

# Norovirus Social Media Toolkit

(Last Updated: February 2025)

## Purpose

This social media toolkit provides quick, engaging resources to help communities prevent and manage cases of norovirus. Use these posts and tips to raise awareness on symptoms, prevention, and the importance of handwashing.

## Objectives

1. Raise awareness about norovirus.
2. Promote preventive measures such as handwashing, staying home when sick, and food safety to reduce cases of norovirus.
3. Provide easy-to-understand resources that empower individuals and communities to stay informed and prepared for norovirus.

## Targets

- Philadelphia residents
- healthcare workers and community health leaders
- Schools, community centers, and local businesses

## Tips & Tricks

- Make sure you mention or tag @PHLHthPrepare on Twitter/X and Philly Health Prepared on Facebook, so we can reshare your post.
- Post on social media platforms such as Twitter/X or Facebook.

## Messaging

- Norovirus can spread easily, especially when someone doesn't wash their hands after using the bathroom. [cdc.gov/norovirus](https://www.cdc.gov/norovirus) 🧻

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- When norovirus particles are in the water, filter feeders like shellfish can pick up and spread the virus when consumed. If you eat shellfish, make sure to cook them to an internal temperature of at least 145°F. [cdc.gov/norovirus](https://www.cdc.gov/norovirus) 🍷

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- When it comes to preventing the spread of norovirus, it's better to be safe than sorry. Cook all shellfish to an internal temperature of at least 145°F. [cdc.gov/norovirus](https://www.cdc.gov/norovirus) 🍷

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- Whether it's lunch with a co-worker or dinner with friends, it's important to prevent the spread of norovirus and wash your hands before preparing or eating food. 🙌💖  
[Facebook Graphic](#) | [Twitter Graphic](#)
- You might want to sit down for this. Norovirus can easily spread when someone uses the bathroom, does not wash their hands, and handles food: [cdc.gov/norovirus](https://www.cdc.gov/norovirus) 🗨️  
[Facebook Graphic](#) | [Twitter Graphic](#)
- Your poop shouldn't go viral. Wash your hands, disinfect high touch surfaces, and stay home if you're sick. 📱💖  
[Facebook Graphic](#) | [Twitter Graphic](#)
- #DYK? A very important step to preventing norovirus is handwashing! Always use soap and water and scrub your hands for at least 20 seconds. [cdc.gov/norovirus](https://www.cdc.gov/norovirus) 🙌💖  
[Facebook Graphic](#) | [Twitter Graphic](#)
- Proper handwashing can go a long way when it comes to preventing norovirus. Check out these key times to wash your hands! 🕒💖  
[Facebook Graphic](#) | [Twitter Graphic](#)
- Norovirus is a very contagious virus that causes vomiting and diarrhea. Most people with norovirus illness get better within 1 to 3 days, but they can still spread the virus for a few days after. Learn how to protect yourself and loved ones from norovirus: [cdc.gov/norovirus](https://www.cdc.gov/norovirus).  
[Facebook Graphic](#) | [Twitter Graphic](#)
- If you have diarrhea, vomiting, nausea, fever, and more, you could have norovirus. Learn what to do and how to prevent further spread: [cdc.gov/norovirus](https://www.cdc.gov/norovirus).  
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