

for each other
for us all.



Community Toolkit for COVID-19 Testing and Contact Tracing Education Campaign

Welcome

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.

**WHENEVER POSSIBLE,
WHEN SHARING
THIS CONTENT, PLEASE
LINK TO THIS
NJ DOH LANDING PAGE:**

ENGLISH

SPANISH

*for each other
for us all.* 

Video Ad Set – Local Leaders

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](#)

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

CLICK TO ACCESS AD SET



Arielle Dublin • English



Biral Patel • English, Hindi, Gujarati



Frank Argote-Freyre • English, Spanish



Integra Feliciano • English



Muqaddas Ejaz • English, Urdu

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



Spanish



Video Ad Set – We Can

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 SIZED
FOR SOCIAL MEDIA FEEDS
AND STORIES.**

**CLICK TO
ACCESS AD SET**

English



Spanish



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

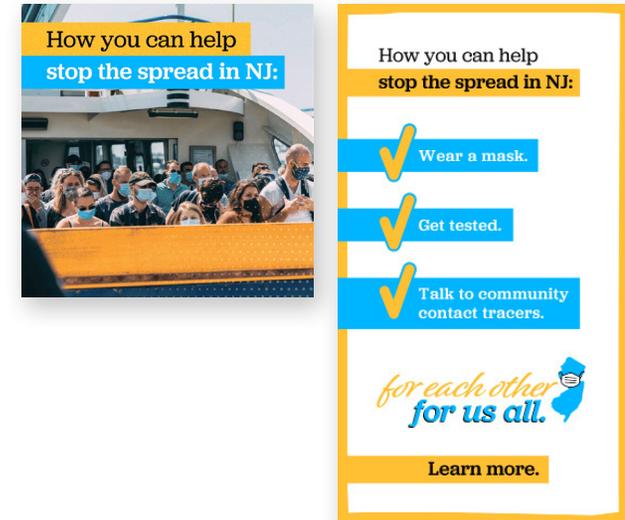
USE THE BUTTON BELOW TO ACCESS ADS SIZED FOR SOCIAL MEDIA FEEDS AND STORIES.

CLICK TO ACCESS AD SET

Version A



Version B



GIF Ad Set – What is Contact Tracing

What is Contact Tracing

SOCIAL MEDIA POST CAPTION

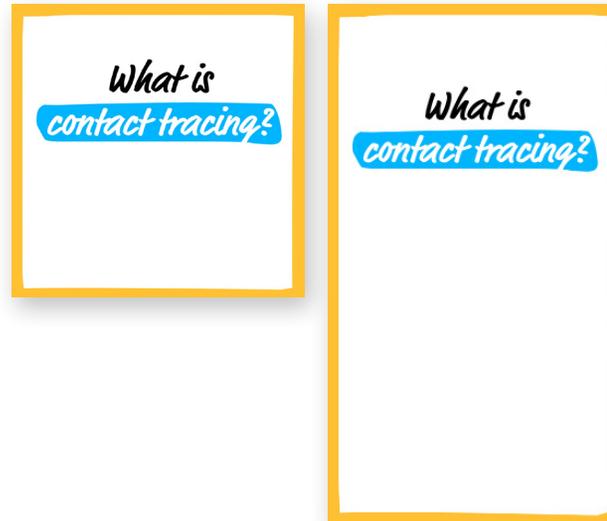
What is community contact tracing? Here's a brief explainer on why you should answer the call.

#ForEachOtherForUsAll

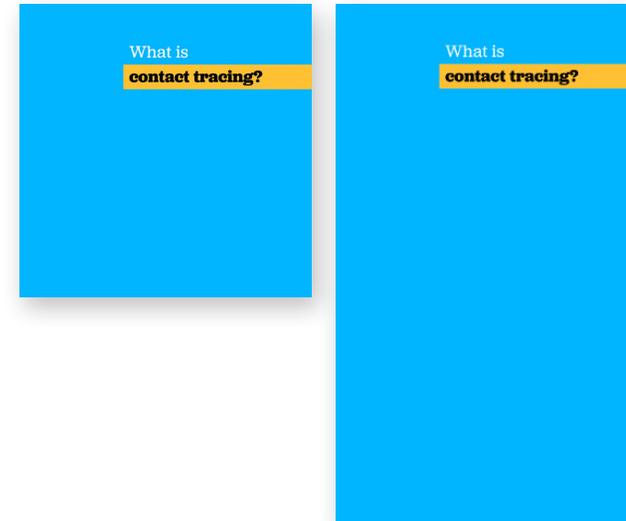
USE THE BUTTON BELOW
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AND STORIES.

CLICK TO
ACCESS AD SET

Version A



Version B



GIF Ad Set – Fight COVID

Fight COVID

SOCIAL MEDIA POST CAPTION

You can help
fight COVID-19 for
your community.
#ForEachOtherForUsAll

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

CLICK TO
ACCESS AD SET

English



Fight COVID-19

for your community

by getting tested

and talking to a contact tracer

Any information you share will **only be used to fight the virus.**

for each other for us all.

Learn more.

Spanish



Luche contra el COVID-19

por su comunidad

al hacerse la prueba

y hablar con aquellos responsables de hacer el seguimiento de contactos

Cualquier información que comparta será utilizada **exclusivamente para combatir el virus.**

for each other for us all.

Haga clic para más información

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

English



Are you working
on the front lines?

Get a
coronavirus test
today!

Find the nearest
testing center.



