

Alpha Kappa Alpha Sorority, Inc.

WEAR A MASKS, IT'S A SERIOUS MATTER!

Campaign Launch

September 2020



PURPOSE AND GOAL OF VIDEO

The Exemplifying Excellence Through Sustainable Service Administration recognizes the importance of supporting healthcare and governmental organizations in their recommendations for community safety as it relates to the COVID-19 pandemic. Alpha Kappa Alpha Sorority, Incorporated® will launch a mask-wearing campaign using the theme, **“Wear A Mask, It’s A Serious Matter!”** The Sorority is stressing the importance of wearing a mask, social distancing, and hand hygiene, to help mitigate the spread of the virus. The Centers for Disease Control recommends all people, 2 years of age and older wear a mask in public settings and when around people who don't live in your household, especially when other social distancing measures are difficult to maintain. COVID-19 can be spread by people who do not have symptoms and do not know that they are infected.

To maximize program impact, sorority members are encouraged to implement the following plan of action to launch the Alpha Kappa Alpha Sorority, Inc.® **“Wear A Mask, It’s A Serious Matter!”** campaign. The goal of this comprehensive outreach strategy is to spread our message on the importance of wearing a mask to flatten the curve in an effort to slow down the spread of the virus. The proposed activities will also highlight our service, and leadership to address the most unrelenting public health issue that our country has ever experienced.

SPREAD OUR MESSAGE ACROSS ALL AKA CHANNELS

It is recommended that you use the following channels to promote the Alpha Kappa Alpha Sorority, Inc.® Wear A Mask campaign:

- Social Media
- Traditional Media
- Digital Presence
- Partnerships

SOCIAL MEDIA

The most convenient tool to launch the Alpha Kappa Alpha Sorority, Inc.® Wear A Mask campaign is through social media. The sorority outreach should be two-fold, first to the membership and then to the communities we serve.

- Post the video and campaign graphics to social media platforms.
- Use Facebook and Twitter particularly because our target is people of all ages. However to impact youth, use Instagram and Snapchat as well.
- Host virtual events and workshops to engage and educate people about the importance of wearing a mask to the curb COVID-19 as well as highlighting other safety protocols recommended by the Centers for Disease Control (CDC) and World Health Organization (WHO).
- Our goal is to get people talking about our campaign, and to encourage everyone to share our posts or tweets.

TRADITIONAL MEDIA

Another avenue to generate interest is by using traditional media that can reach a larger number of people. Traditional forms of outreach have a broad scope.

- Send press releases, write blogs, op-ed pieces to local newspapers and magazines.
- Submit public service announcements (PSAs) to radio and television stations to share with the community free of charge.
- Upload and send PSA to community calendars. Churches and social service agencies are ideal to partner with to reach targeted populations.

WEBSITE

Using your website can be key to campaign messaging and your chapter's or Region's brand. Please ensure to have a fully functional website so that people can find out additional information about the initiative and AKA if they want to.

The following publicity activities should be implemented to promote the AKA "Wear A Mask, It's A Serious Matter!" campaign:

1. *Social Media*

There are three official assets associated with the campaign that can be posted to social media. This includes the campaign video, two graphics with the #AKAsWearMasks and #AKAsMaskUp. Establish a rotating schedule to post these assets and any chapter activity. Please see text below to accompany that post. Make sure to tag or include all Regional and International social media platforms in posts.

2. *Traditional Media*

Press Release

Prepare a press release to go out two weeks prior to your launch if possible. Follow up with strong pitch phone calls emphasizing the human interest element about wearing masks. Identify and include local Sorors on the frontlines in the fight against COVID-19 along with the chapter Basileus. In addition to mainstream media outlets, send release specifically to health reporters, community and leisure reporters, local Black Press, radio and personal media contacts.

Radio

Work to partner with a local radio station to air PSA and for interviews, especially talk radio and public affairs programming.

PLEASE SCHEDULE INTERVIEWS ASAP.

SAMPLE PSA:

Join Alpha Kappa Alpha Sorority, Inc. in the fight against COVID-19. Wear a face mask to help flatten the curve and protect the health of your community. WEAR A MASK, IT'S A SERIOUS MATTER!

PARTNER UP

Work with similar-minded organizations and community influencers to boost messaging and enhance outreach efforts. There is strength in numbers and the same goes for creating a buzz for the AKA Wear A Mask campaign.

- Find organizations whose aims match ours so that we can collectively reach a higher number of people.
- Find a partner organization who already has a foothold in the community, it will help our activities too because of name recognition and branding.
- Identify other influential allies in the form of community leaders, church ministers, schools and colleges, public health care centers, local businesses, etc. These people or institutions are well known to the community. Joint communications would be more impactful.

1. Seminars + Presentations + Workshops (Optional)

Arrange virtual seminars, presentations, and workshops for the community and stakeholders to discuss how the sorority is helping to fight COVID-19 from the local level to the global stage, with frontline Sorors as experts. Discuss barriers for underserved communities that make them vulnerable, educational models, resources along with health and wellness protocols. Present a call to action for others to partner with the campaign.

For questions and additional information regarding the AKA “**Wear A Mask, It’s A Serious Matter!**” communications outreach plan:

Contact Soror Kelli Sharpe

Liaison, International Program Committee

Co-Chair, International Public Relations & Communication

ASSETS

Video Link and Content

Join Alpha Kappa Alpha Sorority, Inc. as we fight COVID-19. Wear a face mask to help flatten the curve and protect the health of your community. WEAR A MASK, IT'S A SERIOUS MATTER!

<https://drive.google.com/file/d/1W-nHwKy9NwUI0pr-keNV8UQzi3WJF00Y/view?usp=sharing>

