



## 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 stay up to date on their vaccinations. 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 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](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](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](https://www.aha.org/vaccineconfidence?utm_source=linkedin&utm_medium=organic&utm_term=&utm_content=&utm_campaign=vaccine-confidence)

### Messages

#### Pediatric Risk

*This graphic will address the sad reality of children getting COVID-19 and encourage parents to get their children vaccinated to prevent illness.*

- Nobody wants a bedtime story in the hospital. Stay up to date on your child's COVID-19 vaccines to prevent hospitalization.
- Childhood memories shouldn't be made in the hospital. Get your child vaccinated for COVID-19 today.
- Don't let your child miss out on fun activities this summer. Make sure they are up to date on their COVID-19 vaccines.
- Protect your children from hospitalization by getting them vaccinated for COVID-19.

#### Smiling Faces

*The best way to thank those who work in health care settings is by getting vaccinated for COVID-19. This graphic will highlight the hidden heroes of the pandemic including hospital administrators and custodians.*

- Help keep health care and hospital professionals smiling by staying up to date on your COVID-19 vaccines.
- As much as we love to help you, we would rather see you healthy. Get your COVID-19 vaccine today.
- Staying up to date on your COVID-19 vaccinations puts a smile on our face and helps alleviate the strain on all hospital team members.

- We're happier when you're healthy, and so are you. Get vaccinated for COVID-19 today.

### **School Readiness**

*Parents have several things to remember to set their children up for success in school, from school supplies to a well-balanced lunch. This graphic will remind parents of the importance of a COVID-19 vaccine for their school-aged children.*

- You wouldn't send them to school without the right supplies. Make sure staying up to date with COVID-19 vaccines is on the list.
- Set your child up for success in the classroom by keeping them up to date on COVID-19 vaccines.
- Keep your children healthy at school by packing them a nutritious school lunch and ensuring they are up to date on their COVID-19 vaccines.
- Give your child all the tools they need to be successful in school including their COVID-19 vaccinations.

### **Dive Into Summer**

*With the summer months approaching, this graphic will encourage parents to get their children vaccinated for COVID-19 so that the whole family can enjoy summer fun with the protection of a vaccine.*

- Don't miss out on family fun in the sun this summer. Get your children vaccinated for COVID-19.
- Dive into summer safely with up-to-date COVID-19 vaccines for the whole family.
- Don't spend the summer worrying about your children's health, keep them up to date on COVID-19 vaccines.
- Make sure your summer goes swimmingly. Get your children vaccinated for COVID-19 today.

### **Summer Body**

*This graphic puts a fun twist on what a "summer body" is - in this case, a well-protected, vaccinated body.*

- Work towards a healthier you this summer. Get vaccinated for COVID-19 today.
- Get your summer body ready and keep it healthy with up to date COVID-19 vaccines.
- The perfect summer body looks a little different this year. Stay healthy, and get vaccinated for COVID-19.
- Start the summer off right with up-to-date COVID-19 vaccines.

### **What's My Fortune?**

*This GIF is a lighthearted way to encourage audiences to get vaccinated for COVID-19, suggesting that the benefits of getting vaccinated are obvious and overwhelming.*

- A fortune teller is not the only one who can predict the positive benefits of getting vaccinated for COVID-19.
- You don't need a crystal ball to tell you about the benefits of staying up to date on your COVID-19 vaccines.
- We see good health in the future for those up to date on their COVID-19 vaccines.
- You don't have to be a fortune teller to know the benefits of getting vaccinated for COVID-19.

### **Suggested Hashtags**

#COVID19

#Vaccine

#Vaccines

#Virus

#GetVaccinated

#COVID19Vaccine

#StaySafe

#StopTheSpread

#StayHealthy

#Immunization

#AHA

#AHAPartner

#UpToDate

#FullyVaccinated

**FOLDER:**

[https://drive.google.com/drive/folders/16PKhPPPlsmzoWY6gKHh3FC99Q\\_aofT1X?usp=share\\_link](https://drive.google.com/drive/folders/16PKhPPPlsmzoWY6gKHh3FC99Q_aofT1X?usp=share_link)

**CREATIVE ASSETS:**





