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

WEB LINKS:

TWITTER:

FACEBOOK:

LINKEDIN:

Messages

Reminder: Stay Up-To-Date

This graphic acts as a reminder to audiences to schedule their COVID-19 booster shot.

- COVID-19 boosters provide continued protection against infection. Schedule yours today!
- Are your children eligible for their booster dose? With the hustle of the holiday season, this is a friendly reminder to make an appointment.
- Stockings, stuffed. Gifts, wrapped. COVID-19 booster? If you haven’t already received your booster dose, schedule your appointment today!
- Stay healthy this holiday season and schedule COVID-19 boosters for yourself and your family.
- Are you up-to-date on your COVID-19 boosters? If you answered no, it is time to schedule!
- Schedule your COVID-19 booster to keep your family safe this holiday season.
Protect a Health Care Worker, Get Vaccinated

This graphic urges audiences to get vaccinated for COVID-19 to help alleviate the burden on health care workers by fighting COVID-19 on the front lines.

- Stand in the fight against COVID-19 -- get boosted with the updated COVID-19 booster dose.
- If you haven’t already, get your primary (and booster) COVID-19 vaccinations to prevent hospitalizations.
- You don’t need to be a first responder to stop the spread of COVID-19. Make sure you are up-to-date on your COVID-19 vaccination series.
- Protect a health care worker – make sure you are current with your COVID-19 vaccinations, including the updated bivalent booster, which targets the Omicron variant.

The Snowball Effect

This graphic illustrates the snowball effect that the COVID-19 vaccination series have in building your immunity.

- Build your immunity against COVID-19 by completing the vaccination series, including the recommended booster doses.
- Continue to protect yourself and your family by fulfilling the COVID-19 vaccination series by getting the updated booster dose, targeting the Omicron variant.
- Strengthen your children’s immunity against COVID-19 with the @CDC-recommended vaccinations and boosters.
- The bivalent booster dose protects against new strains of COVID-19. Get boosted to stay safe.
- As COVID-19 evolves, it is important your body is prepared to defend against variants. Stay up-to-date on vaccinations and boosters.

Hot (Chocolate) Tips

This graphic disseminates COVID-19 tips via marshmallows in a cup of hot chocolate.

- ‘Tis the season to get boosted! Make sure you’re current on your COVID-19 vaccinations before gathering with friends and family for the holidays.
- Celebrate healthy holidays with COVID-19 boosters for yourself and your children.
- Keep your children healthy this holiday season with the COVID-19 Bivalent booster. Children aged 5 and older are eligible for an updated Bivalent booster.
- Protect the high-risk members of your family members this holiday season by getting the updated COVID-19 vaccine booster dose, which targets the Omicron variant.

Find a Vaccination Near You

This GIF directs the audience to a CDC resource, Vaccines.gov, to help with locating a COVID-19 vaccination site.

- Find a COVID-19 vaccination site near you with @CDC’s Vaccines.gov.
- Not sure where to get a COVID-19 vaccination or booster? Visit Vaccines.gov to find a vaccination location near you.
- Vaccines.gov helps you find locations that offer COVID-19 vaccines and their contact information. Schedule your appointment today!
- Vaccines.gov makes scheduling your COVID-19 vaccines and boosters convenient. Schedule your booster dose today!
**Going Back for Seconds**

*Happy Holidays! Use these messages to lean into the spirit of the season while encouraging the audience to complete their COVID-19 vaccination series, including their Booster shots. This graphic displays a table full of festive holiday desserts that the copy can play off of in messaging.*

- Gather safely this holiday season by making sure you are up-to-date with your vaccinations for COVID-19.
- Holiday desserts are almost as great as being fully vaccinated! Don’t forget to schedule your COVID-19 booster!
- Just like one plate at a holiday dinner, one COVID-19 vaccine is not enough! Be sure to complete your COVID-19 vaccination series, including your booster shot when eligible.

**Suggested Hashtags**

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**Creative Assets**

Have you scheduled your COVID-19 booster?

You don’t need to be a first responder to defend the front lines from COVID.