

# COALITION COMMUNICATION: Tourism & the Arts



## COVID-19 MESSAGING

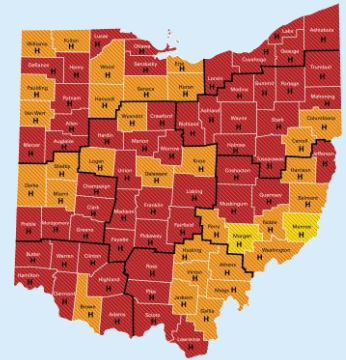
 **Governor Mike DeWine** @GovMikeDeWine · Nov 4  
Safety doesn't take a break. If you have a business with a break room, you can use this printable sign to remind employees of the importance of social distancing: [bit.ly/363f7AH](https://bit.ly/363f7AH) #ResponsibleRestartOhio #InThisTogetherOhio



## KEY STATS

Data as of 11/05/2020

### Public Advisory System



 **Governor Mike DeWine** @GovMikeDeWine · Nov 2  
Did you know Ohio tourism destinations and arts organizations can list upcoming events on [Ohio.org](https://Ohio.org) for free? Visit: [bit.ly/3jSox77](https://bit.ly/3jSox77) #InThisTogetherOhio #SupportLocal

## INDUSTRY INFORMATION

- Do you need PPE? The Ohio Manufacturing Alliance can help you find it from Ohio manufacturers. [Click Here](#) for additional information.
- Download social media graphics, posters and signs to help you educate your staff and customers on health protocols [here](#).
- Ohio Arts Council is sponsoring a free webinar focusing on the latest Zoom functionality and case studies for moving meetings, workshops, fundraising, community events, and performances online! Register here: <https://rebrand.ly/GoingVirtual>
- The [2021 Ohio. Find It Here, Co-op program](#) can help grow your advertising budget! *Ohio. Find It Here.* will match each dollar you invest in the co-op, up to \$25,000, in exchange for displaying the *Ohio. Find It Here.* logo on your advertising.

## 21-Day Trends





## SUGGESTED SOCIAL MEDIA POSTS

Cases are spiking in Ohio and are at an all-time high. But we can defeat COVID-19 by

1. Sticking to our basics: masks, social distancing, wash your hands etc.
2. Protecting the most vulnerable
3. Go on the offense with the pending vaccine

Let's work together to slow the spread by wearing a mask, staying 6 feet from others and staying home if we don't feel well.

[#InThisTogetherOhio](#) [#MasksOnOhio](#)

It's cold and flu season. Learn the differences between the flu and COVID-19 (insert graphic:

<https://coronavirus.ohio.gov/static/responsible/signs/flu-vs-covid19-graphic.jpg>) [#InThisTogetherOhio](#)

Before you visit your favorite museum, art gallery, or historic site, make sure to call ahead and learn more about the hours and safety protocols. We want you to [#StaySafeOhio](#), so we can stay open.

[#ArtsOhio](#) [#SupportLocalOhio](#)

## TALKING POINTS FOR YOU

- Research shows that clear safety and cleanliness protocols matter to Americans when considering where to visit and stay.
- Social distancing, washing hands, and wearing masks are important ways we can keep our friends, family, employees safe. Following these guidelines will also help keep our business open.
- We can support our local arts organizations, museums, and performing arts centers by purchasing gift cards or memberships for future use.
- Each of Ohio's 88 counties rank as high incidence in the Public Health Advisory System. We need to return to the basics: wear a mask, practice social distancing, and avoid large gatherings.

## RESOURCES

### HASHTAGS TO USE

[#InThisTogetherOhio](#)  
[#ShopLocalOhio](#)  
[#MasksOnOhio](#)  
[#StaySafeOhio](#)  
[#ShowYourArt2020](#)  
[#ArtsOhio](#)

### VIDEOS TO SHARE

[Rise to the Task, Wear a Mask](#)

[Dominos \("Don't Let Up"\)](#)

[Coaches \(Jim Tressel and Urban Meyer\)](#)

[Mousetrap \(social distancing\)](#)

### FACT SHEETS & RESOURCES

[Responsible Protocols Fact Sheet](#)

[Workplace Posters and Signs](#)

[Workplace Check lists](#)

[Travel Advisories](#)

[Sector Specific Operating Requirements](#)



## WAYS COMMUNITY LEADERS CAN HELP

- Post on social media to describe how you are working to keep your employees and customers safe (and what they can do to help you maintain a safe environment) using the suggested hashtags.
- Submit Letters to the Editor to local news outlets that support the “COVID-19 Key Messages.”
- Participate in local media/radio interviews to support “COVID-19 Key Messages,” and help showcase how you and your colleagues in the industry are supporting Ohio’s Responsible Restart.
- Film PSAs from business/sector/industry leadership using the messaging outlined in this document. Send those to members and post them on websites/social media.
- Develop a COVID-19 Resource page for your website and share that page on social media using the suggested hashtags.
- Utilize local speaking opportunities and virtual meetings to reiterate the messaging in this document.
- Send out regular communications to your network and ask members to post personal messages on social media. This could include a regular newsletter or message to your full company/organization.
- Leverage relationships with “local celebrities” and ask them to promote your efforts as well.

## KEY MESSAGES

We can control the spread of covid-19 through what we do every single day.

### WEAR A MASK



### WASH HANDS OFTEN



### SOCIAL DISTANCE



It is still recommended that you stay home as much as possible. Work from home if you can.

## HELP US HELP YOU!

We want to help you communicate to your member, employees, and others in your circle of influence. If we can help you assemble materials or if you have suggestions for **the Ohio Development Services Agency** team please contact **Penny Martin** at **(614) 425-8342** or by emailing **[Penny.Martin@development.ohio.gov](mailto:Penny.Martin@development.ohio.gov)**