**African Swine Fever Social Media Toolkit**

As a valued partner of USDA APHIS, we need your help to Protect Our Pigs from African swine fever. Share these social posts across your platforms to spread awareness and educate key audiences about crucial safety protocols. Feel free to adjust the message as needed to fit your brand. **Full-sized graphics are in the accompanying zip file as jpegs.** Please tag us – USDA APHIS – in all social posts so we can help cross-promote. Thanks for being a pig protector!

* Facebook - <https://www.facebook.com/USDAAPHIS>
* Twitter - <https://twitter.com/USDA_APHIS>
* LinkedIn - <https://www.linkedin.com/company/usda-aphis/>

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| **Awareness Post 1** | |
| **Graphic**  **Options** |  |
| **Facebook Post** | Though it doesn’t affect people, African swine fever is lethal to pigs. You can help keep this virus out of the U.S. – learn how from the @USDA Animal & Plant Health Inspection Service: <https://www.aphis.usda.gov/protect-our-pigs> |
| **Twitter Post** | It doesn’t affect people, but #AfricanSwineFever is lethal to #pigs. You can help keep this virus out of the U.S. – learn how from the @USDA\_APHIS: <https://www.aphis.usda.gov/protect-our-pigs> |
| **LinkedIn Post** | African swine fever doesn’t affect people, but it's deadly to pigs. You can help keep this virus out of the U.S. – learn how from the @[USDA Animal and Plant Health Inspection Service (APHIS)](https://www.linkedin.com/feed/): <https://www.aphis.usda.gov/protect-our-pigs> |

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| **Awareness Post 2** | |
| **Graphic Options** |  |
| **Facebook Post** | People can’t get African swine fever, but it's very deadly to pigs – and very contagious. Read up on @USDA Animal & Plant Health Inspection Service guidance to keep the U.S. fever-free: <https://www.aphis.usda.gov/protect-our-pigs> |
| **Twitter Post** | Humans can’t get #AfricanSwineFever, but it's very deadly to #pigs. It’s also very contagious. Get @USDA\_APHIS guidance to help keep the U.S. fever-free: <https://www.aphis.usda.gov/protect-our-pigs> |
| **LinkedIn Post** | The good news? Humans can’t get African swine fever. The bad news: pigs can. And it’s deadly. Get @[USDA Animal and Plant Health Inspection Service (APHIS)](https://www.linkedin.com/feed/) guidance to help keep the U.S. fever-free: <https://www.aphis.usda.gov/protect-our-pigs> |

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| **Awareness Post 3** | |
| **Graphic Options** |  |
| **Facebook Post** | A single case of African swine fever could devastate the U.S. pig population. Learn about steps you can take to keep this lethal disease off our farms from the @USDA Animal & Plant Health Inspection Service: <https://www.aphis.usda.gov/protect-our-pigs> |
| **Twitter Post** | Even one case of African swine fever could devastate the U.S. pig population – and U.S. pork farms. Learn how to help keep this lethal disease off our farms from @USDA\_APHIS: <https://www.aphis.usda.gov/protect-our-pigs> |
| **LinkedIn Post** | If African swine fever made it to the U.S., it could cost millions of pigs their lives – and cost farmers their livelihoods. Learn how you can step up to save our swine from the @[USDA Animal and Plant Health Inspection Service (APHIS)](https://www.linkedin.com/feed/): <https://www.aphis.usda.gov/protect-our-pigs> |

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| **Awareness Post 4** | |
| **Graphic Options** |  |
| **Facebook Post** | African swine fever is a highly contagious virus that kills pigs. You can’t get it, but you can spread it. Learn the basics from the @USDA Animal & Plant Health Inspection Service and do your part to help protect U.S. pigs: <https://www.aphis.usda.gov/protect-our-pigs> |
| **Twitter Post** | People can’t get African swine fever, but they can spread it. Do your part to make sure this pig-killing virus stays out of the U.S. – learn how from @USDA\_APHIS: <https://www.aphis.usda.gov/protect-our-pigs> |
| **LinkedIn Post** | African swine fever is deadly to pigs. Humans can’t get it, but they can spread it. Learn the basics from @[USDA Animal and Plant Health Inspection Service (APHIS)](https://www.linkedin.com/feed/) to keep U.S. pigs safe: <https://www.aphis.usda.gov/protect-our-pigs> |

