

# The Global COVID-19 **WORKPLACE CHALLENGE TOOLKIT**





## Thank you for Joining the Global COVID-19 Workplace Challenge!

**Business Partners to CONVince** is a global network of employers that agrees to promote vaccine literacy and encourage COVID-19 vaccination among employees, suppliers, and customers.

The private sector can play a pivotal role in addressing vaccine hesitancy with its extensive reach and the high level of trust imbued in employers by their employees. We commend you for stepping up to make your workplace safer, providing guidance on how to keep your employees and their families safer, and sharing up-to-date information from health professionals to follow the science.

As a **Workplace Challenge Partner**, you have access to the assets in this partner toolkit to promote your participation in the Challenge.

If you have any questions, please email [kyevtukhova@uscib.org](mailto:kyevtukhova@uscib.org).



## Contents

This Partner Toolkit contains the following assets for promoting your participation in the **Workplace Challenge**:

- **Campaign Messaging**
- **Logos and Hashtags**
- **Social Media Imagery**
- **Posters**
- **Web Graphics & Additional Assets**
- **Suggested Social Media Posts**

Where noted your company logos can be added to the elements for further customization.





VACCINATION FOR A HEALTHY PLANET



## Campaign Messaging

### Official Twitter Account

The official Twitter account for **Business Partners to CONVince** is [@BP2CONVINCE](https://twitter.com/BP2CONVINCE). Please follow from your organization's Twitter account.

### Press Release

Here is a link to a sample Press Release announcing your participation in the BP2C Workplace Challenge. Feel free to update with your company name and quotes. [Press Release](#)

### Campaign Hashtags

To show your participation and support for the Workplace Challenge, please use the following hashtags in any post related to Business Partners to CONVince and the Workplace Challenge.

- Official Hashtags: **#JoinTheWorkplaceChallenge** **#GetCOVIDSmart**
- Relevant Hashtags: **#BeVaccineStrong** **#TakeThePledge**

Please add this line to any posts to direct potential partners to Business Partners to CONVince.

- **For more information or to Join the Challenge, please visit [BusinessPartners2CONVINCE.org](https://BusinessPartners2CONVINCE.org)**





#JoinTheWorkplaceChallenge

## Logos

As a registered **Business Partners to CONVINC** Workplace Challenge Partner, you have access to the partner and organization logomarks.

The **Workplace Challenge Partner** logos may be used on your website, in social media, in marketing communications materials, or in news releases and related media.

The **Business Partners to CONVINC** logos may be used in conjunction with the Workplace Challenge Partner logo and when referencing the Workplace Challenge.

*Download logos [here](#).*



**#JoinTheWorkplaceChallenge**



# Logo Usage Guidelines

## Placement

To maintain consistency, the logo should be placed with proper space around the mark, based on relationship of artwork, copy and photos.

## Uniformity

Please safeguard uniformity when using the logos and ensure they are not stretched, rotated or colorized.

## DO:



*Empty space around all sides of the logo should be at least the height of "BUSINESS PARTNERS TO"*



*Empty space around all sides of the logo should be at least the height of "WORKPLACE"*

## DON'T:



*Don't stretch or distort the logo*



*Don't change the logo colors*



*Don't rearrange or resize elements of the logo*

# Social Media Posts

Below are social media post layouts. Please note, you may add your logo to the posts as indicated below.

Click this [link](#) to download.





# Poster Graphic

Please note, you may add your logo to the graphic below.  
Click [here](#) to download.

## We Joined THE CHALLENGE!

We are proud to be part of a growing group of companies and organizations that has joined the **Global COVID-19 Workplace Challenge!**



**WORKPLACE CHALLENGE PARTNER**

Join the Challenge and make an impact on your community, your workplace & the world.

#JoinTheWorkplaceChallenge #BeVaccineStrong




**BUSINESS PARTNERS TO CONVINCE**




*Your Logo*

 <p><b>Listen</b> to employees' needs and concerns about the impact and prevention of COVID-19</p>	 <p><b>Follow</b> the latest public health guidance to protect myself, my employees, my workplace, my customers and my community from COVID-19</p>
 <p><b>Promote</b> vaccine literacy based on the latest scientific evidence of vaccination benefits and risks</p>	 <p><b>Encourage</b> vaccine confidence and uptake</p>
 <p><b>Advocate</b> for accessible, equitable and timely vaccination of employees</p>	 <p><b>Engage</b> with communities, schools, faith-based organizations and public health leaders to stop the spread of COVID-19</p>

