



# Adobe Stock Templates

## Content Brief: COVID-19 Topics & Keywords

### Topics / Themes

#### Medical and Healthcare

- Digital medical services, at-home care
- Infographics
- Clinic announcements, social media sets
- Medical labels, supplies mockups

#### Hygiene and Cleaning

- Handwashing announcements, social media sets
- Disinfecting announcements, social media sets
- Public health announcements, social media sets
- Infographics
- Hand sanitizer, soap, supplies mockups

#### Social Distance and Isolation

- Public service announcements, social media sets
- Social media ads for online/livestream classes, courses, events
- Social media ads for microtransit, bike transit

#### Wellbeing and Self-Care

- Mental, emotional health announcements, social media sets
- Social media ads for online yoga, fitness, mindfulness classes, courses, events
- Cosmetics, houseware mockups

#### Retail and E-Commerce

- Digital retail, delivery ads, social media sets
- Contactless payment options
- Small, local business promotions

### Keywords

health	water
healthcare	sink
teladoc	hands
contamination	doctor
anxiety	patient
bacteria	elderly
germs	support
disease	vaccination
virus	delivery
flu	digitization
illness	safety
hygiene	security
wellbeing	travel
empty	transit
distance	bike
isolation	bicycle
telemedicine	inventory
online	retail
internet	shopping
sanitizer	supplies
infection	medical
infectious	contagion
clean	contagious
wipe	pandemic
wash	covid-19
healthy	covid 19
disinfect	covid19
sick	coronavirus
outbreak	corona virus
touch	