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| **Education Post 1** | |
| **Graphic Options** |  |
| **Facebook Post** | People can spread viruses like African swine fever to pigs. Protect their health –review biosecurity basics from @USDA Animal & Plant Health Inspection Service before you pay any pigs a visit: <https://www.aphis.usda.gov/protect-our-pigs> |
| **Twitter Post** | Humans don't get sick from African swine fever, but they can spread it to pigs. To them, it’s lethal. Protect U.S. pigs – know biosecurity basics from @USDA\_APHIS before you stop by a sty: <https://www.aphis.usda.gov/protect-our-pigs> |
| **LinkedIn Post** | Though humans can’t get sick from African swine fever, they can spread it. It’s highly contagious and highly deadly to pigs. Protect pigs' lives and farmers’ livelihoods – get to know biosecurity basics from @[USDA Animal and Plant Health Inspection Service (APHIS):](https://www.linkedin.com/feed/) <https://www.aphis.usda.gov/protect-our-pigs> |

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| **Education Post 2** | |
| **Graphic Options** |  |
| **Facebook Post** | Spread the word about the risks of African swine fever. The @USDA Animal & Plant Health Inspection Service has free flyers and handouts you can print out and pass around to protect U.S. pigs: <https://www.aphis.usda.gov/aphis/resources/pests-diseases/asf/asf-spread-the-word> |
| **Twitter Post** | Make sure the people around your pigs understand the risk of African swine fever and basic steps for pig safety with free flyers and handouts from @USDA\_APHIS: <https://www.aphis.usda.gov/aphis/resources/pests-diseases/asf/asf-spread-the-word> |
| **LinkedIn Post** | Do the people around your pigs understand the risk of African swine fever? Share basic steps for pig safety and biosecurity with free flyers and handouts from @[USDA Animal and Plant Health Inspection Service (APHIS):](https://www.linkedin.com/feed/) <https://www.aphis.usda.gov/aphis/resources/pests-diseases/asf/asf-spread-the-word> |

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| **Education Post 3** | |
| **Graphic Options** |  |
| **Facebook Post** | Don’t let pignorance threaten your herd. Share basic safety information from the @USDA Animal & Plant Health Inspection Service with anyone visiting your farm: <https://www.aphis.usda.gov/protect-our-pigs> |
| **Twitter Post** | If the people around your pigs aren’t careful, they can put your #pigs at risk. Share basic biosecurity information from @USDA\_APHIS with anyone who visits your farm: <https://www.aphis.usda.gov/protect-our-pigs> #AfricanSwineFever |
| **LinkedIn Post** | A single slip in biosecurity can devastate a pig farm. Make sure the people on your farm know @USDA Animal and Plant Health Inspection Service (APHIS) best practices for biosecurity and pig safety: <https://www.aphis.usda.gov/protect-our-pigs> |

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| **Education Post 4 Version A – Share the POST** | |
| **Graphic Options** |  |
| **Facebook Post** | African swine fever isn’t in the U.S., but there would be massive devastation for pigs and pork farmers if it ever breached our borders. Help protect our pigs – share this post and help @USDA Animal & Plant Health Inspection Service spread the word: <https://www.aphis.usda.gov/protect-our-pigs> |
| **Twitter Post** | African swine fever isn’t in the U.S., but there would be massive devastation for pigs and pork farmers if it ever breached our borders. Help protect our pigs – share this post and help @USDA\_APHIS spread the word: <https://www.aphis.usda.gov/protect-our-pigs> |
| **LinkedIn Post** | If African swine fever made it to the U.S., it could devastate pigs and pork farms. Share this post to promote info from @USDA Animal and Plant Health Inspection Service (APHIS) and help protect our pigs: <https://www.aphis.usda.gov/protect-our-pigs>. |

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| **Education Post 4 Version B – Share RESOURCES** | |
| **Graphic Options** |  |
| **Facebook Post** | African swine fever isn’t in the U.S., but there would be massive devastation for pigs and pork farmers if it ever breached our borders. Help protect our pigs – share resources from the @USDA Animal & Plant Health Inspection Service: <https://www.aphis.usda.gov/protect-our-pigs> |
| **Twitter Post** | African swine fever isn’t in the U.S., but there would be massive devastation for pigs and pork farmers if it ever breached our borders. Help protect our pigs – share resources from the @USDA\_APHIS: <https://www.aphis.usda.gov/protect-our-pigs> |
| **LinkedIn Post** | If African swine fever made it to the U.S., it could devastate pigs and pork farms. Share resources from the @USDA Animal and Plant Health Inspection Service (APHIS) to help protect our pigs: <https://www.aphis.usda.gov/protect-our-pigs>. |