

# Stakeholder content guide

For people with disability, carers and the  
disability workforce



# Introduction

This stakeholder kit has been developed to assist in communicating important information about COVID-19 to people with disability, carers, and the disability workforce

Please share this stakeholder kit on your own communication channels, such as social media, website and member newsletter. We also encourage you to share the messages more broadly with your disability networks.

The materials supplied have been approved by Queensland Health's experts so we would appreciate it if you could share these messages without alteration. If you do wish to change the messaging, please contact Queensland Health to discuss your requirements.

You can access these resources through the Queensland Health [Asset Library](#). Google Chrome and Microsoft Edge are best for viewing and downloading the resources.

For more information, please email [communications@health.qld.gov.au](mailto:communications@health.qld.gov.au).

## Communication materials

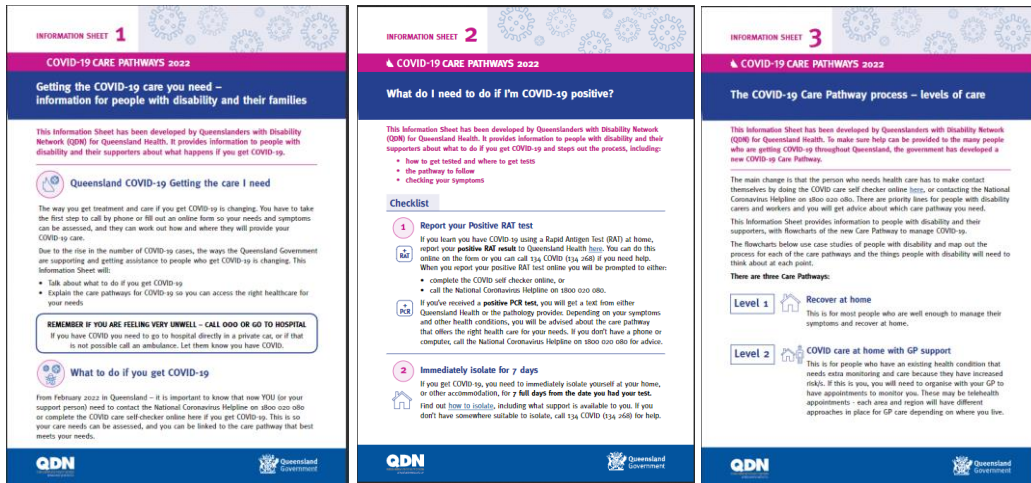
This stakeholder kit includes:

- Fact sheets
- Videos
- Social media tiles
- Audio recordings

## Fact sheets

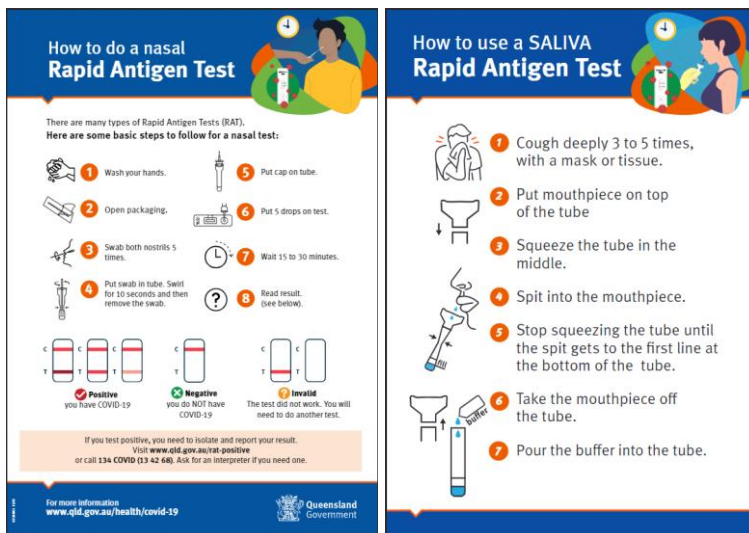
### COVID Care pathways

- [Getting the COVID-19 care you need – Information for people with disability and their families](#)
- [What do I need to do if I'm COVID-19 positive?](#)
- [COVID-19 Care Pathway process – levels of care](#)



## Rapid Antigen Tests

- [How to do the nasal Rapid Antigen Test](#)
- [How to do the saliva Rapid Antigen Test](#)



To download, visit the Queensland Health [Asset Library](#)

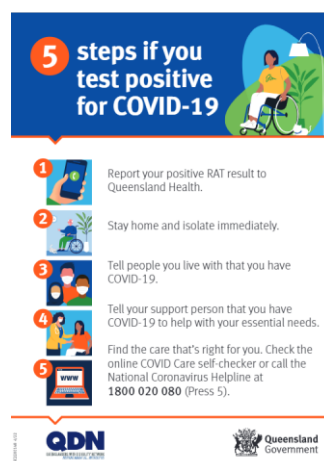
# Social script

- [What to do if I have COVID-19](#)
- [My nasal swab Rapid Antigen Test](#)



# Postcard

- [Five steps if you have COVID-19 \(A5\)](#)
- [Five steps if you have COVID-19 \(A6\)](#)



