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**CITY OF SOUTHFIELD**  
**APRIL 2020 FACEBOOK CAMPAIGN**

Started: 04.08.2020

Completed: 04.30.2020

# APRIL 8<sup>TH</sup>, 2020

## FACEBOOK AD / POST #1

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**Time:** 3:00 PM

**Graphic Content:** Socially Distant Celebrations

**Post Content:** Southfield leaders urge residents to follow Stay-at-Home and Social Distancing Orders this Passover and Easter: "Traditional holiday dinners and gatherings should not take place for the safety of us all!"

**CTA:** Learn how you can help: <https://www.cityofsouthfield.com/news/city-southfield-leaders-call-residents-follow-stay-home-and-social-distancing-orders-passover>

**Hashtags:** #SouthfieldStrong #WEareALLinthisTOGETHER #COVID19 #C19

# APRIL 9<sup>TH</sup>, 2020

## FACEBOOK AD / POST #2

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**Time:** 11:00 AM

**Graphic Content:** Stay home. Stop the spread. Save lives.

**Post Content:** CDC WARNS: You can have NO SYMPTOMS and still spread #COVID19 (Coronavirus) to others. It's called asymptomatic spread, and it's serious.

**CTA:** Get the facts. <https://www.cdc.gov/coronavirus/2019-ncov/prevent-getting-sick/how-covid-spreads.html>

Stay informed at Southfield's Coronavirus Hub: <https://covid19-southfield.hub.arcgis.com/>

**Hashtags:** #SouthfieldStrong #WEareALLinthisTOGETHER #COVID19 #C19 #asymptomaticspread

CITY OF SOUTHFIELD C19 FACEBOOK CAMAPAIN

**APRIL 10<sup>TH</sup>, 2020**

FACEBOOK AD / POST #3

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**Time:** 4:00 PM

**Graphic Content:** Protect our communities of color.

**Post Content:** NATIONAL REPORT: African Americans may be dying from COVID-19 at a higher rate. Southfield urges all residents to STAY HOME and STOP THE SPREAD

**CTA:** Learn more: <https://www.yahoo.com/news/african-americans-may-dying-covid-132500749.html>

Stay informed at Southfield's Coronavirus Hub: <https://covid19-southfield.hub.arcgis.com/>

**Hashtags:** #SouthfieldStrong #WEareALLinthisTOGETHER #COVID19 #C19

A stylized, handwritten signature or mark in black ink, resembling a cursive letter 'M' or a similar symbol.

- CITY OF SOUTHFIELD C19 FACEBOOK CAMAPAGN

# APRIL 10<sup>TH</sup>, 2020

## FACEBOOK AD / POST #1

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**Time:** 3:00 PM

**Graphic Content:** Socially Distant Celebrations

**Post Content:** Southfield residents urged to follow Stay-at-Home and Social Distancing Orders this Passover and Easter: "Traditional holiday dinners and gatherings should not take place for the safety of us all!"

**CTA:** Learn how you can help: <https://www.cityofsouthfield.com/news/city-southfield-leaders-call-residents-follow-stay-home-and-social-distancing-orders-passover>

**Hashtags:** #SouthfieldStrong #WEareALLinthisTOGETHER #COVID19 #C19

CITY OF SOUTHFIELD C19 FACEBOOK CAMAPAIN

**APRIL 11<sup>TH</sup>, 2020**

FACEBOOK AD / POST #5

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**Time:** 11:00 AM

**Graphic Content:** Virtual Easter Services

**Post Content:** SOUTHFIELDERS LOOKING FOR EASTER CELEBRATIONS: Several local churches will be holding Virtual Easter Services to accommodate Social Distancing requirements.

**CTA:** Times and more info here:

[https://www.yelp.com/search?cflt=churches&find\\_loc=Southfield%2C+MI](https://www.yelp.com/search?cflt=churches&find_loc=Southfield%2C+MI)

**Hashtags:** #SouthfieldStrong #WEareALLinthisTOGETHER #COVID19 #C19

CITY OF SOUTHFIELD C19 FACEBOOK CAMAPAIN

**APRIL 11<sup>TH</sup>, 2020**

FACEBOOK AD / POST #4

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**Time:** 12:00 PM

**Graphic Content:** PRACTICE SAFE DISTANCING

**Post Content:** With the alarming rise in positive COVID-19 cases throughout Southfield, residents are urged to PRACTICE SAFE DISTANCING as required by law to help flatten the curve, and saves lives!

