**CAMPAIGN EMAIL TEMPLATE: SOCIAL MEDIA VIDEOS (WITH SPANISH SCRIPT TRANSLATIONS)**

**NOTE: THIS EMAIL CONTANS BRACKETS [] WITH INSTRUCTIONS FOR WHAT INFORMATINO TO INCLUDE IN THOSE SECTIONS. ALL CAMPAIGN ASKS AND LINKS IN THIS EMAIL CAN BE EDITED TO YOUR SPECIFIC CAMPAIGN.**

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| **LIST OF EMAILS TO SEND EMAIL TO:** |
| Subject Line: | [INSERT NAME OF CAMPAIGN] |
| SEND TO: | [LEAVE BLANK WHEN SENDING TO SEVERAL PEOPLE] |
| CC: | [INCLUDE EMAILS OF THOSE WHO RUN THE CAMPAIGN HERE] |
| BCC: | [INCLUDE EMAILS OF THOSE YOU ARE SENDING THE EMAIL TO HERE]  |

Hello Campaign Partners!

Thank you for continuing to participate in the **[INSERT NAME OF CAMPAIGN]** Campaign. We are asking for you to complete another task to help increase access to vaccines in our community.

We ask that you record a short video of yourself explaining why you got, or will get, the COVID-19 vaccine.

Below you will find two scripts, but feel free to alter the scripts. Please use the first script if you have already received at least one dose of the COVID-19 vaccine and the second script if you plan on doing so. If you have someone in your organization who can speak **[INSERT LANGUAGE OF CAMPAIGN]**, please record them. If you do not, please just say it in English. Please remember to use the campaign hashtags when you post the video you create to social media.

* **[INSERT LIST OF CAMPAIGN HASHTAGS]**

**[BELOW IS AN EXAMPLE OF WHAT THE REST OF YOUR EMAIL COULD CONTAIN. IN THE EXAMPLES SHOW, THERE IS A SCRIPT IN THE LANGUAGE OF THE CAMPAIGN (IN THIS EXAMPLE, SPANISH), AND THE TRANSLATION OF THE SCRIPT IN ENGLISH, FOR EACH SCRIPT.]**

**Script #1 -** Yo me puse la vacuna contra COVID-19 / I got the COVID-19 Vaccine:

* **Spanish:** **[Salude a sus amigos en redes sociales. Ejemplos: Hola]**, Quiero compartir con ustedes que ya recibí la vacuna contra COVID-19 **[Agregue por qué se vacunó. Ejemplos: porque quería abrazar de nuevo y con seguridad a mis abuelos; Quería proteger a mi familia.]**. Yo los animo a que se pongan la vacuna contra COVID-19 también. **[No dude en añadir por qué animaría a otros a que se vacunen. Ejemplos: Vacunarse es importante para proteger a nuestros seres queridos; vacunarse es importante para proteger a nuestra comunidad. Siéntase libre de usar otros mensajes como esperanza, amor y fortaleza.]**
* **English Translation: [Greet your friends on social media. Examples: Hi, Hello]**, I wanted to take a minute to share with you that I got the COVID-19 Vaccine because **[Add in why you got vaccinated. Examples: I wanted to safely hug my grandparents again; I wanted to keep my family safe.]**. I encourage you to get the COVID-19 vaccine too. **[Feel free to add why you would encourage others to get their vaccine. Examples: Getting vaccinated is important to protect our loved ones; Getting vaccinated is important to protect our community. Feel free to use campaign message topics such as hope, love, and strength.]**

**Script #2 -** Yo me vacunaré contra COVID-19 en cuanto pueda / I will get the COVID-19 Vaccine as soon as I can:

* **Spanish: [Salude a sus amigos en redes sociales. Ejemplos: Hola]** Quiero compartir con ustedes que me vacunaré contra COVID-19 en cuanto pueda porque **[Agregue por qué se va a vacunar. Ejemplos: Quiero abrazar de nuevo y con seguridad a mis abuelos; Quiero mantener a mi familia a salvo.]**. Yo los invito a que se pongan la vacuna contra el COVID-19 también. **[No dude en añadir por qué animaría a otros a que se vacunen. Ejemplos: Vacunarse es importante para proteger a nuestros seres queridos; vacunarse es importante para proteger a nuestra comunidad. Siéntase libre de usar otros mensajes de campaña como esperanza, amor y fortaleza.]**
* **English Translation: [Greet your friends on social media. Examples: Hi, Hello]**, I wanted to take a minute to share with you that I will get the COVID-19 Vaccine as soon as I can because **[Add in why you got vaccinated. Examples: I wanted to safely hug my grandparents again; I wanted to keep my family safe.]**. I encourage you to get the COVID-19 vaccine too. **[Feel free to add why you would encourage others to get their vaccine. Examples: Getting vaccinated is important to protect our loved ones; Getting vaccinated is important to protect our community. Feel free to use campaign message topics such as hope, love, and strength.]**

Let us know when you have created your video, **we would love to share it!**

Hearing from fellow community members about why they got the COVID-19 vaccine will help encourage our community to get vaccinated.

Please let us know if you have any questions.

Thank you for your contribution,

**[INSERT NAME OF CAMPAIGN CONTACT]**

**[FEEL FREE TO INSERT AN INSPIRATIONAL CAMPAIGN HASHTAG HERE]**