**Take Care, WA Masking Paid Social Static Ad  
Spanish**

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| **English** | **Spanish** |
| **APPROVED VISUAL** | **APPROVED VISUAL** |
| **Masks Recommended Ad**  *Goal: Behavior Change*  *KPI: Awareness*  *URL: none needed for strictly awareness driving and no additional information will be needed by audience*    **FB/Instagram Post Copy:**  COVID-19 cases are up, but we can all work together to help bring them down. Wearing a mask in crowded places is still one of the best ways to protect yourself and others from COVID-19.    **No Headline/CTA needed** | **Masks Recommended Ad**  *Goal: Behavior Change*  *KPI: Awareness*  *URL: none needed for strictly awareness driving and no additional information will be needed by audience*   **FB/Instagram Post Copy:**  Los casos de COVID-19 están aumentando, pero podemos trabajar juntos para reducirlos de nuevo. Usar una mascarilla en lugares con mucha gente sigue siendo una de las mejores maneras de protegerte a ti mismo y a los demás del COVID-19    **No Headline/CTA needed** |
| **Mask Mandate Ad**  *Goal: Behavior Change*  *KPI: Awareness*  *Strategy: since the* [*masking page*](https://doh.wa.gov/emergencies/covid-19/masks-and-face-coverings) *is only in English, C+C suggests incorporating info from the mask mandate into the post copy to inform residents about the new requirement.*    **FB/Instagram Post Copy:**  A mask mandate is now in effect in Washington state due to an increase in COVID-19 cases.  *<Insert mask mandate copy here>*   Wearing a mask in crowded places is one of the best ways to protect yourself and others from COVID-19.    **No Headline/CTA needed** | **Mask Mandate Ad**  *Goal: Behavior Change*  *KPI: Awareness*  *Strategy: since the* [*masking page*](https://doh.wa.gov/emergencies/covid-19/masks-and-face-coverings) *is only in English, C+C suggests incorporating info from the mask mandate into the post copy to inform residents about the new requirement.*    **FB/Instagram Post Copy:**  El mandato de uso de mascarillas ya está en efecto en Washington debido al alto número de casos de COVID-19.  *<Insert mask mandate copy here>*  Usar una mascarilla en lugares con mucha gente sigue siendo una de las mejores maneras de protegerte a ti mismo y a los demás del COVID-19.  **No Headline/CTA needed** |