**CTA:** Stay informed at Southfield's Coronavirus Hub: <https://covid19-southfield.hub.arcgis.com/>

**Hashtags:** #SouthfieldStrong #WEareALLinthisTOGETHER #COVID19 #C19



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# APRIL 13<sup>TH</sup>, 2020

FACEBOOK AD / POST #6

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**Time:** 1:00 PM

**Graphic Content:** We are All In This Together

**Post Content:** Having trouble making ends meet during the #COVID-19 pandemic? YOU ARE NOT ALONE. Oakland County can connect you with community resources by calling 248-858-1000 Monday through Friday 8 a.m. to 8 p.m.

**CTA:** More info: <https://www.oakgov.com/covid/Pages/faq.aspx>

**Hashtags:** #SouthfieldStrong #WEareALLinthisTOGETHER #COVID19 #C19



**APRIL 14<sup>TH</sup>, 2020**

**FACEBOOK AD / POST #7**

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**Time:** 3:00 PM

**Graphic Content:** FACE COVERING UPDATES

**Post Content:** CDC UPDATES GUIDANCE on [#Coronavirus](#) face covering: Do NOT use a face covering on a child under two years old and do NOT use surgical masks or other PPE intended for healthcare workers. See some [#COVID19](#) face covering questions and answers:

**CTA:** See some [#COVID19](#) face covering questions and answers:

**Link:** <https://www.cdc.gov/coronavirus/2019-ncov/prevent-getting-sick/cloth-face-cover-faq.html>

**Hashtags:** #SouthfieldStrong #WEareALLinthisTOGETHER #COVID19 #C19



CITY OF SOUTHFIELD C19 FACEBOOK CAMAPAIN

**APRIL 15<sup>TH</sup>, 2020**

FACEBOOK AD / POST #8

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**Time:** 10:00 AM

**Graphic Content:** Monitoring Symptoms

**Post Content:** Potential COVID-19 Symptoms: What to look for and do if you have them.

**CTA:** Stay informed at Southfield's Coronavirus Hub: <https://covid19-southfield.hub.arcgis.com/>

**Hashtags:** #SouthfieldStrong #WEareALLinthisTOGETHER #COVID19 #C19

A stylized, handwritten signature or logo in black ink, consisting of a single, fluid, cursive letter that resembles an 'M'.

CITY OF SOUTHFIELD C19 FACEBOOK CAMAPAIN

**APRIL 16<sup>TH</sup>, 2020**

FACEBOOK AD / POST #9

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**Time:** 1:00 PM

**Graphic Content:** Learn About Your Resources

**Post Content:** Did you know? The Pandemic Unemployment Assistance and Compensation Program now offers expanded benefits to those impacted by [#COVID19](#).

**CTA:** Learn more: <https://www.cityofsouthfield.com/news/claiming-unemployment-benefits-michigan-including-self-employed?fbclid=IwAR3cr0R2d8rpa0w5nqeQLNHG74NHZDVHuNoKeM9XJMIIsA3n4QuCY0ScgqIk>

**Hashtags:** #SouthfieldStrong #WEareALLinthisTOGETHER #COVID19 #C19



CITY OF SOUTHFIELD C19 FACEBOOK CAMAPAIN

**APRIL 17<sup>TH</sup>, 2020**

FACEBOOK AD / POST #10

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**Time:** 3:00 PM

**Graphic Content:** Essential Errands From Home

**Post Content:** CDC HOW TO: Run Essential Errands From Home (Grocery Shopping, Take-Out, Banking, Getting Gas, and Doctor Visits.)

**CTA:** Get the info: <https://www.cdc.gov/coronavirus/2019-ncov/daily-life-coping/essential-goods-services.html>

**Hashtags:** #SouthfieldStrong #WEareALLinthisTOGETHER #COVID19 #C19

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CITY OF SOUTHFIELD C19 FACEBOOK CAMAPAIN

**APRIL 18<sup>TH</sup>, 2020**

FACEBOOK AD / POST #14

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**Time:** 1:00 PM

**Graphic Content:** Test OAKGOV to 28748 and receive #COVID19 updates.

**Post Content:** SOUTHFIELDERS: Get the most update to date #Coronavirus info **delivered right to your phone!** Text OAKGOV to 28748 to subscribe to receive #COVID19 updates.

**CTA:** Stay informed at Southfield's Coronavirus Hub: <https://covid19-southfield.hub.arcgis.com/>

**Hashtags:** #SouthfieldStrong #WEareALLinthisTOGETHER #COVID19 #C19

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CITY OF SOUTHFIELD C19 FACEBOOK CAMAPAIN

# APRIL 19<sup>TH</sup>, 2020



## FACEBOOK AD / POST #12

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**Time:** 3:00 PM

**Graphic Content:** Cleaning And Disinfecting Your Home

**Post Content:** CDC OFFERS TIPS: Cleaning And Disinfecting Your Home- Focus on high touch areas such as tables, doorknobs, light switches, countertops, handles, desks, phones, keyboards, toilets, faucets, sinks, etc.

