



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 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 LINK: <https://www.aha.org/vaccineconfidence>

Messages

Pregnancy & COVID-19 Vaccines

This graphic informs and encourages pregnant people (who are currently under-vaccinated) to consider getting vaccinated for their well-being as well as their baby's.

- DYK: Getting vaccinated while pregnant protects not only you but also your unborn baby from serious illness.
- Get vaccinated for COVID-19 while pregnant to protect yourself and your baby from serious illness and complications.
- Have a healthy pregnancy with the protection of COVID-19 vaccinations.
- COVID-19 vaccines are safe for you and your baby during pregnancy. Get vaccinated to protect the health of you both.

ABCs of Back to School

This graphic helps parents talk to their children about basic illness safety and how to stay healthy this school year.

- These tips for staying healthy at school are as simple as the ABCs. Talk to your child about the steps they can take for an illness-free school year.
- Tip: Remind your child of the ABCs of staying healthy, and make sure they are up to date on vaccines before heading back to school. 🍷
- Back-to-school season is a common time to get sick. Prepare your child for a healthy school year with these illness safety tips.
- Have a happy and healthy back-to-school season with these tips:
 - 🤧 Cover coughs and sneezes.
 - 🧼 Wash your hands often.
 - Talk to your doctor about recommended vaccines.

Fall is Here

This GIF reminds audiences that fall is the start of flu and COVID-19 season and encourages everyone to enjoy this season to the fullest by getting vaccinated.

- Fall is here, and with it comes the flu and COVID-19 season. Stay safe by getting vaccinated.
- Football, family, fun! The fall season is best spent doing the things you love with those closest to you, not being sick with COVID-19. Protect yourself and others with up-to-date

vaccines.

- Don't "fall" behind on your vaccines. As we transition to a new season, make sure you are protected with up-to-date flu and COVID-19 vaccines. 🍁

- Don't let the flu or COVID-19 keep you from the fun activities of the fall season. 🎃 Get vaccinated to protect your health.

Double Feature

This GIF uses the metaphor of a double feature to encourage audiences to get their COVID-19 and flu vaccines simultaneously.

- The @CDC gives getting your COVID-19 and flu vaccines at the same time two thumbs up. 👍 Book your appointment today!
- The ticket to protection from serious illness? Getting vaccinated for the flu and COVID-19.
- You don't want to miss this double feature: this fall, get your COVID-19 and Flu Vaccines on the same day!
- Two vaccines, one appointment. Get vaccinated for the flu and COVID-19 on the same day.

Suggested Hashtags

#COVID19	#Vaccine	#Vaccines	#Virus
#GetVaccinated	#COVID19Vaccine	#StaySafe	#StopTheSpread
#StayHealthy	#Immunization	#AHA	#AHAPartner
#UpToDate	#FullyVaccinated		

Creative Assets

IMAGES AND GIFs:

https://drive.google.com/drive/folders/1pVwfW0QI5shaZzWzHSLb05E_41aN1vYG?usp=sharing

ABCs

of Healthy Learning



Always cover coughs and sneezes.

Teaching your child this healthy habit will help prevent the spread of disease.



Be sure to frequently wash your hands.

Good hand washing is the first line of defense against the spread of many illnesses.



Contact your doctor about recommended vaccines like COVID-19 and the flu.

Vaccines are safe and crucial to keeping kids healthy.



Always cover coughs and sneezes.



Be sure to frequently wash your hands.

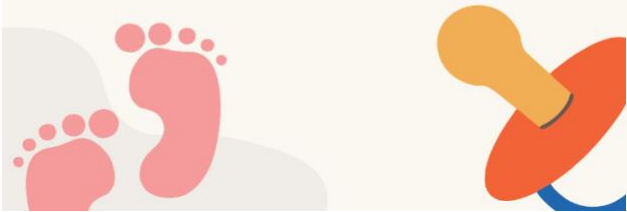


Contact your doctor about recommended vaccines like the flu and COVID-19.



FACTS FIRST:

Pregnancy and COVID-19 Vaccines



MYTH:

"It's unsafe to get a
COVID-19 vaccine
while pregnant!"



FACT:

Vaccines help protect
pregnant people and
their babies from
serious illness.