Sample Social Media Content

The American Hospital Association is working to encourage the general population —specifically parents of eligible children and the most susceptible populations — to get vaccinated. Below are sample social media posts, as well as personalized graphics to inform about and advocate for the COVID-19 and flu vaccines — we encourage you to use these on your social media to help spread the word.

All graphics and captions are ready to be posted to any social media platform (Facebook, Instagram, LinkedIn or Twitter), with the potential to optimize the captions for performance on each respective platform. You can also find a list of suggested hashtags at the end of the toolkit.

Messages

Health Inequity

We need to address health inequity, specifically regarding the rate of hospitalization and death from COVID-19 within the Black population in the United States. Share these messages to educate your audiences about this issue while urging them to get vaccinated against the flu and COVID-19.

- The COVID-19 pandemic and its disproportionate impact among communities of color is a stark example of the effects implicit bias in healthcare can have on the health disparities among racial and ethnic minority populations. Protect yourself and your family by getting vaccinated against COVID-19.
- We must reduce the disproportionate burden of COVID-19 among populations at increased risk for infection, severe illness, and death. Keep yourself and your family healthy by getting vaccinated against COVID-19.
- Recent COVID-19 data show that Black/African American, Hispanic/Latino, American Indian, and Alaska Native populations in the U.S. are experiencing higher rates of hospitalization and death compared to White populations. This data underscores the urgent need to address systemic racism as a root cause of racial and ethnic health inequities. Protect the health of your community by completing your COVID-19 vaccination series and getting a Booster shot.
- The COVID-19 pandemic has highlighted that health equity is still not a reality as COVID-19 has unequally affected many racial and ethnic minority groups. Protect the health of yourself and your loved ones by getting vaccinated against COVID-19.
- Health equity is when all members of society enjoy a fair and just opportunity to be as healthy as possible. To achieve health equity, we must meet the needs of all populations, according to specific cultural, linguistic, and environmental factors. COVID-19 vaccinations are free, even without insurance. Find a COVID-19 vaccine near you at aha.org/vaccine.

Winter Apparel

Remind audiences to wear a mask as well as remind them to dress warmly to stay safe in the cold winter weather.

- Protect yourself on the inside by getting vaccinated (or boosted) for COVID-19. Protect yourself on the outside from colds, the flu and #COVID19 by adding a mask to your winter wardrobe.

- Dressing in layers is usually the best strategy for protection against the cold. Do the same for your health. Get vaccinated (or boosted) for #COVID19. When you head out the door, don't forget to wear a mask to protect against both COVID-19 and the flu.
- Wear a mask to protect yourself from the spread of the flu and COVID-19. Want an extra layer of protection? Get vaccinated (or boosted) for #COVID19 and the flu.
- Coat, gloves, hat, mask! Wear a mask to protect yourself and your loved ones from the spread of COVID-19. For an extra layer of protection, get vaccinated for #COVID19 and the flu.
- Zip up your winter clothes, wear warm socks to protect your toes and make sure your mask covers your nose! It's the best way to reduce your chances of getting #COVID19 and other respiratory diseases. Another layer you can add? Vaccination for COVID-19 and the flu.
- Bundle up to protect yourself against the cold, and don't forget your mask to reduce your chances of contracting #COVID19! Take the extra step of getting vaccinated for COVID-19 and the flu!

Flu Facts

Share these posts alongside the two "flu facts" graphics to highlight the necessity of getting the flu vaccine.

- Protect the health of yourself and your loved ones by getting vaccinated against the flu.
- While seasonal influenza viruses are detected year-round in the United States, they are most common during the fall and winter. Protect yourself and your loved ones by getting your flu shot!
- Getting a flu vaccine each year is the best way to protect yourself and your family from the flu.
- Get your flu vaccine to protect yourself and those around you who are more vulnerable to serious flu illness, including babies and young children, older people, and people with certain chronic health conditions.
- The CDC recommends a yearly flu vaccine for everyone 6 months of age and older for optimal protection against the flu.
- According to the groundhog, Punxsutawney Phil, we have 6 more weeks of winter! Be sure to protect yourself and your loved ones by getting your flu vaccine while we're still in peak flu season.
- Winter's not over yet! Get vaccinated against the flu to protect yourself and your family as flu season reaches its peak

Mythbusters Video

Bust the myths surrounding the COVID-19 pandemic and vaccines with these COVID-19 myth-buster concepts.

- FACT: The #COVID19 vaccines can't give you COVID-19.
- MYTH: The vaccines will give me COVID-19.
  BUSTED: The vaccines cannot give you COVID-19, because the vaccines do not contain the live virus. To learn more about the COVID-19 vaccines, talk to your doctor, or visit aha.org/vaccine
- We're here to give you the truth about COVID-19 vaccines. Visit aha.org/vaccine to get the facts.
- DYK?: The vaccine can't give you #COVID19, because the vaccine does not contain the live virus. Get all of your vaccine questions answered at aha.org/vaccine.
- FACT: The #COVID19 vaccine can't make you infertile or unable to have children.
  MYTH: Vaccines cause infertility.
  BUSTED: There is no evidence that any vaccines cause infertility.
  Get the truth, talk to your doctor about your fertility-related vaccine concerns, or visit aha.org/vaccine.
- Do you have concerns about getting vaccinated? Talk to your healthcare provider or visit aha.org/vaccine to get the facts.

- FACT: Children can get very sick from #COVID19
  MYTH: Kids don't get sick from COVID-19.
  BUSTED: Kids can get very sick from COVID-19.
  Give your children the protection they need to fight COVID-19 with vaccines once eligible at five years old.

Suggested Hashtags

#Flu	#COVID19	#Vaccine	#Vaccines
#GetVaccinated	#COVID19Vaccine	#FluVaccine	#FluShot
#StayHealthy	#StaySafe	#Immunization	#Virus
#StopTheSpread	#FluSeason	#AHA	#AHAPartner
#FightFlu	#FluVax		

Creative Assets

Link to Graphics (Google Drive):

https://drive.google.com/drive/folders/1T_KWZQM1q6NLOXP9Fk2l3RuFR8lLJR0x?usp=sharing