

Goal: To remind the Castle Rock community that, unless required by State guidelines or a particular business, wearing a mask is a choice, and we all have different reasons for our decisions that may not be apparent to others.

Audience: Castle Rock residents

Key messages:

- Just as there are many face covering options these days, so are there many reasons people choose to wear one, or not to wear one. You may wear a mask because of a current State health order requiring them to check in at the pool or gym, or because you have an immunocompromised family member. Or, you may choose not to wear one because of a health condition. We often don't know each other's personal circumstances, but we can be kind to one another and be a community determined to rise above the present circumstances.
- Be kind. Stay cool. Show your #CRCommunity

Tactics:

Deliverables	Team member	Due date
Printed materials		
Town Talk article – August (mails week of Aug. 3)	Melissa	July 24
Electronic and social media		
Town Council meeting update for July 14 meeting	KerriAnne	DONE
Facebook, Nextdoor and Twitter post 1	Lauren	July 22
Instagram stories post	Lauren	July 22
Facebook, Twitter, Instagram and Nextdoor post 2	Lauren	July 27
Graphics		
Facebook, Twitter, Instagram and Nextdoor graphics	Carrie	July 22
Other		
PSA video	KerriAnne	Aug. 3

Measuring success:

Reach, engagement and sentiment of social media outreach will be tracked and evaluated.