

# SOCIALCODE

## CONTACT TRACING SCENARIO PLANNING

### PARTNERING WITH SOCIALCODE

The CDC Foundation, Community COVID Coalition is partnering with SocialCode, a digital marketing agency for creative and media optimization on the COVID-19 Contact Tracing campaign. By partnering with SocialCode, each opted in State will be paired with a team of social experts with hands on keyboard experience, who will be planning, managing, executing and optimizing campaigns to drive best success. SocialCode is familiar with navigating the ads manager interface and all platform trends & capabilities across Facebook/Instagram.

*Below are example scenarios of how SocialCode can assist each State based on their objectives*

#### SCENARIO 1

**Goal:** State X wants to increase general awareness of contact tracing to limit spread of COVID-19.

**Objective:** Reach

**Targeting:** Adults, 18+ located within a specific state

#### SCENARIO 2

**Goal:** State X wants to increase general awareness of contact tracing and drive users to a contact tracing website for further information.

**Objective:** Traffic

**Targeting:** Adults, 18+ located within a specific state - optimize campaign towards users who more likely to click off-site

#### SCENARIO 3

**Goal:** State X wants to increase awareness of contact tracing within a specific demographic to limit the spread of COVID-19.

**Objective:** Reach

**Targeting:** Utilize demographic ethnic overlays and/or specific demographic related interests segments and/or language targeting capabilities towards users living within a specific state

#### SCENARIO 4

**Goal:** State X wants to increase response rates for contact tracing within a specific geographic area of the state where there is an outbreak or potential outbreak of COVID-19.

**Objective:** Traffic

**Targeting:** Utilize city or zip code geo targeting to focus on specific region of users and drive them to a specific contact tracing Website for further information.

### TIMELINES TO KEEP IN MIND:

Following State opt-in, please allow:

- 1-2 Days for ad account creation, and proper FB Page/IG Handle access
- 1-3 Days for SocialCode media recommendation/state sign-off
- 3-7 Days for asset creation if utilizing creative arm, CodeCreative
- 2-3 Days for Campaign Build/QA process

*Note: Timelines are subject to change and are dependent on timing of ad account creation and state approvals (media plan and ads).*