



Content Ideas for Different COVID-19 Audiences

Every healthcare communicator wants their content to resonate. The best way to make it happen? Speak to a particular audience and write about topics they care about.

This best practice holds true even during the COVID-19 pandemic. Use our cheat sheet below to reach the right audience with words that make a difference.



AUDIENCE

Millennial moms

Baby boomers (ages 55-75)

Chronically ill

Teens & young adults (ages 13-22)

Family of frontline healthcare workers

Seniors (ages 76+)

TOPICS THEY CARE ABOUT

- Can I still send my child to daycare?
- Are playdates safe if kids practice physical distancing?
- When can I bring my children to the pediatrician?
- What precautions do I need to take for children with medical conditions?
- How can I prioritize self-care during home quarantine?

- Can I see my grandchildren?
- How can I care for my elderly parents without putting them at risk?
- How do I set up and attend telehealth appointments?
- I'm an essential worker. How can I keep myself and my family safe?

- How can I stay safe when attending regularly scheduled medical appointments?
- What can I do about my increased anxiety?
- How can I make a mask and how do I use it to protect myself?

- Explain complex terms to me.
- What makes this deadly? I thought my age group is fine.
- I can still vape, right?
- Why can't I hang out with my friends if we stand apart?
- Why can't I see my grandparents and family?

- What's the best way to support my loved one?
- How do we stay safe and limit exposure?
- How do I communicate with my frontline worker?

- How can I use technology to stay in touch with loved ones?
- How can I reduce loneliness during home quarantine?
- What can I do to minimize my risk of infection?

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