

**Victorian Government
COVID-19 | Campaign to promote
increased testing for Coronavirus
(COVID-19) | Key Messages |
Stakeholder Pack**

28.4.20

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Introduction

The Victorian Government is committed to keeping Victorians informed about the outbreak of coronavirus (COVID-19).

As a key stakeholder with important connections to Victorians, we ask for your support in sharing this information widely through your networks. Access to these messages is particularly important for people to understand the gravity of the coronavirus outbreak.

Making sure people understand what they can do to reduce their risk of coronavirus, is key to slowing its spread. Information provided by the Victorian Government is the most relevant source of information for people living in Victoria. Advice and information from overseas sources may not always apply to the situation in Victoria.

This pack provides links to a range of materials to be shared via stakeholders owned channels including social media content, digital banners to help you share this information with your networks.

Thank you in advance.

What you can do to help

You can help by:

- Sharing the materials that you can access from this stakeholder kit with your community via social media and digital platforms.
- Directing people to the Victorian Government's coronavirus website for current information and updates: www.coronavirus.vic.gov.au
- Advising anyone who is concerned to call the coronavirus hotline on 1800 675 398 (24 hours).

Campaign to promote increased testing for Coronavirus (COVID-19)

This campaign can be dispatched from Tuesday 28th April

Key Message: Get tested. Help slow the spread. Save lives.

Shareable Assets: Promote increased testing for Coronavirus (COVID-19)

Social - Carousel



Download asset from below link:
[Carousel 1](#)

Social - Carousel



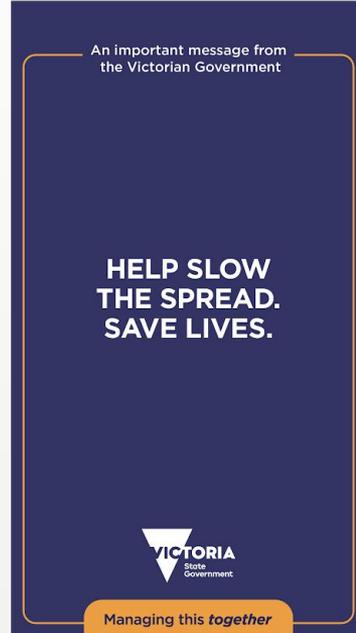
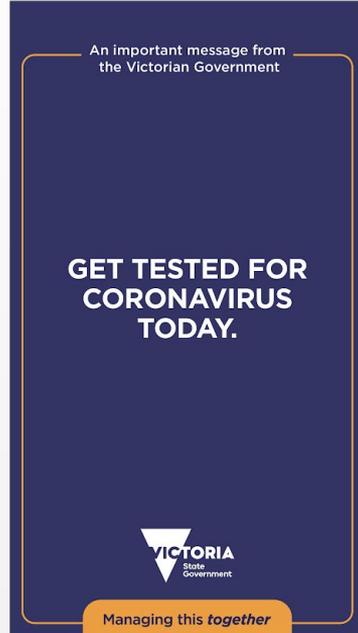
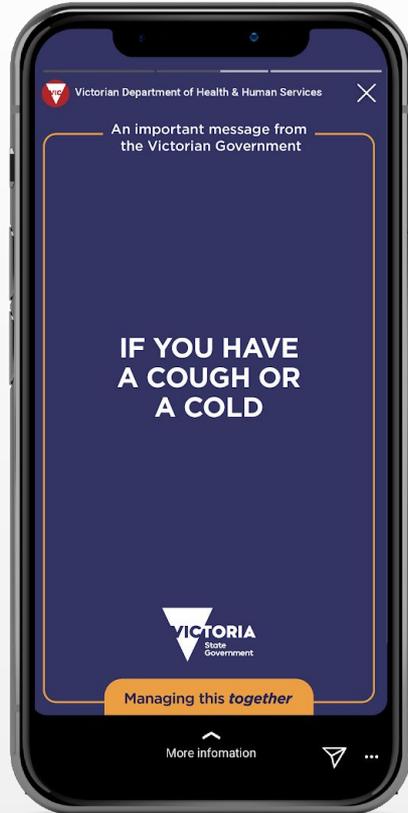
Download asset from below link:
[Carousel 2](#)

Social - Carousel



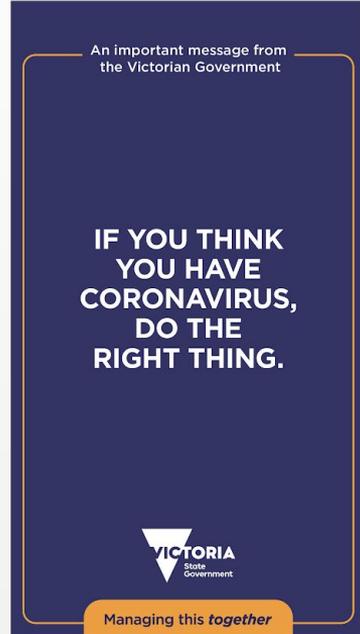
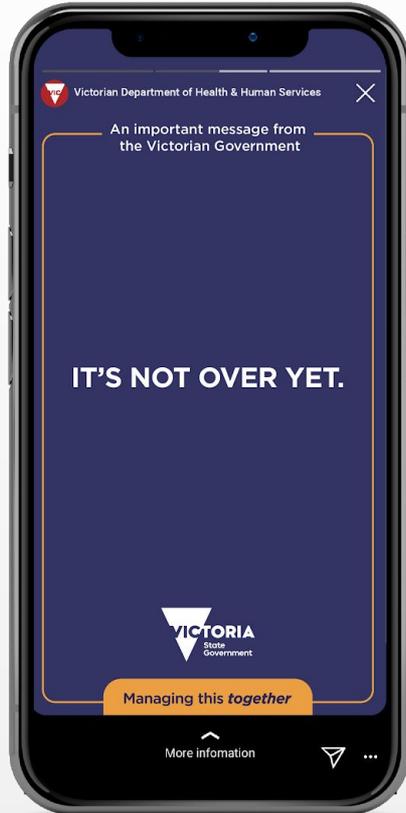
Download asset from below link:
[Carousel 3](#)

