# DVAO Public Relations Toolkit Instructions

This section of the toolkit will cover instructions and suggestions as you provide outreach and education. Resources and explanations will be found in this section. You will find templates and other readymade examples in Appendix C: PR Files and Examples. Many of those resources are found in the DVAO Center Toolkit Files.

If you have questions about these resources or would like to discuss your outreach efforts, you can contact Mary Alex Kopp at mkopp@able-sc.org.

Each toolkit document includes instructions on how to use the templates, how to edit, and best practices when implementing your public relations strategy and includes:

* Introductory language you can use to announce your partnership and what it means
	+ Instructions on where to use this language are provided.
* Eblasts suggestions and examples
	+ Use these examples to help you find ideas for the kinds of eblasts you can send to your organization’s supporters.
	+ If you use an eblast service, like Mailchimp, you can also post the link to your eblasts to your social media!
* Social media suggestions and examples
	+ Use these templates and examples to help you create content for your social media.
* Printable material of what you can write on your flyers and postcards.

When using the DVAO logo and branding, please pay attention to the following guidelines:

* Brand Font: Lato (brand font only applies to creating graphics, printables. You do not need to use this brand font when writing eblasts, articles, etc. unless you choose to)
* Brand Colors: White, Cobalt Blue #004aad

The appendix will include these toolkit documents and links to logos, images, and other items that will help in your outreach efforts.

## How you can use the tools provided to you to create content

The greatest advice this section can offer is that you interview your local members of the disability community who are champions of the vaccine and booster shot. Get quotes from them about why they chose to get vaccinated. Did they experience any hesitancy or barriers but find facts or solutions that allowed them to get vaccinated? These personal stories are what work best when empowering others, particularly people with disabilities. You can add the stories to social media, eblasts, or even record the interviews to post videos online. Don’t forget to make your posts accessible (see the accessibility section for details).

**Important note on gender inclusion:** While centering the goal of helping people with disabilities get vaccinated, it is necessary to also be inclusive of people of all genders, including those you may interview and when writing content. Please review the “gender inclusion” subheading under “incorporating intersectionality and health equity” for helpful information on how to respectfully include gender identity in your interviews and content creation.

**Important note when using photos of your vaccine champions:** It is always best practice to have your interviewee sign a photo release, should you use their image. A photo release protects you and the person photographed. Example photo release form can be found in the appendix.

Additionally, the following are excellent sources for content:

* You can use the Frequently Asked Questions provided in your overall toolkit to create content for social media, eblasts, or flyers and postcards. Highlight some of the common hesitancies and provide answers.
* Listen to your community and build your strategy off what they say they need!

## Introductory Language Suggestions

Language you can use to announce your partnership and what it means is provided with instructions on where to use it. You will find the introductory language template in the appendix of this toolkit.

## Eblasts or Mass Email Suggestions

Eblasts, or mass emails, can be used to send information to your community all at once. Below you will find some tips for creating and writing the eblasts. You will also find example eblast templates in the appendix of this toolkit.

### Writing Eblasts or Mass Emails

* You can use the Frequently Asked Questions provided in your overall toolkit to create content for social media, eblasts, or flyers and postcards.
* Our greatest advice is that you interview your local community who are champions of the vaccine and booster shot. Get quotes from them about why they chose to get vaccinated. These personal stories are what work best when convincing others, particularly people with disabilities and their care providers or families. You can add the stories to social media, in eblasts, or even record the interviews to post videos online.
* Most importantly, listen to your community and build your strategy off what they say they need!
* **Important note:** Remember, when creating content, it is important to remind readers that people with disabilities are at the greatest risk of severe illness and death from COVID-19. Stating this can help dispel any trolls (combative persons) you may experience. They are most likely unaware of the facts and how the vaccine has saved lives!

### Don’t forget these important steps when writing your eblasts

* If providing images, always include alt text or image descriptions as best practice.
* Have another coworker with a talent for editing review your eblast for grammar and spelling.
* Try not to overwhelm your readers with too much information or too many emails. One to two emails a month about this campaign should be enough for the average reader to consume. Of course, this may change if new information about COVID-19 or the vaccine is released.
* Before providing outside resources, ensure they are accessible.

