MO/Notify

Get the app. Stop the spread.

Messaging Guide
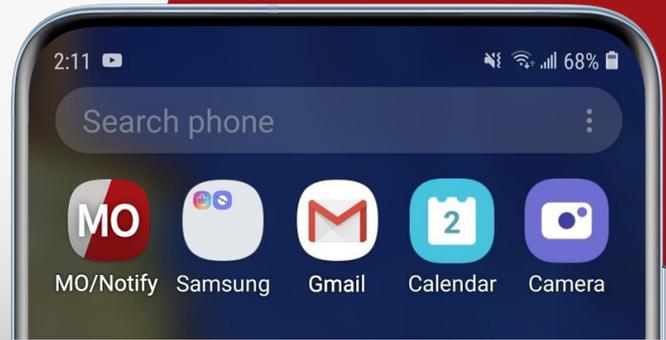
MO/Notify is a COVID-19 exposure notification service available to Apple and Android users throughout Missouri. When communicating about MO/Notify, use the language to clarify the purpose of the service and encourage its use.

Name/Tagline

TAGLINE

Get the app. Stop the spread.

- When referring to the service, use **MO/Notify** on first reference and on subsequent references.
- Never shorten the name. For example, never refer to the service as MO/N or MN.
- When referring to MO/Notify on social media, include the hashtag #MOnotify.

Elevator Pitch

"MO/Notify is a smartphone-based COVID-19 exposure notification service. Using privacy-protecting Bluetooth technology, it lets you know if you've been in contact with someone who tests positive for COVID-19, even if you don't know them. Its use is voluntary, free of charge, and can help control outbreaks in our communities."

Encouraging Adoption

Our mission is to raise awareness of MO/Notify and encourage adoption. When communicating about MO/Notify, clearly relay the benefits and importance of its use.

SAMPLE MESSAGING

- Help keep our community safe. Download MO/Notify today.
- Get an alert when someone you've been in contact with tests positive for COVID-19, even if you don't know them. Get MO/Notify today.
- The more people who use MO/Notify, the more we can help prevent COVID-19 outbreaks in our community.
- Use your phone to help prevent COVID-19 outbreaks. Download MO/Notify today.
- MO/Notify works with similar apps in other states to keep you aware of COVID-19 exposures when traveling.
- Stay aware with MO/Notify. Find out if you're exposed to COVID-19 and should monitor for symptoms or get tested.
- MO/Notify is a free service that can help control COVID-19 outbreaks by alerting you if you've been near someone who tests positive.
- Even the vaccinated can get and spread COVID-19, often with few or no symptoms. Knowing you've been exposed to COVID-19 gives you the awareness to avoid spreading and harming others.

Promoting Usage

Our goal is to communicate MO/Notify's ease of use. We also need to communicate to users how it works and the strong privacy protections that are in place.

SAMPLE MESSAGING

- MO/Notify uses Bluetooth technology to let you know if you've been in contact with someone who tests positive for COVID-19.
- With MO/Notify, you can let others know if you've tested positive for COVID-19 without revealing your identity or your location history.
- Activate MO/Notify and turn on notifications to be alerted if someone you've been in close contact with tests positive for COVID-19, even if you don't know them. Your identity is not revealed to them or the service.
- MO/Notify allows you to enable or disable exposure notifications, meaning you can opt-in or opt-out at any time.
- MO/Notify doesn't track your location or reveal your identity. It protects your privacy while combating COVID-19 in the community.
- MO/Notify alerts you if you've been in contact with someone who tests positive for COVID-19. That means you can monitor for symptoms, and isolate and get tested, if needed, to avoid spreading it to others.