



COVID-19 COMMUNICATIONS MODULE

TOOL 10: SAMPLE USER-GENERATED CONTENT (UGC) MAYOR SCRIPT

Last updated: April 15, 2020

Below is an example of how a Mayor could structure his or her message to an audience.

First Introduce Yourself:

- "Hi this is Mayor X. Reporting to you from X"
- This is a chance to normalize working from home and share what helps you excel in this environment. As part of your set, perhaps include family photos or desk objects that you feel comfortable sharing with your audience

What are you doing to address COVID-19?

- Share the "what" and the "why", use specific examples and anecdotes
- How are your teams collaborating, are there specific examples of success?
- Are there specific tools or resources that have informed your decision-making such as crisis communications advice, tips from your peers, or data from the CDC?

A few things to consider:

- What have you done differently in your city that has worked, or is showing promise, that you want other cities to know about?
- What is happening in your city that inspires you?
- Do you have a message for those who feel scared or hopeless in this situation?
- What do you hope cities around the world will take from your experience?

Acknowledgements, Reminders & Closing Statement:

- Acknowledge that this is a challenging time
- Show gratitude to those on the front lines of this crisis
- Remind people to practice social distancing and wash their hands
- End on a hopeful, positive note