Social Media Suggestions

* You can use the Frequently Asked Questions provided in your overall toolkit to create content for social media, eblasts, or flyers and postcards.
* **Important note:** Remember, when creating social media content, it is important to remind readers that people with disabilities are at the greatest risk of severe illness and death from COVID-19. Stating this clearly can help dispel any trolls (combative persons looking to “fight” your work in the comments or private messaging) you may experience.

## Social Media

### Canva Templates

Canva is a free, online tool you can use to create social media content. We have provided two templates that can guide you:

1. [**Social Media Post template**](https://www.canva.com/design/DAExfmxFrnQ/dw0cQgAZyYVW6tjvTStNHg/view?utm_content=DAExfmxFrnQ&utm_campaign=designshare&utm_medium=link&utm_source=sharebutton&mode=preview)
2. [**I got my vaccine because**](https://www.canva.com/design/DAEv0hDrvbY/k5kxRjQe3xm_YpdKQ3JaSA/view?utm_content=DAEv0hDrvbY&utm_campaign=designshare&utm_medium=link&utm_source=sharebutton&mode=preview)

Important Note: when you download your creations from Canva, they will not be readily accessible. You must provide alt text or image descriptions for the graphics you create.

#### Other Notes on Social Media Templates and Posting

* The DVAO logo in white and blue varieties is within the template.
* You can add your CIL logo as well. Space is provided in the bottom right corner.
	+ To add your CIL logo, simply upload your logo in PNG form with a transparent background, or as a JPEG, whichever works best for you. You will then find your logo in your uploaded files, where you can drag and drop the logo onto your graphic.
* Be sure to use the brand font and colors when creating your social media graphics posts.
* Don’t forget about character limits! Twitter limits you to 280 characters. Facebook limits you to 2,000 characters. Instagram limits you to 2,200 characters.
	+ When publishing directly, Twitter limits alt text to 1,000 characters. There is no limit to alt text on Facebook or Instagram.
	+ If you use a social media manager like Hootsuite, Hootsuite will limit your alt text!

## Printable Microsoft Templates

We have chosen Microsoft PowerPoint to create editable templates for postcards and flyers. You can add your CIL logo- space is provided in the bottom right corner.

Please note:

* Be sure to use the brand font and colors when creating.
* Important Note: You must provide alt text when you add images or graphics to your flyer, including your logo. When you select the image, you will be allowed to add alt text (you can right-click the image to do this—review the accessibility section of the toolkit for instructions).
* You can use these templates to create printed and digitally accessible PDFs.
* These are samples, and you aren’t required to use these.

**You can find templates in the appendix.**

# Public Relations Disclaimers from the CDC Foundation:

**Logo Usage:** Neither CDCF nor a subrecipient/contractor shall use the logo of CDCF, CDC, or HHS for any advertising, marketing, endorsement, or any other purpose without expressed, written consent.

**Publications:** All publications and communications that include the DVAO Center logo or reference grant award (statements, toolkits, resource guides, blog posts, websites, presentations, etc.) produced under a federal award must bear the acknowledgement of federal assistance using the following statements below. A final draft must be submitted for review and approval to your Grants Manager, for review of federal language and adherence to award regulations, prior to print and dissemination.  For publications produced by subrecipients and contractors, the Program Officer should provide content review and the Grants Manager provides review of incorporation of federal language and adherence to any required award regulations. Please reach out to DVAO for approval on any materials that require the use of the following statement. Please include in all printed publications:

Please include in all printed publications that include the DVAO Center logo or reference grant award:

*This [publication/program, etc.] [is/was] supported by the Centers for Disease Control and Prevention of the U.S. Department of Health and Human Services (HHS) as part of a financial assistance award totaling $XX with 100 percent funded by CDC/HHS. The contents are those of the author(s) and do not necessarily represent the official views of, nor an endorsement, by CDC/HHS, or the U.S. Government.*

**Social Media:** Programs should review social media generated by a federally funded subrecipient prior to publication if the social media post directly references the federal award, funding amount, federal funder, or project title. Review of social media that does not contain those elements is at the discretion of the CDCF Program Officer.