

FOR IMMEDIATE RELEASE

2 April 2020

**GOV.SG LAUNCHES NEW CHANNELS
TO KEEP THE PUBLIC INFORMED ABOUT COVID-19**

Gov.sg will launch two new media platforms - Gov.sg Telegram and Twitter - today. These platforms will complement its Facebook, Instagram and WhatsApp platforms and offer more options for the public to get information on COVID-19.

New digital channels for COVID-19 updates

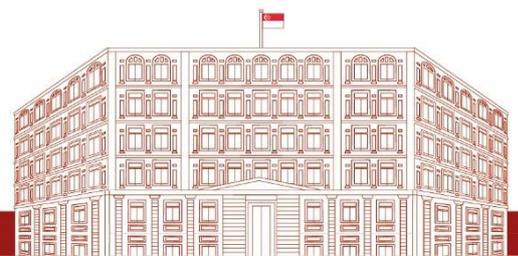
2. The Ministry of Communications and Information (MCI) uses Gov.sg social media and online channels to push important COVID-19 messages in a timely manner to the public. These include updates on cases, clarifications on misinformation as well as advisories on good hygiene practices and social responsibility.
3. The Gov.sg WhatsApp channel pushes out daily updates on the situation in the four official languages. The **subscribership to the channel has grown exponentially** from 7,000 subscribers to over 900,000 subscribers in 10 weeks, as the COVID-19 situation evolves. We have also received encouraging feedback from the public on the usefulness and timeliness of information disseminated on the channel.
4. To make the updates as widely available as possible, MCI will launch **a new Gov.sg Telegram channel** (go.gov.sg/govsg-telegram) and a refresh of the Gov.sg Twitter channel (go.gov.sg/twitter). These channels will disseminate the same COVID-19 messages carried on the Gov.sg WhatsApp channel.
5. Minister for Communications and Information, Mr S Iwaran said: "In a crisis such as COVID-19, it is important to broaden access to information across as many platforms as possible to reach the public with reliable, clear and timely information. We need the public to know what they need to do, respond calmly and do the right thing, as we collectively fight this COVID-19 outbreak."
6. The public can also access the Gov.sg COVID-19 website (go.gov.sg/covid-19) for articles, videos and resources on how they can protect themselves from the virus. Daily updates about the latest cases, and clarifications of misinformation through Factually, are also available.

Enhancement to Gov.sg WhatsApp

7. With interest from overseas Singaporeans to sign up for Gov.sg WhatsApp, we have also enhanced the Gov.sg WhatsApp signup form to allow secure authentication using SingPass. This will enable overseas Singaporeans without a local number to subscribe to the Gov.sg WhatsApp channel and be kept updated about COVID-19 developments in Singapore. Visit go.gov.sg/whatsapp-overseas to subscribe.

Engaging content to reach out to Singaporeans

8. MCI adopts a multi-platform, multi-language and multi-format approach to ensure that important information reaches different segments of our society. These include television, radio, print, digital display



panels at HDB estates, and online platforms (websites, social media, WhatsApp). To ensure relevance for diverse audiences, MCI has also developed an array of content and programmes, to keep younger and older Singaporeans informed about COVID-19 developments.

9. For example, MCI collaborated extensively with content creators and popular Mediacorp artistes to develop advisories, artiste-fronted interstitials and social media posts calling on the public to be socially responsible and practise good personal hygiene. Various partners have also offered publicity support to extend important COVID-19 messages to their audiences, such as National Healthcare Group, Singtel and StarHub.

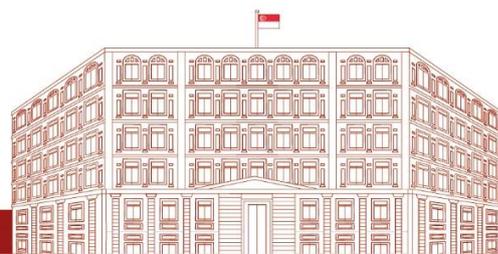
10. To encourage older Singaporeans to stay active through home-based activities, MCI developed programmes to help seniors a) Learn – i.e. pick up new skills; b) Play – i.e. keep active and healthy through fitness exercises; and c) Transact – i.e. continue with daily activities through digital means. These include MCI's collaboration with Mediacorp on "Get Fit With Me – Overcome COVID-19" and the collaboration with Singapore Press Holdings' Chinese Media Group for the "Come n' Live @ Zaobao.sg" programmes which engaged seniors through fitness, cooking and singing demonstrations. Seniors can also tune into e-Getai shows, hosted by Getai veterans Lee Pei Fen and Wang Lei, to pick up tips on protecting themselves from COVID-19. More details on the various programmes are in the [Annex A](#).

11. We have also created a number of bite-sized videos such as MCI's "Singapore, Be Steady" music video and "Comedians Get Serious" video series leverage light-hearted humour and catchy jingles to encourage the public to do their part to contain the spread of the virus. Our "Together, We Can" music video uses an updated version of the iconic 1999 National Day Parade theme song "Together" to rally Singaporeans to band together their part.

