



*Advancing Health in America*

## Sample Social Media Content – United Against Flu Dec. 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](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](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](https://www.aha.org/ahia/promoting-healthy-communities/united-against-flu?utm_source=linkedin&utm_medium=organic&utm_campaign=uaf)

### **SUGGESTED POSTS:**

#### **National Influenza Vaccination Week Dec. 4-8**

- National Influenza Vaccination Week (NIVW) is an annual observance in December to remind everyone 6 months and older that there's still time to get vaccinated against flu.
- Since flu viruses are constantly changing and protection from vaccination decreases over time, getting a flu vaccine every year is the best way to prevent flu. Flu vaccines are the only vaccines that protect against flu and are proven to reduce the risk of flu illness, hospitalization, and death.
- DYK that children younger than 5 are at higher risk of developing serious flu-related complications? It's National Influenza Vaccination Week, and there's still time to help protect children from flu by getting them a flu vaccine.

- Every year thousands of children are hospitalized with flu. This National Influenza Vaccination Week help reduce your child's risk by getting them a flu vaccine.
- Parents: Flu is more dangerous than the common cold for children. That's why it's important to make sure your child has gotten a flu vaccine this season. This National Influenza Vaccination Week talk to their doctor about getting them vaccinated and fight flu.
- Let's be honest, between kids going to school, extracurricular activities, and hanging out with friends it is so easy for them to bring the flu back home. Snag a flu shot to avoid missing out on the fun this winter!
- It's the season for family, but also for flu. National Influenza Vaccination Week is your reminder that there's still time to get a flu vaccine and fight flu. Protect yourself and the ones you love from flu illness. Get a flu vaccine today.
- National Influenza Vaccination Week is a reminder that there's still time to get a flu shot. It's the best way to protect yourself from flu during pregnancy and protect your baby after birth when they are too young to get vaccinated.
- National Influenza Vaccination Week is your reminder that there's still time to get a flu shot. It's the best protection against flu. People 65 years and older should get a preferred flu shot, if available.
- People living with a chronic condition like heart disease, asthma, or diabetes should get a flu shot during National Influenza Vaccination Week if they haven't already. 9 out of 10 adults hospitalized with flu have at least one underlying medical condition.
- Missing school can negatively impact a student's performance, so go grab a flu shot to avoid being taken out by infections in the classroom.

#### **National Handwashing Awareness Week Dec. 4-10**

- Washing your hands is the easiest way to protect yourself and those around you from infection.
- Habits are hard to change, but that doesn't mean we shouldn't try—avoid touching your face like your nose, eyes, and mouth to avoid spreading germs.
- Quick reminder: wash your hands when they're dirty or before eating, don't cough or sneeze into your hands, and avoid touching your face.
- The easiest way to spread the flu? Not washing your hands properly and touching your face with dirty hands.

#### **Winter Wonderland**

- Temperatures are dropping, let's help the flu infection rate do the same! Go grab a flu vaccine ASAP to help avoid infection.
- It's the perfect time of year for winter sports, shopping, and hanging out with friends. Avoid FOMO by getting your flu vaccine beforehand!

#### **Family Time**

- Protect everyone at your holiday table by getting vaccinated for the flu and your updated COVID-19 booster!
- Spend your holidays at home – not the hospital. Get vaccinated for the flu and your updated COVID-19 booster today to protect yourself from severe illness.
- As we enter the winter months, flu, RSV and COVID-19 infection and hospitalization rates are on the rise, adding more pressure to strained hospitals. Get your flu shot and COVID-19 vaccination to protect yourself and your family.
- Home for the holiday season? With RSV, the flu, and COVID-19 increasing, protect your family by getting vaccinated for the flu, and an updated COVID-19 booster – you can get both at the same appointment!
- Don't let sickness crash your holiday party! Get vaccinated for the flu and get your updated COVID-19 booster.
- Getting your skating 🛼 snowboarding 🏂 or ice hockey 🏒 on? Be sure to protect yourself from severe illness from COVID-19 and the flu by getting your flu shot and updated COVID-19 booster.

**Graphics Folder:** [https://drive.google.com/drive/folders/10VZqsvLsC8ingoaCqwmJXkSdXZ\\_-jIZ?usp=sharing](https://drive.google.com/drive/folders/10VZqsvLsC8ingoaCqwmJXkSdXZ_-jIZ?usp=sharing)



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**HASHTAGS:** #UnitedAgainstFlu #GetVaccinated