**CTA:** More tips: <https://www.cdc.gov/coronavirus/2019-ncov/prevent-getting-sick/disinfecting-your-home.html>

**Hashtags:** #SouthfieldStrong #WEareALLinthisTOGETHER #COVID19 #C19

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# APRIL 21<sup>ST</sup>, 2020

## FACEBOOK AD / POST #14

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**Time:** 1:00 PM

**Graphic Content:** Test OAKGOV to 28748 and receive #COVID19 updates.

**Post Content:** SOUTHFIELDERS: Get the most update to date #Coronavirus info **delivered right to your phone!** Text OAKGOV to 28748 to subscribe to receive #COVID19 updates.

**CTA:** Stay informed at Southfield's Coronavirus Hub: <https://covid19-southfield.hub.arcgis.com/>

**Hashtags:** #SouthfieldStrong #WEareALLinthisTOGETHER #COVID19 #C19



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# APRIL 22<sup>ND</sup>, 2020



## FACEBOOK AD/POST #15

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**Time:** 3:00 PM

**Graphic Content:** 5 Things You Can Do To Stop the Spread

**Post Content:** There are 5 important things you can do while helping to stop the spread by staying at home:

1. Complete the 2020 Census
2. Stay Active
3. Pickup Litter
4. Submit your 3 Best Photo Shots in the Southfield Photo Contest
5. Check In On your Family, Friends, and Neighbors!

**CTA:** Stay informed at Southfield's Coronavirus Hub: <https://covid19-southfield.hub.arcgis.com/>

**Hashtags:** #SouthfieldStrong #WEareALLinthisTOGETHER #COVID19 #C19 #EveryoneCountsInSouthfield! #2020Census



CITY OF SOUTHFIELD C19 FACEBOOK CAMAPAIN

**APRIL 23<sup>RD</sup>, 2020**



**FACEBOOK AD / POST #16**

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**Time:** 1:00 PM

**Graphic Content:** Mental Health Resources

**Post Content: SOUTHFIELDERS:** During the #COVID19 pandemic, your mental health is just as important as your physical health. If you need crisis counseling, call Common Ground's 24-hour helpline at 1-800-231-1127.

**CTA:** Mental Health Resources: <https://www.oakgov.com/covid/best-practices/mental-health/Pages/default.aspx>

**Hashtags:** #SouthfieldStrong #WEareALLinthisTOGETHER #COVID19 #C19

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CITY OF SOUTHFIELD C19 FACEBOOK CAMAPAIN

**APRIL 25<sup>th</sup>, 2020**



**FACEBOOK AD / POST #18**

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**Time:** 3:00 PM

**Graphic Content:** Know if you are at risk

**Post Content:** SOUTHFIELDERS: Older adults and people who have severe underlying chronic medical conditions like heart or lung disease or diabetes seem to be at higher risk for developing more serious complications from #COVID19 illness.

**CTA:** Stay informed at Southfield's Coronavirus Hub: <https://covid19-southfield.hub.arcgis.com/>

**Hashtags:** #SouthfieldStrong #WEareALLinthisTOGETHER #COVID19 #C19

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# APRIL 27<sup>TH</sup>, 2020

FACEBOOK AD / POST #3

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**Time:** 4:00 PM

**Graphic Content:** Protect our communities of color.

**Post Content:** NATIONAL REPORT: African Americans may be dying from COVID-19 at a higher rate. Southfield urges all residents to STAY HOME and STOP THE SPREAD

**CTA:** Learn more: <https://www.yahoo.com/news/african-americans-may-dying-covid-132500749.html>

Stay informed at Southfield's Coronavirus Hub: <https://covid19-southfield.hub.arcgis.com/>

**Hashtags:** #SouthfieldStrong #WEareALLinthisTOGETHER #COVID19 #C19

CITY OF SOUTHFIELD C19 FACEBOOK CAMAPAIN

APRIL 29<sup>TH</sup>, 2020

FACEBOOK AD / POST #2

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**Time:** 11:00 AM

**Graphic Content:** Stay home. Stop the spread. Save lives.

**Post Content:** CDC WARNS: You can have NO SYMPTOMS and still spread #COVID19 (Coronavirus) to others. It's called asymptomatic spread, and it's serious.

**CTA:** Get the facts. <https://www.cdc.gov/coronavirus/2019-ncov/prevent-getting-sick/how-covid-spreads.html>

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