**DOH | WA Verify – Social Campaign Copy**

**Message #1 (Use WA Verify)**

**Ad image:**

PROOF OF VACCINATION JUST WENT DIGITAL

<center phone displaying WA Verify logo and QR CODE, on a backdrop of icons representing places you can go with WAVerify: popcorn, tickets, soccer ball, ice skate, golf club, microphone, donut, coffee cup, guitar, shopping bag, barber pole, pizza, etc.>

**Facebook**

**Body Copy:** Meet WA Verify – your personal vaccination SMART Health Card QR Code. 📱 Keep it in your phone, scan it wherever proof of vaccination is required & stop worrying about grabbing your vaccine card on the way out the door.

**Headline:**

GET WA VERIFY

**Instagram**

**Body Copy:** Meet WA Verify – your personal vaccination SMART Health Card QR Code. 📱 Keep it in your phone, scan it wherever proof of vaccination is required & stop worrying about grabbing your vaccine card on the way out the door.

**Twitter**

**Tweet Copy:** Meet WA Verify – your personal vaccination SMART Health Card QR Code. 📱 Keep it in your phone, scan it wherever proof of vaccination is required & stop worrying about grabbing your vaccine card on the way out the door. Get your code now: *WAVerify.org*

**Message #2 (Proof of Vaccination Options)**

**Carousel Card Copy**

**Card 1:**

5 WAYS TO SHOW PROOF OF VACCINATION

<Vaccine vials>

**FB headline:** VACCINE CARDS, WA VERIFY AND MORE

**Card 2:**

1: YOUR COVID-19 VACCINE CARD

<illustration of vaccine card>

**FB headline:** Five ways to show proof of vaccination

**Card 3:**

2: A PICTURE OF YOUR VACCINE CARD

<same vaccine card, but now shown on phone screen>

**FB headline:** Five ways to show proof of vaccination

**Card 4:**

3: YOUR WA VERIFY SMART HEALTH CARD QR CODE

Subhead: Get your code at WAVerify.org

<phone showing WA Verify code>

**FB headline:** Five ways to show proof of vaccination

**Card 5:**

4: YOUR MEDICAL RECORD

<file folder with medical symbol on it>

**FB headline:** Five ways to show proof of vaccination

**Card 6:**

5: CERTIFICATE OF VACCINATION FROM MyIRMobile.com

<MY IR Mobile logo>

**FB headline:** Five ways to show proof of vaccination

**POST COPY**

**Facebook**

Need to show proof of vaccination? No problem – you've got options.

**Instagram**

Need to show proof of vaccination? No problem – swipe to find the best option for you!

**Twitter**

Need to show proof of vaccination? No problem – swipe to find the best option for you! You can learn more here: doh.wa.gov/vaxproof