA and the hospital community can reinforce the need for the public’s help in stopping the spread of COVID-19. Simple actions can have a significant impact in relieving the strain on hospitals and your dedicated healthcare workers.



We are also asking members to share with us examples of what you are doing to get the word out about stopping the spread of COVID-19. Please send your campaigns to Valerie Culver, Assistant Vice President, Corporate Communications & Marketing Strategies, at vculver@team-iha.org or call her at (312) 203-6008 to discuss your work. We will post links to your efforts on our new consumer landing page so government officials, your peers and your community can see the work that you are doing.

Together, let’s continue to move healthy ahead!

Social media posts

- We are providing [suggested copy](#) suitable for all social media platforms. You can customize the copy and include a link to your hospital’s or health system’s website.
- IHA will share these messages on our social media channels.
- You can choose from four images sized for Facebook posts. See [previews](#) of the posts.
 - [Image 1](#)
 - [Image 2](#)
 - [Image 3](#)
 - [Image 4](#)

Press Release

- Our [press release template](#) is set up for you to customize.
- By adding your hospital's or health system's logo and leadership quotes your customized press release will have more traction with your local media contacts.

Letter to the Editor

- Our [letter to the editor](#) is also customizable.
- We encourage you to send it to your local news media well in advance of the holidays.

Print Ads

- We have two high-resolution versions of each print ad—files for you to add your hospital or health system logo and files with our generic “Anytown Hospital” logo for you to see what each customized ad looks like.
- Local publications, printers and/or your in-house design team can add your hospital logo and desired call-to-action in the space provided.
- There are four print ads for you to choose among.
 - [Print Ad 1](#) (View with [sample logo](#))
 - [Print Ad 2](#) (View with [sample logo](#))
 - [Print Ad 3](#) (View with [sample logo](#))
 - [Print Ad 4](#) (View with [sample logo](#))

Email Signature

- Reinforce the message with every email you send. Download [this file](#) to include in your e-signature.
- See [our instructions](#) on how to update your email signature.