



As the COVID-19 pandemic continues impacting our nation, the American Medical Association is launching a public health campaign called #MaskUp focused on mitigating the virus, specifically encouraging the public to wear masks. It also debunks myths and misconceptions around mask usage rooted in science and equips physicians with simple tools to help patients understand their risks for transmission.

We're looking for 5-10 WVSMA members to be Social Media Champions to help spread the word about the effectiveness of wearing a mask.

If you're interested, please complete the instructions below and [email us](#) to let us know of your pledge.

SOCIAL MEDIA CHAMPION EXPECTATIONS

- Sign the [participation pledge/contact form](#) and provide your contact information, designating you as one of our social media champions.
- Today update your social media profiles with campaign artwork provided in the AMA's [campaign toolkit](#).
- Throughout the campaign, explore and post/share the AMA's images, videos, infographics and sample posts in the toolkit in order to create a consistent drumbeat.
- Use the campaign hashtag #MaskUp in all your posts.
- Share the toolkit with your colleagues and other members of your organization, encouraging their participation.
- Receive regular updates from the AMA with key messages, campaign reminders, and updated assets.

Let us know if you have any questions.