**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]

**Twitter**

*Sample social media post copy*

Note: Blue text is for organization to customize/tag

**Option 1:** "We are proud to support [TAG "NEW JERSEY, @NJGov" on Twitter]'s new app to help stop COVID-19 in New Jersey! Add Your Phone to the COVID Fight. Download COVID Alert NJ in the App Store and Google Play Store today. Learn more at covid19.nj.gov/app"

**Option 2:** "Add Your Phone to the COVID Fight! Download COVID Alert NJ, [TAG "NEW JERSEY, @NJGov" on Twitter]'s new app to help stop COVID-19 in New Jersey. Join the movement and protect your community by downloading COVID Alert NJ for free in the App Store and on Google Play Store. Learn more at covid19.nj.gov/app"

**Facebook**

*Sample social media post copy*

Note: Blue text is for organization to customize/tag

[ORGANIZATION NAME] is proud to support COVID Alert NJ, the [TAG "STATE OF NEW JERSEY, @NJGov" on Facebook]'s exposure notification app. We ask everyone to download the app today. With COVID Alert NJ, you can receive exposure notifications, protect your community, and keep your identity completely anonymous. Add Your Phone to the COVID Fight. Download COVID Alert NJ for free in the App Store and Google Play Store. Learn more at covid.nj.gov/app.

**LinkedIn**

*Sample social media post copy*

Note: Blue text is for organization to customize/tag

"On behalf of our team at [ORGANIZATION NAME], we are proud to support COVID Alert NJ, the State's app to help stop COVID-19 in New Jersey. Receive exposure notifications, protect your coworkers and their families, and stay completely anonymous. Add Your Phone to the COVID Fight and download COVID Alert NJ in the App Store and Google Play Store today. Learn more at covid19.nj.gov/app."