



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:

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

FACEBOOK:

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

LINKEDIN:

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

Messages

Protect Yourself

This graphic urges audiences to get their COVID-19 vaccines and boosters to protect themselves and their families from serious illness.

- Get vaccinated and boosted to prevent serious illness in the event that you contract COVID-19.
- COVID-19 boosters provide continued protection against infection. Protect yourself and your family, and get boosted when you are eligible!
- Vaccinations prevent hospitalization! Protect yourself with COVID-19 vaccines and boosters.
- Help prevent hospitalization and serious illness. Ensure you and your family are vaccinated against Covid-19 and up to date on boosters.

Time for Your Booster

This graphic acts as a reminder for parents to get their children vaccinated and boosted for COVID-19.

- Boosters are an important part of protecting yourself and your children from getting seriously ill from COVID-19.
- Children aged 6 months and older should receive an updated bivalent booster when eligible.
- Your children are best protected from COVID-19 when they are vaccinated and up to date with the recommended boosters.

- Is your child up to date on their COVID-19 vaccinations and boosters? An individual is considered up to date when they have completed a COVID-19 vaccine primary series and the most recent booster dose recommended by @CDC.

Vaccines are Safe

This graphic encourages audiences to stay safe by completing their COVID-19 vaccination series, including Booster shots.

- Stay safe by completing the @CDC-recommended COVID-19 vaccination series and boosters.
- Build your immunity against COVID-19 by staying up to date on @CDC-recommended vaccines and boosters.
- Did you know that the updated booster is called a “bivalent” booster because it protects against both the original virus that causes COVID-19 and the Omicron variant BA.4 and BA.5?
- To stay safe as COVID-19 evolves, it is essential to stay up-to-date on vaccinations and boosters.

Vulnerable Populations

This graphic highlights those who are at a higher risk of serious illness or death with COVID-19 and urges them to get vaccinated to protect themselves.

- Older adults and people with underlying conditions are at a high risk of severe illness with COVID-19. Get vaccinated and boosted to protect yourself and others.
- Are you at high risk of severe illness from COVID-19? Stay up to date on COVID-19 vaccines and boosters to stay healthy.
- It is especially important for those who are at high risk for serious illness from COVID-19 to stay up to date on their COVID-19 vaccines and boosters to stay safe.
- Protect family, friends, and those in your community who are at high risk for COVID-19 by getting vaccinated and boosted.

Suggested Hashtags

#COVID19	#Vaccine	#Vaccines	#Virus
#GetVaccinated	#COVID19Vaccine	#StaySafe	#StopTheSpread
#StayHealthy	#Immunization	#AHA	#AHAPartner
#COVID19Booster	#GetBoosted	#Booster	#COVIDBooster
#Boosted	#BivalentBooster		

Creative Assets

GRAPHICS FOLDER:

<https://drive.google.com/drive/folders/1Bmq8ybNHQzvUzawXf4rPJBduHGqpcRxQ?usp=sharing>

GRAPHICS:

PREVENT HOSPITALIZATION
with COVID-19 Vaccines and Boosters



Keep your children safe with vaccinations and boosters!



Are your children up-to-date on their COVID-19 vaccines and boosters?



Stay safe with COVID-19 vaccines and boosters

Older adults and people with underlying medical conditions are at a higher risk for severe illness from COVID-19.

