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.
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 (English and Spanish)
- Web Graphics & Additional Assets
- Suggested Social Media Posts

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

Official Twitter Account
The official Twitter account for Business Partners to CONVINCE is @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
#JoinTheWorkplaceChallenge
Logos

As a registered Business Partners to CONVINCE 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 CONVINCE logos may be used in conjunction with the Workplace Challenge Partner logo and when referencing the Workplace Challenge.

Download logos [here](#).
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"

**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.

![Social Media Post Layouts](image)

Social Media Posts
Poster Graphic (English)

Please note, you may add your logo to the graphic below. Click here to download.
¡Nos hemos unido al desafío!

¡Estamos orgullosos de ser parte de un grupo creciente de empresas y organizaciones que se han unido al desafío en los lugares de trabajo/oficinas COVID-19 en todo el mundo!

Únanse al desafío y generen un impacto en su comunidad, su lugar de trabajo/oficina y el mundo.

#JoinTheWorkplaceChallenge #BeVaccineStrong
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
- **Follow** the latest public health guidance to protect ourselves, our employees, our workplace, our customers and our community from COVID-19
- **Promote** vaccine literacy based on the latest scientific evidence of vaccination benefits and risks
- **Encourage** vaccine confidence and uptake
- **Advocate** for accessible, equitable and timely vaccination of employees
- **Engage** with communities, schools, faith-based organizations and public health leaders to stop the spread of COVID-19
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 #JointheWorkplaceChallenge  #GetCOVIDSmart

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 #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 #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 @BP2CONVINCE #JointheWorkplaceChallenge  #GetCOVIDSmart
For more information, please contact Kira at kyevtukhova@uscib.org

Follow us!
@BP2CONVINCE