12. As the situation evolves rapidly locally and globally, MCI will continue to work with our partners to enhance our offerings so that Singaporeans remain informed, engaged and entertained as we ride through this trying period.

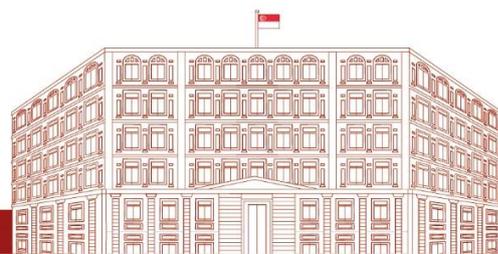
For media queries, please contact:

Nicolette Ann Michael
Manager, Corporate Communications Division
DID: 6837 9515
Email: nicolette_ann_michael@mci.gov.sg



Annex: Details on MCI's Programming Efforts

Get Fit With Me – Overcome COVID-19	<p>30-minute television programme which includes exercise segments, nutritional tips and homebased activities for seniors. To supplement this effort, there will also be Getai singalongs and cooking demos, livestreamed on Love97.2 Facebook page. Details are as follows:</p> <table border="1" data-bbox="384 398 1369 600"> <tr> <td data-bbox="384 398 491 499">FTA TV</td> <td data-bbox="496 398 694 499">Channel 8 Suria Vasantham</td> <td data-bbox="703 398 1369 499">Weekdays at 10am till 30 Apr Mon, Wed and Fri at 3.30pm till 30 Apr</td> </tr> <tr> <td data-bbox="384 506 491 600">Radio</td> <td data-bbox="496 506 694 600">Love 97.2 Facebook Live</td> <td data-bbox="703 506 1369 600">Mon, Wed and Fri at 2pm on till 30 Apr www.facebook.com/love972fm</td> </tr> </table>	FTA TV	Channel 8 Suria Vasantham	Weekdays at 10am till 30 Apr Mon, Wed and Fri at 3.30pm till 30 Apr	Radio	Love 97.2 Facebook Live	Mon, Wed and Fri at 2pm on till 30 Apr www.facebook.com/love972fm
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Come n' Live @ Zaobao.sg	<p>Online series in collaboration with Singapore Press Holdings' Chinese Media Group comprising of fitness, cooking and singing courses conducted by People's Association (PA) trainers and other CMG talents.</p> <p>The various segments are livestreamed at www.zaobao.sg, and Zaobao's Facebook page (www.facebook.com/zaobaosg) at the following timings:</p> <table border="1" data-bbox="384 857 1369 965"> <tr> <td data-bbox="384 857 651 891">Morning Fitness</td> <td data-bbox="655 857 1369 891">Weekdays at 7am – 7:45am</td> </tr> <tr> <td data-bbox="384 893 651 927">Cooking</td> <td data-bbox="655 893 1369 927">Weekdays at 10:30am -11:30am</td> </tr> <tr> <td data-bbox="384 929 651 965">Singing</td> <td data-bbox="655 929 1369 965">Weekdays at 3pm – 3:45pm</td> </tr> </table>	Morning Fitness	Weekdays at 7am – 7:45am	Cooking	Weekdays at 10:30am -11:30am	Singing	Weekdays at 3pm – 3:45pm
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e-Getai Live on Facebook	<p>Hosted by Getai veterans Lee Pei Fen and Wang Lei and directed by Jack Neo, these e-Getai shows are livestreamed every Monday, from 30 March to 27 April 2020, at 7:30pm – 9:30pm. The livestream is accessible on the following platforms:</p> <ul data-bbox="384 1122 1369 1189" style="list-style-type: none"> • Jack Neo's Facebook Page: (www.facebook.com/jackneock) • JTeam Singapore's YouTube Channel: (www.youtube.com/JTeamSingapore) 						
'Together, We Can' Music Video	<p>Tribute to frontline workers for their contributions, and how Singaporeans have banded together to support each other during these times.</p> <p>https://www.facebook.com/gov.sg/videos/1586628858177429/ https://www.youtube.com/watch?v=zMbYnwk_vOw</p>						
'PCK – Singapore Be Steady!' Music Video	<p>Encouraging Singaporeans to do their part to contain the spread of the virus.</p> <p>https://www.facebook.com/gov.sg/videos/215825039661859/ https://www.youtube.com/watch?v=7ccjPJUROzA</p>						



'Comedians Get Serious' Video Series	Four popular comedians rallying Singaporeans to band together and practise good personal hygiene, through a light-hearted infotainment format.	
	Phua Chu Kang	https://www.facebook.com/gov.sg/videos/145022236542046/ https://www.youtube.com/watch?v=LFjZbDPc0tE&t=1s
	Patricia Mok	https://www.facebook.com/gov.sg/videos/186950809316517/ https://www.youtube.com/watch?v=xubO4raFqpY&t=15s
	Ananda Kanna	https://www.facebook.com/gov.sg/videos/521566038472858/ https://www.youtube.com/watch?v=7YrMrs7IUhU
	Suhaimi Yusof	https://www.facebook.com/gov.sg/videos/569781386943394/ https://www.youtube.com/watch?v=MOamkJf_V-s&t=16s

