



Californians Against Pandemics — ‘Follow Us’ Social Media Toolkit

Instructions

The goal of this toolkit is to inform Californians about the importance of preventing the next pandemic. By following @YesEndPandemics on [Twitter](#), [Facebook](#), and [Instagram](#), you can help California lead in the fight against future pandemics.

Together, we can *organically* inspire more followers and engagement on our campaign social pages. So please follow @YesEndPandemics on [Twitter](#), [Facebook](#), and [Instagram](#). Then encourage your followers to do the same.

Feel free to adapt the language below as you see fit for you or your organization—but please **make sure to tag @YesEndPandemics in your posts**.

Sample Graphics

- [Graphic #1](#)
- [Graphic #2](#)

Sample Tweet

The California Pandemic Early Detection and Prevention Act—supported by 1.5 million voters (& counting!)—will invest in public health infrastructure, research, and early disease detection.

Follow @YesEndPandemics for updates on our campaign—and make sure to vote YES this fall!

Sample Facebook Post

The California Pandemic Early Detection and Prevention Act—supported by 1.5 million voters (and counting!)—will invest in public health infrastructure, research, and early disease detection.

Follow [Californians Against Pandemics](#) for updates on our campaign—and make sure to vote YES this fall!

Sample Instagram Post

The California Pandemic Early Detection and Prevention Act—supported by 1.5 million voters (and counting!)—will invest in public health infrastructure, research, and early disease detection. Follow @YesEndPandemics for updates on our campaign—and make sure to vote YES this fall!