Spanish



¿Está trabajando
en las primeras filas
contra el virus?

¡Hágase una prueba de
coronavirus hoy!

Haga clic para
localizar el centro de
prueba más cercano.



GIF Ad Set – Why Get Tested

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](#)

Static Ad Set – Local Leaders

Local Leaders

SOCIAL MEDIA POST CAPTION

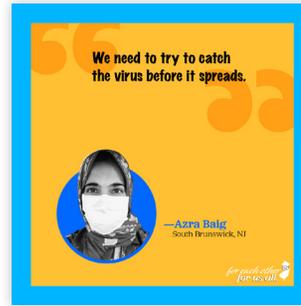
Local community leaders in NJ are speaking out about how to fight COVID-19 #ForEachOtherForUsAll

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

CLICK TO ACCESS AD SET



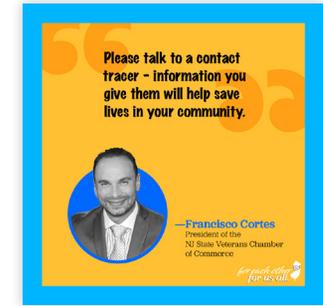
Arielle Dublin



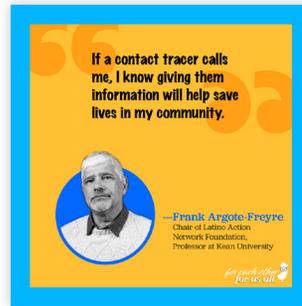
Azra Baig



Bruce Morgan



Francisco Cortes



Frank Argote-Freyre



Integra Feliciano



Oriana Holmes Price



Suchitra Kamath



Susana G. Baumann

Static Ad Set – Generic

Generic

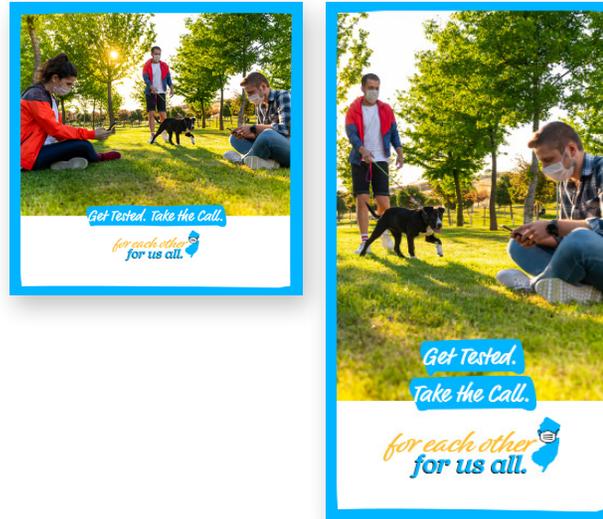
SOCIAL MEDIA POST CAPTION

Get tested for coronavirus and take the call from a community contact tracer.
#ForEachOtherForUsAll

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

CLICK TO
ACCESS AD SET

Version A



Version B



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

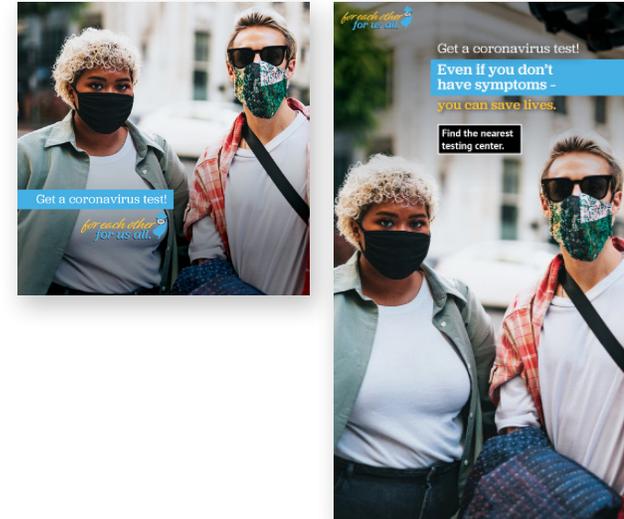
USE THE BUTTON BELOW TO ACCESS ADS SIZED FOR SOCIAL MEDIA FEEDS AND STORIES.

CLICK TO ACCESS AD SET

Version A



Version B



Static Ad Set – Contact Tracers

Contact Tracers

SOCIAL MEDIA POST CAPTION

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

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

CLICK TO ACCESS AD SET

Version A



Version B



Static Ad Set – Save a Life

Save a Life

SOCIAL MEDIA POST CAPTION

Testing and community contact tracing helped save...

My mom. My brother.

My best friend.

#ForEachOtherForUsAll

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CLICK TO ACCESS AD SET

Version A: English



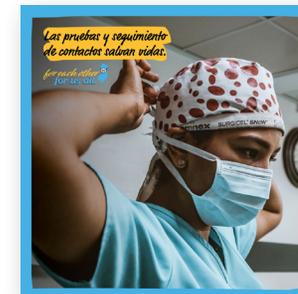
Spanish



Version B: English



Spanish



Static Ad Set – Keep Masjid Safe

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

English



Arabic



Static Ad Set – Keep Family Safe

Keep Family Safe

SOCIAL MEDIA POST CAPTION

Testing and contact tracing keeps my family safe.

#ForEachOtherForUsAll

English



Korean



Simplified Chinese



Traditional Chinese



USE 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

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Thank You!

for each other
for us all.

