

UCLA Health Social Impact Message: **#TeamLA**

BACKGROUND & CONCEPT

As the coronavirus outbreak spreads fear and anxiety across LA we've got a unique opportunity to step up and share a message of togetherness and unity. Sure this virus is spreading across the world. But if it thinks it's going to have an easy time of it in LA, it's got another thing coming. We play like a team here. And we know that, together, collectively, we will overcome this.

We're calling our initiative **#TeamLA**

This document outlines suggestions for how you can show your support.

We are asking for the support of all influencers and brands to join the **#TeamLA** movement. We want our influencers to show their support for those who are social distancing and staying clean + support for all the workers on the front line (hospitals, grocery stores, transit, etc).

UCLA Health

Steps for posting:

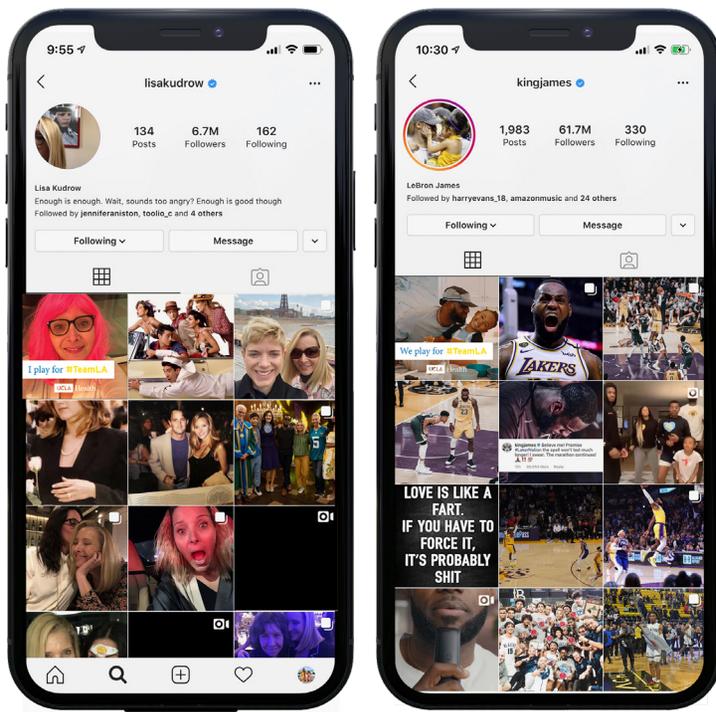
- 1** Take a selfie/photo/video of you staying at home – whether you are hanging on the couch, cooking, cleaning, board games, etc -- you are doing your part, standing with **#TeamLA**

(make sure you take your video in a vertical orientation)
- 2** Send the photo/video to **sabrina@cultideas.com** and **michelle@cultideas.com** to have the graphic overlay put on and turned around for posting.

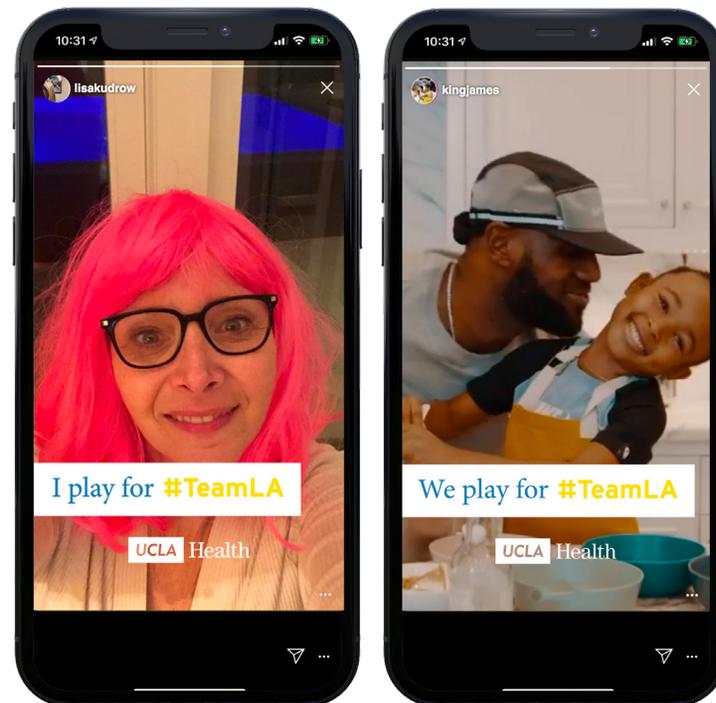
- 3** Within 90 minutes (between the hours of 8am to 7pm PST) you will receive your photo/video back with **#TeamLA** graphics added. Otherwise please allow a 12 hour turn around.
- 4** Post your picture with one of the following captions on the next page (or a variation of). ALWAYS ensure you use the hashtag **#TeamLA**

EXAMPLES:

Social post:



instagram story:



SUGGESTED SOCIAL POST COPY

(can be adapted for video script as well)

SUGGESTED POST COPY

- Thank you to all the doctors, nurses, and frontline workers who are sacrificing so much for our community. We're on your team. **#TeamLA**
- To all our hospital staff, grocery workers, and any essential workers.....thank YOU for all you are doing. You are the real MVPs! **#TeamLA**
- Today's MVPS... all those folks still working to keep us healthy, fed, and safe. We support you. We all play for **#TeamLA**
- Go BIG.....and stay home! How are you practicing social distancing? Today, we all play for **#TeamLA**
- Our communities are all in this together. I'm doing my part and practicing social distancing for team LA! **#TeamLA**
- I'm doing my part to fight coronavirus one home cooked meal at a time. Today, I play for **#TeamLA**
- I'm not on court, but I'm still in the game. Today, I play for **#TeamLA**. Show me how you're doing your part to fight coronavirus.

Get creative and encourage your followers to show how they're supporting **#TeamLA**. And by all means, thank them directly if they share back with you.

NOTE: Please avoid using the words "win" or "beat" when discussing the current events.

SUGGESTED VIDEO SCRIPTS

- To all our hospital staff, grocery workers, and any essential workers.....thank YOU for all you are doing. You are the real MVPs! For the rest of you, make sure you do your part by social distancing. Join the movement with **#TeamLA**
- It's an all-new game, with new rules. To win, we all need to know them ... like how sometimes "going big" means staying home. What other new rules are you following? Share at **#TeamLA**
- Hey all, I know this is a tough time, but we are all in this together. Like me, you all have to make sure you play your part to get through this. Join the **#TeamLA** movement
- Social distancing means I get to practice new talents, like _____. Practice some new talents and be apart of **#TeamLA**