

COVID-19 COMMUNICATIONS EFFORTS

ENGAGING AND INFORMING SINGAPOREANS IN THE FIGHT AGAINST COVID-19

DIGITAL AND SOCIAL MEDIA PLATFORMS

Daily updates and clarifications on:

- Gov.sg Website
- Gov.sg WhatsApp 900K subscribers
- Gov.sg Facebook 347K followers
- Gov.sg Youtube 122K subscribers
- Gov.sg Instagram 41K followers

NEW! Gov.sg Telegram

Refreshed Gov.sg Twitter



TV, PRINT, RADIO AND DIGITAL

Informational print ads/videos:



COLLABORATIONS

Collaborations with celebrities, ambassadors and local content creators:

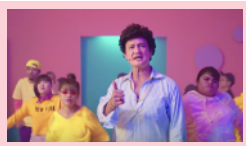


"Come 'n Live @ Zaobao.sg"



"Get Fit With Me - Overcome COVID-19"

Entertainment videos:



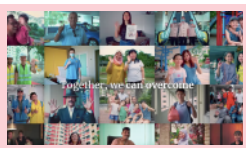
"Singapore, Be Steady!"
Phua Chu Kang is back, asking Singaporeans to do their part



"Comedians Get Serious"
Urging Singaporeans to practise good personal hygiene



Weekly e-Getai performances



"Together, We Can"
Music Video appreciating our frontline workers