**Instagram**

*Sample social media post copy*

Note: Blue text is for organization to customize/tag

**Option 1:** Add Your Phone to the COVID Fight. Download COVID Alert NJ today! [TAG "NEW JERSEY, @NJGov" on Instagram]

**Option 2:** Want to Protect [ORGANIZATION NAME]? Add Your Phone to the COVID Fight. Download COVID Alert NJ today! [TAG "NEW JERSEY, @NJGov" on Instagram]

**Option 3:** Download COVID Alert NJ in the App Store and Google Play Store today. Receive exposure notifications, protect your community, and stay completely anonymous. Learn more at the link in bio. [TAG "NEW JERSEY, @NJGov" on Instagram, please put "covid19.nj.gov/app" in your bio]

**Option 4:** Add Your Phone to the COVID Fight, [ORGANIZATION NAME]! Download COVID Alert NJ, [TAG "NEW JERSEY, @NJGov" on Instagram]'s exposure notification app. Receive exposure notifications, protect your community, and stay completely anonymous. Learn more at the link in bio. [please put "covid19.nj.gov/app" in your bio]