



## COVID-19

### SOCIAL MEDIA PACKAGE

**Hashtag:** #COVID #COVID19

**Principal Twitter handles** @PNUDLAC @UNDPBarbados @PNUDCUBA @PNUDRD @UNOCHA\_Americas @IFRC\_es @cdemacu @ECHO\_LatAm

**Other accounts:** @PNUD @UNDP @UNDPEU @eu\_echo

**Trello board:** <https://trello.com/b/VKu3Sq6e/covid-19-for-undp-lac>

**Videos (English, Spanish and Creole):**

[https://www.dropbox.com/sh/tgos15yeznp1fwk/AAADKgHXSWOgFN8HijYWAesga/COVID-19%20Comm%20Campaign?dl=0&subfolder\\_nav\\_tracking=1](https://www.dropbox.com/sh/tgos15yeznp1fwk/AAADKgHXSWOgFN8HijYWAesga/COVID-19%20Comm%20Campaign?dl=0&subfolder_nav_tracking=1)

### **SUGGESTED MESSAGES FOR TWITTER, FACEBOOK, INSTAGRAM AND LINKEDIN**

#### **ESPAÑOL**

¡Mantenerse informado en tiempos de crisis es crucial para la vida y el bienestar de las personas! Con la ayuda humanitaria de  @eu\_echo, @ifrc, @cdemacu, @UNOCHA y @PNUD está apoyando campaña de comunicaciones sobre #COVID19 y otra para la temporada de huracanes que se acerca en el #Caribe #CaribePreparado

#### **Video 1 COVID y Género**

- El manejo de las crisis o situaciones de emergencia como el #COVID19 puede tener impactos graves en la vida de las #mujeres y #niñas, si no se consideran las dimensiones de #género. **[INCLUIR VIDEO]**
- Es importante reconocer el impacto del #COVID19 en #mujeres y #niñas, y asegurar una respuesta que aborde sus necesidades y garantice sus derechos, es VITAL para fortalecer los esfuerzos de prevención, respuesta y recuperación. **[INCLUIR VIDEO]**

#### **Video 2 COVID-19 y niños y niñas**

- Como resultado del #COVID19 millones de niños están confinados temporalmente en sus casas y necesitan contención. **[INCLUIR VIDEO]**
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- Como adultos, es nuestra responsabilidad obtener información de fuentes verificadas para poder cuidar a nuestros niños y niñas de la forma más adecuada ante el #COVID19. **[INCLUIR VIDEO]**

### Video 3 COVID-19 y adultos mayores

- Apoyar y proteger a los adultos mayores que viven solos en nuestras comunidades es la responsabilidad de todos. Este apoyo incluye acceso a alimentos nutritivos, suministros básicos, dinero y acceso a centros de salud física y mental. Recuerda, no debemos dejar a nadie atrás. **[INCLUIR VIDEO]**
- Los adultos mayores son quienes corren mayor riesgo de contraer #COVID19, pero es responsabilidad de TODOS nosotros. Actúa con solidaridad y haz lo posible para prevenir la propagación. **[INCLUIR VIDEO]**


### Video 4 COVID-19 y profesiones críticas

- Son muchas las mujeres y hombres que se exponen al #COVID19 para seguir trabajando y así brindarnos servicios de primera necesidad. **[INCLUIR VIDEO]**
- Gracias a todas las personas que a diario arriesgan sus vidas por nosotros, para brindarnos servicios básicos y así podernos quedar en casa durante #COVID19. **[INCLUIR VIDEO]**

### Video 5 Recuperación Post COVID-19

- El #COVID19 es una crisis mundial que gracias a los esfuerzos de todos podremos contener y aplanar la curva para así vernos menos afectados por estas amenazas. **[INCLUIR VIDEO]**
- Es importante empezar a planear cómo será la recuperación del #COVID19 en nuestras familias, comunidades y países. ¡Involúcrate en estos procesos, y juntos podremos crear comunidades más resilientes! **[INCLUIR VIDEO]**

## ENGLISH

Staying informed in times of crisis is crucial for people's lives & well-being! With  humanitarian aid @eu\_echo, @ifrc, @cdemacu, @UNOCHA & @UNDP is supporting a #COVID19 pandemic communications & awareness campaign across the #Caribbean #PreparedCaribbean

### Video 1 COVID-19 and Gender

- The way crisis & emergencies such as #COVID19 are managed can generate negative impacts on the life of #women & #girls if the gender perspective is not considered. **[INCLUDE VIDEO]**
- It is important to recognize the impact that #COVID19 has on women and girls and ensure that the response includes their needs and guarantees their rights. **[INCLUDE VIDEO]**

### Video 2 COVID-19 and Boys and Girls

- As a result of #COVID19 millions of children in Latin America & the Caribbean are temporarily confined in their homes and they need our attention and support during this crisis. **[INCLUDE VIDEO]**



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- As adults, it is our responsibility to get information from reliable sources such to care for our children in the best possible way. **[INCLUDE VIDEO]**

### Video 3 COVID-19 and the Elderly

- Supporting and protecting older people living alone in our community is everyone's business. This support includes safe access to nutritious food, basic supplies, money, and access to physical and mental health. Remember, we leave no one behind. **[INCLUDE VIDEO]**
- While older people are at the highest risk from #COVID19, all of us, at all ages need to act in solidarity to prevent further community spread of the virus. **[INCLUDE VIDEO]**

