Sample Social Media Content

The American Hospital Association is working to encourage the general population, specifically parents of eligible children and the most susceptible communities, to get vaccinated. Below are sample social media posts and 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 copy are ready to be posted to any social media platform (Facebook, Instagram, LinkedIn, Twitter), with the potential to optimize copy for performance on each respective platform. You can also find a list of suggested hashtags at the end of the toolkit.

LINKS:

TWITTER:
https://www.aha.org/vaccine?utm_source=twitter&utm_medium=organic&utm_campaign=vaccine-confidence

FACEBOOK:
https://www.aha.org/vaccine?utm_source=facebook&utm_medium=organic&utm_campaign=vaccine-confidence

LINKEDIN:
https://www.aha.org/vaccine?utm_source=linkedin&utm_medium=organic&utm_campaign=vaccine-confidence

Messages

It's OK to Change Your Mind About Getting Vaccinated
Remind your audience that it is okay to change their minds about getting vaccinated against COVID-19 with these messages.

- As COVID-19 evolves, how people think about vaccinations can change as well. Protect the health of yourself and your loved ones by getting vaccinated for COVID-19.
- Before recommending COVID-19 vaccination for children, scientists conducted clinical trials with thousands of children from diverse backgrounds to ensure the safety of the vaccines. As more and more information becomes available, it's okay to change your mind about getting your children vaccinated.
- It's important to make the healthiest choices for you and your health. It's okay to change your mind about getting vaccinated for COVID-19.
- As the COVID-19 pandemic continues, your mind may change about getting vaccinated, and that's okay!

- No matter what your reasoning may be, changing your mind about getting vaccinated for COVID-19 is completely okay.
- COVID-19 has changed, with new and more contagious variants. It's never too late to change your mind about getting vaccinated.

COVID-19 Has Changed, Have You?
COVID-19 and the tools developed to fight against it have evolved over the past two years. With the changes in COVID-19, share these messages to remind your audience that it's okay to change their stance on vaccination against the virus.

- COVID-19 has changed, and you can take an important step to respond – getting vaccinated. Vaccines prevent severe illness, hospitalization, and death.
- As COVID-19 evolves and becomes more contagious with new variants, it's okay to change your mind about vaccination.
- COVID-19 is more contagious than ever, get vaccinated to protect yourself and your family from infection.
- As the COVID-19 pandemic continues, so does the risk of infection. Use the tools available to you, such as vaccination, to protect yourself and your family from COVID-19.

What Happens After I Get Vaccinated?
This graphic shows and tells what to do after getting vaccinated. Share these messages to motivate audiences to maintain these guidelines.
- While vaccination against COVID-19 offers protection against the virus, continuing to follow all COVID-19 safety protocols is recommended to keep you and your community safe.
- Have you completed your primary COVID-19 vaccination series? Once eligible, getting a booster shot continues to build your immunity to the virus and helps your body be better able to respond to COVID-19 variants.
- Wondering what's next after getting your COVID-19 vaccination and booster? Monitor the CDC's COVID-19 guidelines and updates online to continue to keep yourself and your family safe.
- After completing your primary COVID-19 vaccination series, give your immune system added protection against COVID-19 infection by getting a booster shot when eligible.
- Congratulations, you're fully vaccinated and boosted for COVID-19. Continue to stay safe by staying up to date on CDC guidelines and updates about the virus.
- Once you've completed your primary COVID-19 vaccinations series, continue to build your immunity for COVID-19 by getting a booster shot.

What Are the Benefits of Getting the Covid-19 vaccine booster?
Encourage audiences to get the COVID-19 Booster shot to protect not only themselves from future exposure, but also to protect their friends, family, and communities.
- COVID-19 booster shots offer ongoing support to your immune system to fight the virus.
- What are the benefits of getting a COVID-19 booster shot? Boosters protect you and your family from getting sick or being hospitalized with COVID-19.
- Be sure to schedule your booster shot after completing your primary COVID-19 vaccination series. A booster shot enhances protection against COVID-19, as your vaccine's effectiveness may decrease over time.
- While COVID-19 vaccines are working well to prevent severe illness, hospitalization, and death, public health experts are starting to see reduced protection over time. Get your COVID-19 booster shot to continue building immunity to the virus.
- COVID-19 booster shots help to build protection against the virus, and is especially important for certain groups like those who are immunocompromised or aged 65 and older.

Vaccine Side Effects vs. Virus Risks

This graphic weighs the difference between potential COVID-19 vaccine side effects and COVID-19 virus risks. Share these messages with your audience to remind them of the benefits of getting vaccinated against COVID-19.

- With billions and billions of doses administered worldwide, COVID-19 vaccines are the safest way to get protection from COVID-19. Get vaccinated for COVID-19 to protect the health of yourself and your family.
- Why risk potential death, hospitalization, and illness when you could protect yourself from COVID-19 with a vaccine?
- Natural immunity from a previous COVID-19 infection is unpredictable, and based on emerging evidence, could increase the likelihood of complications such as long COVID. Getting vaccinated for COVID-19 can reduce those risks and prevent new variants from emerging.
- The COVID-19 hospitalization rate is 7X higher among unvaccinated adults aged 18 and older. Reduce the potential risks associated with contracting the virus by getting vaccinated.
- Protect yourself and your family from the potential risks associated with contracting COVID-19 by getting vaccinated and boosted for COVID-19.
- Have you made a decision about getting vaccinated for COVID-19? Talk to your healthcare provider about your options.

Suggested Hashtags

#COVID19	#Vaccine	#Vaccines	
#GetVaccinated	#COVID19Vaccine	#FluVaccine	#FluShot
#StayHealthy	#StaySafe	#Immunization	#Virus
#StopTheSpread	#AHA	#AHAPartner	

Creative Assets

https://drive.google.com/drive/folders/16FDnC1OEE2BOXBnYd17zzaQN3ihE9fmG?usp=sharing

It's OK to Change Your Mind

Unvaccinated people are 10 times more likely to be hospitalized due to COVID-19.

Potential COVID-19 Vaccine Side Effects vs. Virus Risks

head-ache fever chills fatigue muscle pain

hospital-ization illness death

Hospitalization rates are 7x higher in unvaccinated adults 18+

Source: CDC.gov

COVID-19 Has Evolved, Have You?

What Happens After I Get Vaccinated?

Continue to follow community level COVID-19 safety protocols

Get a booster shot when you're eligible

Protect yourself and your family from future exposure to COVID-19 by getting a booster shot.