



Take the Pledge to Stop the Spread Campaign - Communications Toolkit

Sample Newsletter Copy

Headline: Take the Pledge to #StopTheSpread

As the number of COVID-19 cases continue to rise in Ontario, we need your help to #StopTheSpread.

Earlier this year, we all made tremendous sacrifices in order to protect our loved ones and our communities. But with a second wave threatening the progress we've made, we need all Ontarians to come together now and do their part once again.

This October, let's commit to protecting our family, friends and community by taking the pledge to #flattenthecurve and ask others to do the same. It hasn't been easy. But we made it this far because we always find the strength to do the right thing.

Take the pledge to #StopTheSpread and encourage others by telling them how you're doing your part:

1. Take the pledge and commit to doing your part to keep everyone safe.
2. SHARE! Tell others how or why you're stopping the spread of COVID-19, and who you're doing it for.

It's the small, practical, everyday choices we make that matter. Join thousands of Ontarians and take the pledge to #StopTheSpread today!

Take the Pledge and Share at www.ontariocovidpledge.ca

Social Media Posts

Twitter – Sample Tweets



This October, take the pledge to #StopTheSpread of #COVID19. We've done this before, and we can do it again if we each make a commitment to doing our part: www.ontariocovidpledge.ca

This October, tell everyone what you've been doing to #StopTheSpread of #COVID19, & encourage others to do the same. When we're #inthistogether, we can #winthistogether. Take the pledge today: www.ontariocovidpledge.ca

Your choices matter. Your sacrifices count. Renew your commitment to #StopTheSpread of #COVID19, & encourage others to do the same. Together, we can #flattenthecurve. Take the pledge today: www.ontariocovidpledge.ca

Facebook and LinkedIn– Sample Post

This October, take the Pledge to #StoptheSpread of COVID-19. Renew your commitment to do your part to #flattenthecurve, and encourage others to do the same.

Share your story about how you are doing your part and who you are doing it for.

Our collective success depends on each of us making the right choices. We are in this together. Take the pledge and share: www.ontariocovidpledge.ca



Instagram – Sample Post



This October, tell everyone what you've been doing to #StopTheSpread of #COVID19, & encourage others to do the same. Take the Pledge to #StopTheSpread today: www.ontariocovidpledge.ca