Social - Story



Download asset from below link:
[Story 1](#)

Social - Story



Download asset from below link:
[Story 2](#)

Twitter- Organic

Image option 1
(1080x1080)



Image option 2
(1200x600)



Tweet copy suggestion (up to 280 characters):

To help us make informed decisions about restrictions, and slow the spread of coronavirus, testing has been widened to include anyone who's showing mild flu-like symptoms, has a sore throat, a runny nose, a cough or a cold. Get tested today and save lives. Find out more at coronavirus.vic.gov.au

Download assets from below link:
[Twitter Static](#)

LinkedIn Static - Organic

Image option 1
(1080x1080)



Image option 2
(1200x627)

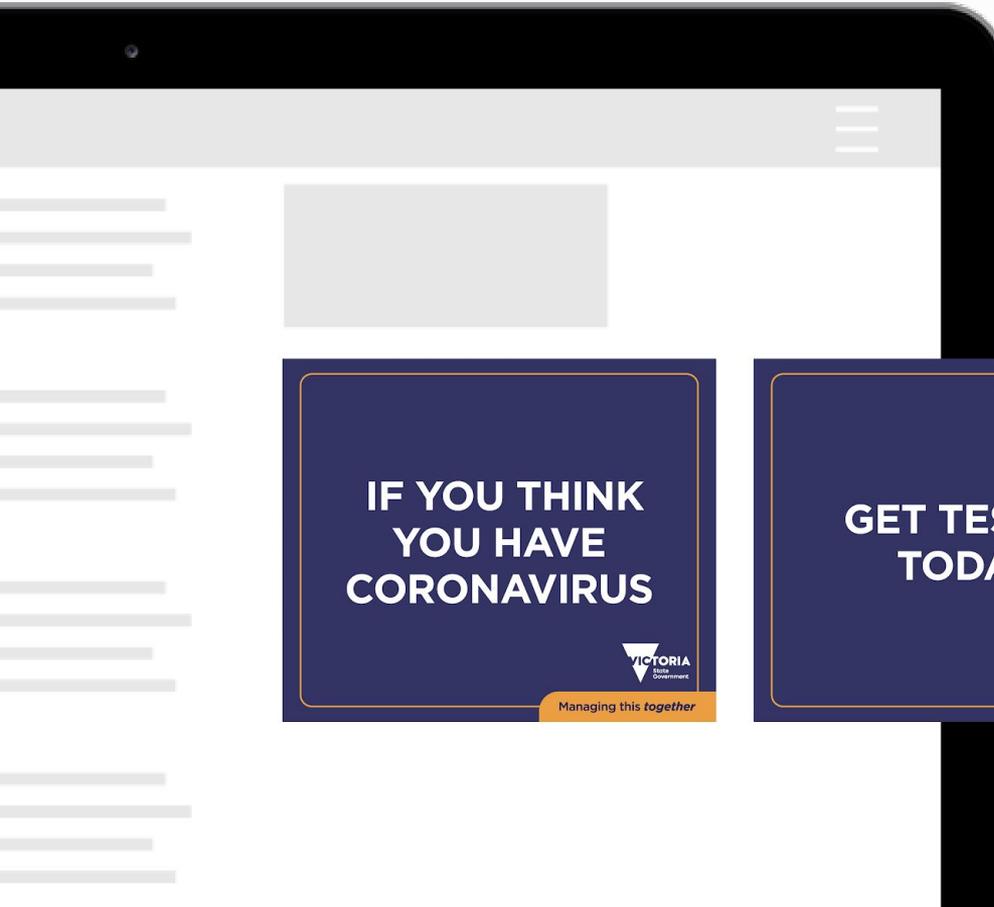


LinkedIn copy suggestion (up to 150 characters):

To help us make informed decisions about restrictions, coronavirus testing has been widened. If you think you have coronavirus, get tested today.
Find out more at coronavirus.vic.gov.au

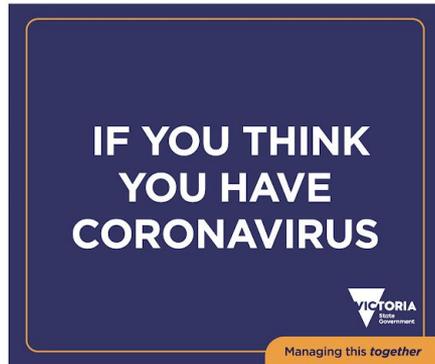
Download assets from below link:
[LinkedIn Static](#)

Digital Banner



Download assets from below link:

[Digital Banner](#)



Thank you