



Advancing Health in America

Sample Social Media Content – United Against Flu Nov. 2023

EXECUTIVE SUMMARY: The flu, COVID-19 and RSV are increasing pediatric and adult hospitalization rates across the country. 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. 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:

- 📩 Send a message to your group chat and remind your friends to get the #flushot. Help them fight the flu and have a healthy Thanksgiving together. #UnitedAgainstFlu AHA.org/Flu
- 📩 Don't miss Friendsgiving. Get your flu shot to stay healthy and protect others. Schedule your flu shot at VaccineFinder.org #UnitedAgainstFlu
- 📩 Drop a pin and map out directions where to get a #FluShot. You can now schedule your flu shot at your local clinic or hospital. #UnitedAgainstFlu AHA.org/Flu
- Your friends and family are joining #UnitedAgainstFlu. 📩 Text them and let them know you are getting the #FluShot.
- 📩 📩 Don't be late to #UnitedAgainstFlu📩📩 Get your #flushot now and schedule at VaccineFinder.org.

- 📅 Mark your calendar for Thanksgiving and your #flushot 📅 The best way for you to stay healthy for Thanksgiving is getting your flu shot. #UnitedAgainstFlu
- Everyone who is eligible—including those who are moderately or severely immunocompromised—should receive an updated dose 2 months after their most recent COVID-19 vaccinations.
- When you're pregnant, there is an abundance of information you're seeking to keep your child safe. MotherToBaby is available to answer your questions about COVID-19 vaccinations. [Vaccines - MotherToBaby](#)
- COVID-19 wasn't invited to Thanksgiving! Get vaccinated to help protect yourself and your family this holiday season.
- The 2023-2024 winter season is facing a triple threat of respiratory illness: flu, COVID-19, and RSV. Get your updated vaccines ASAP to avoid severe illness.
- Understanding RSV can be complex, but signing up for to get the vaccine is easy! It's recommended for young children to get the vaccine ASAP to avoid serious infection.
 - Both the maternal and children's RSV vaccines will be covered by the Medicaid and CHIP Vaccines for Children (VFC) program this year.
 - The CDC recommends the maternal RSV vaccine at 32-36 weeks of pregnancy in order for newborns to have some level of immunity to the virus.
- The CDC shares that over 4 million people are already vaccinated for the flu season, so don't forget to go get your shot before the peak of the season.
- Did you know you can still order a free at-home COVID19 testing kit from the government? There are already 42 million kits ordered, so make sure you snag yours ASAP!
- Help stop the spread of the flu and COVID19 in VA hospitals by getting your updated vaccines and washing your hands.
- VacciNative – a national alliance of Elders, clinicians, and public health professionals dedicated to sharing accurate vaccine information for Native people by Native people – have developed resources focused on providing accurate immunization information to tribal communities. Check out their resources here [VacciNative - Indian Country ECHO](#), including handouts, videos, social media toolkits!
- “We are lost without our Elders. When we get vaccinated, we are protecting our Elderly and our culture. Even if your body is strong, it's still important to get vaccinated.” – Lana, Elder, Crow Tribal Member. We all need to get vaccinated against the flu every year to ensure our Elders stay safe. For accurate vaccination info for Native people by Native people, visit: www.IndianCountryECHO.org/VacciNative
- Pregnant people can safely get vaccinated against flu at any time during pregnancy. For accurate vaccination info for Native people by Native people, visit: www.IndianCountryECHO.org/VacciNative

Graphics Folder:

<https://drive.google.com/drive/folders/1vr4UMl0S5Qfkml7hN2tNpzgWdvAOyWUC?usp=sharing>



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