



Advancing Health in America

Sample Social Media Content – United Against Flu Jan. 2023

The infection and hospitalization rates of flu, COVID-19 and RSV are still high across most of the country. As the holidays have ended and people are back at the office or school, getting vaccinated for both flu and COVID-19 remains the best way to reduce the risk of severe illness from both illnesses. The American Hospital Association is working to encourage the general population, and specifically parents of eligible children and the most susceptible populations, to get vaccinated for flu and COVID-19 (including getting the updated bivalent booster). 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 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.

WEB LINKS (Please Use These Links For All Content):

TWITTER: https://www.aha.org/ahia/promoting-healthy-communities/united-against-flu?utm_source=twitter&utm_medium=organic&utm_campaign=uaf

FACEBOOK: https://www.aha.org/ahia/promoting-healthy-communities/united-against-flu?utm_source=facebook&utm_medium=organic&utm_campaign=uaf

LINKEDIN: https://www.aha.org/ahia/promoting-healthy-communities/united-against-flu?utm_source=linkedin&utm_medium=organic&utm_campaign=uaf

SUGGESTED POSTS:

- Infection and hospitalization rates for the flu are still high across much of the country. Protect the health of yourself and your loved ones by getting vaccinated against the flu and your updated COVID-19 booster.

- Resolving to make healthier choices in the New Year? In addition to hitting the gym more frequently, be sure you are up-to-date on all your seasonal vaccinations, such as for the #flu and #COVID19!
- Getting an extra gym session in isn't the only way to be healthier in the New Year – schedule some time to get your flu or updated COVID-19 booster today!
- While seasonal influenza (flu) viruses are detected year-round in the United States, flu viruses are most common during the fall and winter. Protect yourself, and your loved ones by getting your flu shot!
- If one of your New Year's resolutions is to be healthier, one easy way to accomplish that #2023goal is to get vaccinated for flu and an updated #COVID19 booster. Find a location near you!
- New Year's Healthy resolutions: Eat Better, Exercise More – and Protect Yourself and Your Family from severe illness from the flu and COVID-19. You can get both vaccinations (and boosters!) in one appointment.
- Is being better at time management one of your 2023 goals? Is it to be healthier? You can accomplish both goals by scheduling your flu vaccine and COVID-19 booster at the same time! #2023goals
- Getting a flu vaccine each year is the best way to protect yourself and your family from the flu. You can also get an updated #COVID19 booster in the same appointment!
- 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.
- 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 and updated COVID-19 booster to protect yourself and your family as flu season reaches its peak
- Coat, gloves, a scarf, and a hat protect you from the cold! Getting your flu vaccine and updated #COVID19 booster protects yourself and your loved ones from severe illness from both. Find a vaccination location near you:
- The NFL playoffs are underway – make sure you don't miss your watch party by getting vaccinated for flu and your updated #COVID19 booster!

FOLDER:

https://drive.google.com/drive/folders/1U6N_JhL0gk0cEzYPKA5lcGlzAx3AMkl?usp=sharing

GRAPHICS:



Suggested Hashtags

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