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. The following are sample social media posts and personalized graphics to inform about and advocate for the COVID-19 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.

LINK TO GRAPHICS: https://drive.google.com/drive/folders/156GJPXM-urFg7lIBEbPH4gaSJu6aApcq?usp=sharing

WEB LINK: https://www.aha.org/vaccineconfidence


Messages

Trick or Treat

This graphic prompts parents to vaccinate their children for COVID-19 to enjoy Halloween celebrations safely. Share these messages to motivate parents to vaccinate their children for COVID-19.

- COVID-19 vaccinations and boosters allow for healthy and safe Halloween celebrations.
- Don’t miss out on the Halloween fun, stay healthy by getting vaccinated for COVID-19.
- Get vaccinated for COVID-19 to keep yourself and your family safe this Halloween!
- Don’t let COVID-19 ruin the Halloween fun, get yourself and your family vaccinated and boosted.
- Happy Halloween! Celebrate safely with COVID-19 vaccines and boosters for you and your family.
- Halloween is for candy, not COVID-19. Get yourself and your family vaccinated to celebrate safely this year.

Halloween Checklist

This graphic displays a checklist of precautions to enjoy a healthy Halloween.

- Candy? Check. Costume? Check. Taking precautions to keep your family safe this Halloween season? We’ve got you covered.
Take steps to protect your family from COVID-19 this Halloween season.
Keep the Halloween fun going and prevent COVID-19 contraction with these safety precautions.
Enjoy your Halloween treats with no COVID-19 tricks by taking the steps to prevent contraction.
Prepare for a safe and healthy Halloween with these COVID-19 prevention tips.
Taking the proper precautions against COVID-19 helps keep you and your family safe.

6 Ways to Keep Your Family Healthy
- Keep your family healthy with COVID-19 vaccinations and booster shots.
- Are you taking steps to keep your family safe and healthy this fall?
- Don’t forget to schedule COVID-19 boosters for you and your family once eligible.
- There are several preventative measures you can take to keep your family healthy this fall, including COVID-19 vaccines and boosters.
- Continue to protect yourself and your family with COVID-19 boosters.

Back to School
- Don’t let COVID-19 interrupt your school year! Get vaccinated and boosted to protect yourself and your classmates.
- Spread school spirit, not COVID-19. Protect yourself and others by getting vaccinated and boosted.
- Keep your children healthy this school year with COVID-19 vaccines and boosters.
- Don’t miss out on the big game, the dance, or the school trip! Get boosted for COVID-19 to stay healthy this school year.
- Enjoy school activities safely this year with COVID-19 vaccines and boosters.
- Keep fun with friends going all school year long. Get your COVID-19 boosters.

Suggested Hashtags
#COVID19    #Vaccine    #Vaccines    #Virus
#GetVaccinated    #COVID19Vaccine    #StaySafe    #StopTheSpread
#StayHealthy    #StaySafe    #Immunization    #HealthyHalloween
#AHA    #AHAPartner    #CelebrateSafely    #COVID19Booster
#GetBoosted    #Booster    #COVIDBooster    #Boosted

Creative Assets
6 Ways to Keep Your Family Healthy

- Stay up to date on vaccines
- Schedule booster shots when eligible
- Keep hand sanitizer on hand
- Carry masks
- Routinely disinfect high-traffic surfaces
- Wash your hands often

Prepare for a safe and healthy Halloween!

- Be sure your family is up to date on vaccines
- Bring a face mask to crowded Halloween events
- Wash your hands regularly
- If symptoms arise, test for COVID-19 before exposing others. If positive, follow CDC guidelines.
- Cover your cough
- Routinely sanitize high-traffic surfaces

Don’t let your kids miss Halloween – Get Vaccinated.

Enjoy school activities safely with a COVID-19 Vaccination.