### Video 4 COVID-19 and Critical Professions

- There are many women & men in our communities that expose themselves to #COVID19 to work and provide us with essential services. **[INCLUDE VIDEO]**
- Thank you to those who daily risk their lives during #COVID19 for us, so we can stay home and be safe. **[INCLUDE VIDEO]**

### Video 5 COVID-19 Recovery

- #COVID19 is a global crisis and with our collective efforts, we will help contain and flatten the curve to reduce the degree in which these threats impact us. **[INCLUDE VIDEO]**
- It is important to start planning how the recovery from #COVID19 will look like in our families, communities, and countries. Get involved in these processes so we make our communities more resilient! **[INCLUDE VIDEO]**

## KREYOL

### Video 1 COVID-19 and Gender

#### Videyo 1 KOVID-19 fanm ak gason

- The way crisis & emergencies such as #COVID19 are managed can generate negative impacts on the life of #women & #girls if the gender perspective is not considered. **[INCLUDE VIDEO]**
- Fason yo jere kriz ak ijans tankou #KOVID19 la ka gen move konsekans sou lavi #fanm ak #tifi si yo pa pran an kont pèspektiv jan yo. **[METE VIDEYO A]**
- It is important to recognize the impact that #COVID19 has on women and girls and ensure that the response includes their needs and guarantees their rights. **[INCLUDE VIDEO]**
- Li enpòtan pou nou rekonèt konsekans #KOVID19 la genyen sou fanm ak tifi yo e epi fè tout sa nou kapab pou repons nap pote yo pran an kont bezwen yo epi garanti dwa yo. **[METE VIDEYO A]**



## **Video 2 COVID-19 and Boys and Girls** **Videyo 2 KOVID-19 tigason ak tifi**

- As a result of #COVID19 millions of children in Latin America & the Caribbean are temporarily confined in their homes and they need our attention and support during this crisis. [INCLUDE VIDEO]

Akoz KOVID19 la, plizyè milyon timoun nan Amerik latin ak nan Karayib la rete lakay yo pou yon ti tan e yo bezwen atansyon nou ak sipò nou nan moman kriz sa a. [METE VIDEYO A]

- As adults, it is our responsibility to get information from reliable sources such to care for our children in the best possible way. [INCLUDE VIDEO]
- Nou menm Granmoun nou gen responsablite chache enfòmasyon nan sous ki fyab pou nou byen pran swen timoun nou yo. [METE VIDEYO A]

## **Video 3 COVID-19 and the Elderly** **Videyo 3 KOVID-19 tigranmoun yo**

- Supporting and protecting older people living alone in our community is everyone's business. This support includes safe access to nutritious food, basic supplies, money, and access to physical and mental health. Remember, we leave no one behind. [INCLUDE VIDEO]

Sipòte epi pwoteje ti granmoun kap viv nan kominote nou yo se responsablite nou tout. Sipò sa a gen ladann aksè ak manje ki bay fòs, lajan epi aksè a sante fizik ak mantal. Sonje, nou pa dwe kite pensonn sou kote. [METE VIDEYO A]

- While older people are at the highest risk from #COVID19, all of us, at all ages need to act in solidarity to prevent further community spread of the virus. [INCLUDE VIDEO]

Moun ki granmoun yo gen plis ris pou trape #KOVID19 la, nou tout, kelkeswa laj nou, dwe aji nan tèt kole pou anpeche viris la gaye nan kominote nou yo. [METE VIDEYO A]



## Video 4 COVID-19 and Critical Professions

### Videyo 4 KOVID-19 ak pwofesyon kritik yo

- There are many women & men in our communities that expose themselves to #COVID19 to work and provide us with essential services. [INCLUDE VIDEO]
- Gen anpil fanm ak gason nan kominote nou yo ki ekspoze tèt yo a #KOVID19 la nan travay epi pote pou nou sèvis ki esansyèl yo. [METE VIDEYO A]
- Thank you to those who daily risk their lives during #COVID19 for us, so we can stay home and be safe. [INCLUDE VIDEO]

Mèsi a sila yo ki riske vi yo chak jou nan moman #KOVID19 la pou nou, pou nou kapab rete lakay nou e rete an sekirite. [METE VIDEYO A]

## Video 5 COVID-19 Recovery

### Videyo 5 KOVID-19 Relèvman

- #COVID19 is a global crisis and with our collective efforts, we will help contain and flatten the curve to reduce the degree in which these threats impact us. [INCLUDE VIDEO]

#KOVID19 la se yon kriz mondyal e gras ak efò nou tout, nap rive jwenn bout li epi diminye nan fòs li pou nou ka bese enpak li sou nou. [METE VIDEYO A]

- It is important to start planning how the recovery from #COVID19 will look like in our families, communities, and countries. Get involved in these processes so we make our communities more resilient! [INCLUDE VIDEO]

Li enpòtan pou nou kòmanse planifye ak kisa reprimiz apre #KOVID19 la ap sanble nan fanmi nou yo, nan kominote nou yo ak peyi nou yo. Enplike nou nan pwosesis yo pou kominote nou yo ka pi djanm. [METE VIDEYO A]