# Videos

- [What to do if I have COVID-19](#)
- [Queensland Health Model of Care](#)
- [Information about the Rapid Antigen Test \(RAT\)](#)
- [Nasal Rapid Antigen Test](#)
- [Saliva Rapid Antigen Test](#)
- [COVID-19 positive – how to get help](#)
- [Q&A with Dr Dinesh Palipana](#) (includes why booster shots are important, why it's important to get a flu shot this year, why you should have a COVID Care plan, how to keep safe, and how to take a nasal RAT)

# Audio

- [What to do if I have COVID-19](#)
- [Queensland Health Model of Care](#)
- [Information about the Rapid Antigen Test \(RAT\)](#)
- [Nasal Rapid Antigen Test](#)
- [Saliva Rapid Antigen Test](#)
- [COVID-19 positive – how to get help](#)
- [Q&A with Dr Dinesh Palipana](#) (includes why booster shots are important, why it's important to get a flu shot this year, why you should have a COVID Care plan, how to keep safe, and how to take a nasal RAT)

To download, visit the Queensland Health [Asset Library](#)

# Social media

## Social media guide


Below is a simple 'how-to' guide to posting and sharing on Facebook and Instagram. If you have any questions about posting or sharing these materials, please email [communications@health.qld.gov.au](mailto:communications@health.qld.gov.au).

To begin, ensure you have downloaded the high-resolution images and videos [here](#)



## Facebook



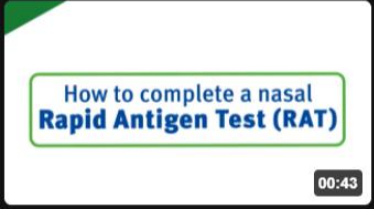
1. From the top of your News Feed or timeline, click **Make Post**.
2. Select and copy the text you wish to post from the pre-approved social media posts above.
3. To add an image or video, select **Photo/Video** and find the location of the file.
4. Choose where you'd like to share your post (the location on your Facebook page). When you add an image or video, you'll also have the option to share to 'your story'. Click to select **News Feed, Your Story**, or both:
5. News Feed: Your post will show up in News Feed and on your timeline.
6. Your Story: Your story will be visible to your selected audiences for 24 hours.
7. Click **Share**.



## Instagram

1. To upload an image or video, first tap  at the bottom of the mobile screen device. Note: You can't upload images from a desktop computer to Instagram.
2. Tap **Library** (iOS) or **Gallery** (Android) at the bottom of the screen and select the image or video you'd like to share. Tap **Next**. Tap **Next** again (we advise against the use of effects or filters).
3. Tap **Write a caption...** and type in one of the pre-approved social media posts above. Tap **OK**.
4. Tap **Share**.

## Suggested post copy

Video	Format	Suggested copy
	<a href="#">9x16 (portrait)</a> <a href="#">1x1 (square)</a>	Dr Dinesh Palipana from the Gold Coast University Hospital explains why the COVID-19 booster shots are still important.  For more information, visit <a href="http://www.qld.gov.au/health/covid-19/disability">www.qld.gov.au/health/covid-19/disability</a>
	<a href="#">9x16 (portrait)</a> <a href="#">1x1 (square)</a>	Dr Dinesh Palipana from the Gold Coast University Hospital explains why it's important to get the flu shot this year.  For more information, visit <a href="http://www.qld.gov.au/health/covid-19/disability">www.qld.gov.au/health/covid-19/disability</a>

	<a href="#">9x16 (portrait)</a>  <a href="#">1x1 (square)</a>	<p>Dr Dinesh Palipana of the Gold Coast University Hospital shows how you manage if you get COVID-19.</p> <p>For more information, visit <a href="http://www.qld.gov.au/health/covid-19/disability">www.qld.gov.au/health/covid-19/disability</a></p>
	<a href="#">9x16 (portrait)</a>  <a href="#">1x1 (square)</a>	<p>Dr Dinesh Palipana of the Gold Coast University Hospital shares some tips on how you can be COVID-19 safe.</p> <p>For more information, visit <a href="http://www.qld.gov.au/health/covid-19/disability">www.qld.gov.au/health/covid-19/disability</a></p>
	<a href="#">9x16 (portrait)</a>  <a href="#">1x1 (square)</a>	<p>Dr Dinesh Palipana of the Gold Coast University Hospital shows how to use a nasal Rapid Antigen Test.</p> <p>For more information, visit <a href="http://www.qld.gov.au/health/covid-19/disability">www.qld.gov.au/health/covid-19/disability</a></p>

Graphics	Format	Suggested copy
	<a href="#">1 x 1 (square)</a>	<p>What to include in your COVID-ready kit.</p> <p>For more information, visit <a href="http://www.qld.gov.au/health/covid-19/disability">COVID-Ready: People with disability   Health and wellbeing   Queensland Government (www.qld.gov.au)</a></p>
	<a href="#">1 x 1 (square)</a>	<p>Organise your kit.</p> <p>For more information, visit <a href="http://www.qld.gov.au/health/covid-19/disability">COVID-Ready: People with disability   Health and wellbeing   Queensland Government (www.qld.gov.au)</a></p>