September 2020

Facebook's Contact Tracing Toolkit

STRATEGIES AND SUPPORT TO STRENGTHEN STATE PUBLIC HEALTH PROGRAMS

FACEBOOK

about.fb.com/coronavirus/

Overview

At Facebook, we're working to keep people safe and informed about coronavirus (COVID-19). That's a goal we share with governments, NGOs, philanthropies and companies across the United States.

One important strategy for stemming the spread of the virus and helping communities, states, and businesses safely open is contact tracing*: Community health workers identify and communicate with people who are infected and those they came in contact with. Operating these programs at scale requires tremendous effort from state governments, including informing communities, hiring community health workers, deploying effective messaging, and developing infrastructure, training and resources.

The Community COVID Coalition—CDC Foundation, National Governors Association (NGA), and the Association of State & Territorial Health Officials (ASTHO)—is designed to support governments in this effort. As a member, Facebook created this toolkit of resources, best practices, and step-by-step guides for how you can use Facebook to inform and recruit in your communities.

With this toolkit, we hope to empower people closest to the challenges posed by COVID-19, and together, make our communities healthier and safer.

Read more about Facebook's COVID-19 efforts.

For additional information about what other tools and support you may be eligible to receive through the Community COVID Coalition, please contact CDC Foundation.

* Case Investigation and Contact Tracing : Part of a Multipronged Approach to Fight the COVID-19 Pandemic. (2020, April 20), from https://www.cdc.gov/coronavirus/2019-ncov/php/principles-contact-tracing.html

The Toolkit

Every community and its government has different needs. This toolkit contains a number of resources to choose from to support you in launching and operating contact tracing programs.

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Tips and Tools for Public Service Announcements

- Guide for public service announcements
- Amplifying your PSAs with Ads
- More ways to interact with your audience

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Posting Jobs on Facebook

- Step-by-step guide to post jobs for free
- Working with an applicant tracking system

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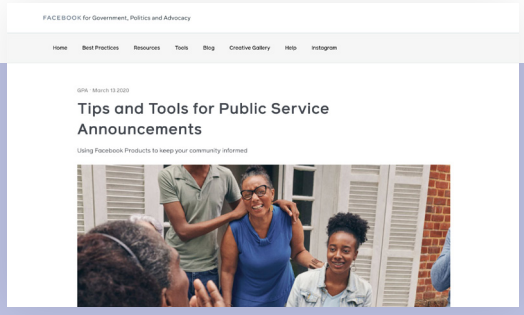
More COVID-19 Support

- Facebook Home for Government, Politics and Advocacy
- Resources for Governments Responding to COVID-19
- Facebook Home for Businesses
- Business Help Center for Facebook & Instagram
- Expanding Access to Facebook Local Alerts

Tips and Tools for Public Service Announcements

01

Facebook products can help you reach your community with important information, including what contact tracing is, why it's critical to restoring public health, and how they might need to participate.



Guide for public service announcements

In this guide created specifically for government organizations, you'll find:

- **Seven tips** to engage your citizens across Facebook Products
- **Three creative considerations** to raise awareness and educate
- **Other resources and tips**

Read the guide

Amplifying your PSAs with Ads

Facebook ads can help amplify your messages about contact tracing and other COVID-19 announcements. If you choose to create your own messages and run advertising, this step-by-step list to guide you through the on-boarding of the advertising process to the setting up of a new ad:

#1 Creating a Business Manager

#2 Adding a Page to Business Manager

#3 Creating a new Ad account

#4 Adding people to Business Manager

#5 Creating an ad in Ads Manager

More ways to interact with your audience

This guide discusses strategies for engaging your community, like responding to comments and messages, using the platform to break news, telling stories through videos and images, and more.

Learn more

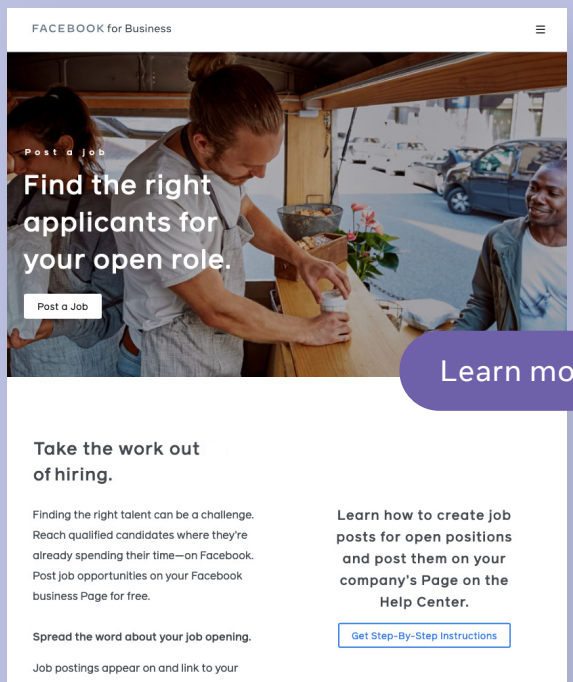
02

Posting Jobs on Facebook

Facebook has tools to help you identify and recruit contact tracers needed to carry out this effort at scale. Jobs on Facebook is a fast and easy way to post jobs and find the right local candidates to fill them.

Step-by-step guide to post jobs

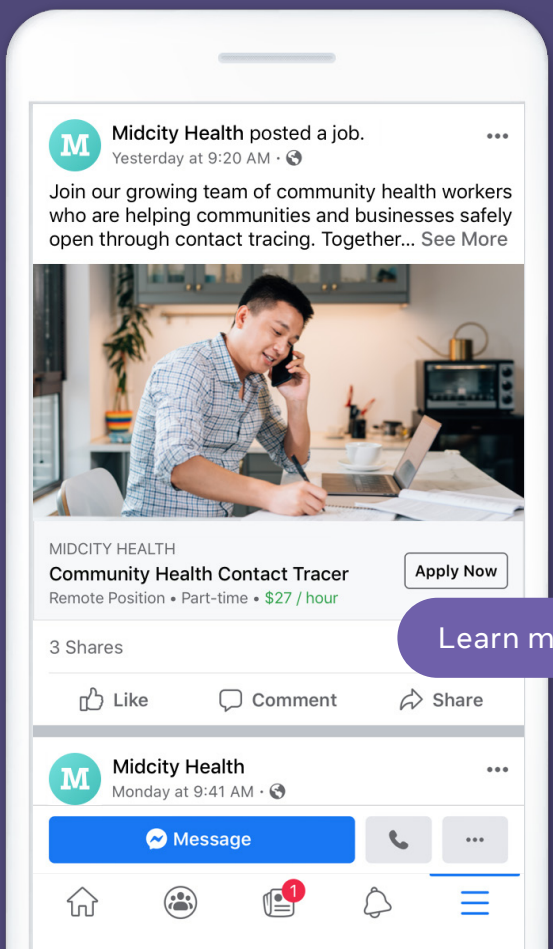
This guide walks you through how to post jobs on Facebook to help you quickly reach the right candidates. With Jobs on Facebook, you can also boost your job to help you find the right person faster. We also recommend reviewing the best practices to ensure you are creating an effective job post. As always, job posts must comply with our Community Standards as well as the Jobs Policies.



Learn more

Working with an applicant tracking system

If you are already working with a third party applicant tracking system (ATS) or are interested in partnering with one, learn more about our third party integrations.



Learn more

More COVID-19 Support

03

We know that contact tracing is just one of the tools in your tool belt as you work to stop the spread of COVID-19 and get your communities back to work. Check out these additional resources Facebook has to offer as we work towards these goals together.

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