

## Marketplace COVID-19 Digital Posts & Collateral

**SUMMARY:** Providing digital assets and optional FB / Twitter / Instagram copy for station use during the COVID-19 crisis, emphasizing the public service that stations are providing to listeners by bringing them *Marketplace*.

### **Marketplace Social Channels:**

*REMINDER - you'll need to tag Marketplace differently depending on which platform you're using*

Twitter: [@Marketplace](#) | Facebook: Marketplace Business News [@marketplaceapm](#) | Instagram: [@marketplaceapm](#)

*\*Text in red are placeholders, or need referencing / updating before posting*

### **#1 – LISTENER QUOTE**

**Social Card Copy:** “There’s scary, hectic, troubling things going on in the world, but you folks and your words managed to put my mind at ease a little bit.” - Jake W.

Weekdays at [airtime] on [call letters / frequency]

**Post Copy:** We’re here for you. Listen to @Marketplace at [airtime] Mon – Fri on [call letters / frequency] to set your mind at ease.

### **#2 – LISTENER QUOTE**

**Social Card Copy:** “Excellent independent journalism and fantastic explainers. No radio program I’ve listened to has improved my daily knowledge more than Marketplace.” - Gregory D.

Weekdays at [airtime] on [call letters / frequency]

**Post Copy:** In a time of economic uncertainty, independent journalism is more important now than ever. Listen to @Marketplace weekdays at [airtime] on [call letters / frequency].

### **#3 – CTA: TUNE IN [GENERIC]**

**Post Copy:** You have enough to worry about, @Marketplace can tabs on the economy for you. Tune in to [call letters / frequency] to listen to @Marketplace Monday - Friday at [time] [LINK TO STREAM]

### **#4 – CTA: FUNDRAISING**

**Post Copy:** As #COVID19 reshapes our economy, your support is more important now than ever. Help us keep you in the know by continuing to bring you important programs like @Marketplace. Consider donating to [STATION] today so we can keep bringing you the best in business news. [LINK TO DONATION PAGE]

More tune-in and generic social assets can be found at  
[apmdistribution.org/news/marketplace](http://apmdistribution.org/news/marketplace)