## We Joined the Global COVID-19 Workplace Challenge!



**WORKPLACE CHALLENGE PARTNER**

 <p><b>Listen</b> to employees' needs and concerns about the impact and prevention of COVID-19</p>	 <p><b>Follow</b> the latest public health guidance to protect myself, my employees, my workplace, my customers and my community from COVID-19</p>	 <p><b>Promote</b> vaccine literacy based on the latest scientific evidence of vaccination benefits and risks</p>
 <p><b>Encourage</b> vaccine confidence and uptake</p>	 <p><b>Advocate</b> for accessible, equitable and timely vaccination of employees</p>	 <p><b>Engage</b> with communities, schools, faith-based organizations and public health leaders to stop the spread of COVID-19</p>

For more information or to join the Challenge, visit [BusinessPartners2CONVINCE.org](https://BusinessPartners2CONVINCE.org)



**BUSINESS PARTNERS TO CONVINCE**

*Your Logo*

# Social Media Posts or Web Graphics for the Pledge

Below are graphics for the **Workplace Challenge Pledge**. These may be used in social media posts or on your website. These may be deployed independently or as a group. Please note, you may add your logo to the posts in the area indicated. Click this [link](#) to download.



 We pledge to:  
**Listen** to employees' needs and concerns about the impact and prevention of COVID-19

 **WORKPLACE CHALLENGE PARTNER**

*Your Logo*




 We pledge to:  
**Follow** the latest public health guidance to protect ourselves, our employees, our workplace, our customers and our community from COVID-19

 **WORKPLACE CHALLENGE PARTNER**

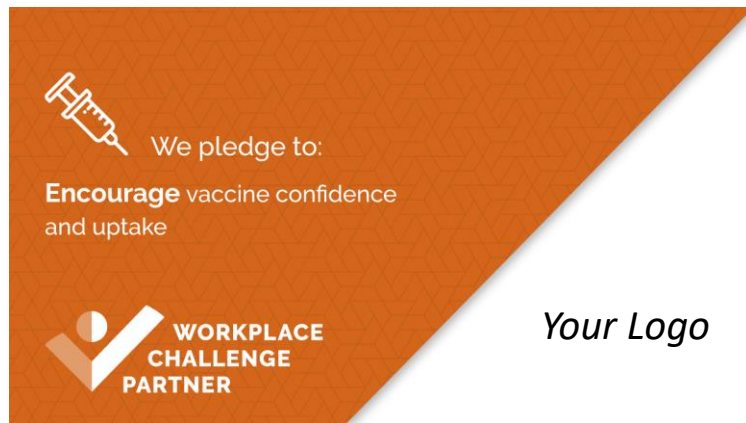
*Your Logo*





 We pledge to:  
**Promote** vaccine literacy based on the latest scientific evidence of vaccination benefits and risks

 **WORKPLACE CHALLENGE PARTNER**

*Your Logo*



 We pledge to:  
**Encourage** vaccine confidence and uptake

 **WORKPLACE CHALLENGE PARTNER**

*Your Logo*



 We pledge to:  
**Advocate** for accessible, equitable and timely vaccination of employees

 **WORKPLACE CHALLENGE PARTNER**

*Your Logo*



 We pledge to:  
**Engage** with communities, schools, faith-based organizations and public health leaders to stop the spread of COVID-19

 **WORKPLACE CHALLENGE PARTNER**

*Your Logo*



## Suggested Social Media Posts

Please use the suggested content in social media posts regarding the **Global COVID-19 Workplace Challenge**.

We are proud to be a Workplace Challenge Partner! We agree to promote vaccine literacy and encourage COVID-19 vaccination among employees, suppliers, and customers. Learn more at [www.BusinessPartners2Convince.org](http://www.BusinessPartners2Convince.org) #JointheWorkplaceChallenge #GetCOVIDSmart

We took the Global COVID-19 Workplace Challenge! We pledge to provide our employees information based on the science around the COVID-19 vaccine. Join the Challenge at [www.BusinessPartners2Convince.org](http://www.BusinessPartners2Convince.org) #JointheWorkplaceChallenge #GetCOVIDSmart

We are thrilled to announce our participation in the @BP2CONVINCE Workplace Challenge! As a Workplace Challenge Partner, we agree to provide information to our employees, build trust around COVID-19 safety guidelines, and support vaccine uptake. Join the Global COVID-19 Workplace Challenge at [www.BusinessPartners2Convince.org](http://www.BusinessPartners2Convince.org) #JointheWorkplaceChallenge #GetCOVIDSmart

Get COVID Smart! Join the Global COVID-19 Workplace Challenge and make a positive impact on your community, the workplace and the world! [www.BusinessPartners2Convince.org](http://www.BusinessPartners2Convince.org) @BP2CONVINCE #JointheWorkplaceChallenge #GetCOVIDSmart



For more information, please contact  
Kira at [kyevtukhova@uscib.org](mailto:kyevtukhova@uscib.org)

Follow us!

