



Advancing Health in America

Sample Social Media Content – United Against Flu Jan. 2024

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.

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

HASHTAGS: #UnitedAgainstFlu #FightFlu

SUGGESTED POSTS:

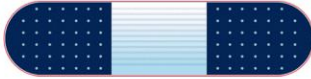
- Infection and hospitalization rates for the flu are still high across much of the country. Protect the health of yourself and your loved ones by getting vaccinated against the flu and your updated COVID-19 vaccine.
- Resolving to make healthier choices in the New Year? Make sure you are up-to-date on all your seasonal vaccinations for the flu and COVID-19!
- Why spend winter sick in bed when you can just get updated flu and COVID19 vaccines?
- Here's your 2024 New Years Resolution:
 - get your updated flu and COVID-19 vaccines
 - sign up for health coverage during open enrollment through Jan. 15
 - register to vote

- 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!
- It's a new year which means back to work and school for most of us. Grab an updated flu and COVID19 vaccine today—you never know which viruses people may bring back with them after spending time off traveling to see friends and family.
- Put your best foot forward this year by prioritizing your immunity health, get the flu and COVID-19 vaccines at a pharmacy near you.
- Is being better at time management one of your 2024 goals? Is it to be healthier? You can accomplish both goals by scheduling your flu vaccine and COVID-19 booster at the same time! #2024goals
- 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 vaccine in the same appointment!
- Feeling like everyone around you seems to have a cough lately? Make sure you stay up to date on flu and COVID19 vaccines.
- 🏈 The best offense is a strong defense. Get your updated COVID19 and flu vaccines to defend against serious illness.
- The NFL playoffs are underway – make sure you don't miss your watch party by getting vaccinated for flu and your updated #COVID19 booster!
- 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 vaccine 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 and updated #COVID19 vaccines protects yourself and your loved ones from severe illness from both.
- Did you know that the CDC offers weekly reports on the status of the spread of flu? Grab your vaccine and check out the reports here: <https://www.cdc.gov/flu/weekly/index.htm>

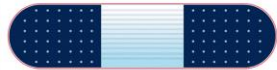
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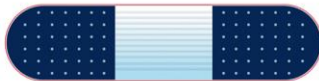
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AGAINST THE FLU



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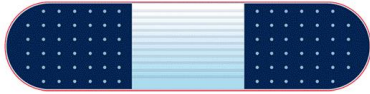


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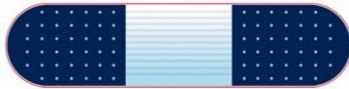




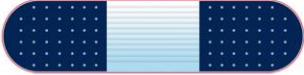
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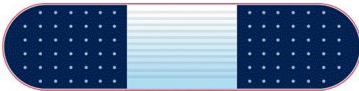
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The logo graphic consists of a horizontal pill-shaped band divided into three sections: a dark blue section with white dots on the left, a light blue section with white horizontal lines in the middle, and a dark blue section with white dots on the right.

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The logo graphic is identical to the one in the first section, featuring a pill-shaped band with a dark blue dotted left section, a light blue striped middle section, and a dark blue dotted right section.