

Procedures for Amplifying *We Can Do This* campaign content via website and communications

- Distribute printed information and stickers with your period supply packages
- Distribute campaign posters to agency partners for public display
- Raise public awareness via various communication channels (social media, newsletters, emails, texts)
- Utilize the key messages as a guide when drafting language for your website (if applicable) and in communications
- Activate on your social media channels (up to twice a week, depending on your social schedule and this is optional) by following the social media calendar we created which also includes recommended content
- Fill out a weekly report (every Thursday beginning July 28) on your activities and audience reach
- Identify media opportunities when possible
- Identify and partner with local vaccination events in your community (optional and additional planning and media support from HHS may be possible)
- Share information at local events if possible
- Contact us at wecandothis@allianceforperiodsupplies.org with any questions