



Advancing Health in America

Sample Social Media Content – United Against Flu Feb. 2024

EXECUTIVE SUMMARY: 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-19. 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:

- Did you know there is an updated flu vaccine each season? The vaccine is ready and available at pharmacies and hospitals near you!
- Want more information on the flu vaccine? Learn more here: https://www.aha.org/ahia/promoting-healthy-communities/united-against-flu?utm_source=twitter&utm_medium=organic&utm_campaign=uaf
- ICYMI: an updated COVID-19 vaccine was released in Fall 2023. Get a vaccine at a local pharmacy, doctor's office, or hospital.
- Did you get the previous bivalent COVID-19 vaccine? You'll still need to receive the updated COVID-19 vaccine to maintain stronger levels of immunity.
- CDC estimates that there have been at least 10 million illnesses, 110,000 hospitalizations, and 6,500 deaths from flu so far this season. Get a vaccine today!
- Every year the flu puts hundreds of thousands of people in the hospital. The flu vaccine gives you extra protection, so talk to your doctor or pharmacist about getting vaccinated today.

- Dressing in layers is usually the best strategy for protection against the cold. Do the same for your health; get vaccinated for the flu and COVID-19.
- One of the benefits of getting the family vaccinated against COVID-19 and the flu: no one misses out on the fun events in life: sports practice or dance lessons. Talk to your doctor to see if this option is the best one for you and your loved ones.
- CDC is tracking increased [respiratory disease activity](#) in the United States for several respiratory pathogens, including influenza viruses, SARS-CoV-2, and RSV, across multiple indicators such as laboratory test positivity, emergency department visits, wastewater surveillance, and hospitalizations.
- Currently, the highest respiratory disease activity in the United States is occurring across the southern half of the country, with increasing activity in northern states. Everyone's encouraged to get the vaccines, and it helps to know the level of risk in your area!
- Influenza, COVID-19, and RSV can be severe, especially among unvaccinated patients. Vaccination against [influenza](#), [COVID-19](#), and [RSV](#) reduces the risk of severe disease, including pneumonia, hospitalization, and death.
- For most, flu vaccines have very mild side effects (and the flu vaccines do NOT give you the flu), and they can protect you and your family from becoming seriously ill. You can get both the COVID-19 and flu vaccines in the same visit – learn more here: [#UnitedAgainstFlu](#)
- Pregnancy can change the immune system, making expecting mothers more vulnerable to severe illness due to influenza. Getting a flu shot can protect both you and your baby. www.aha.org/flu [#UnitedAgainstFlu](#) [#maternalhealth](#).
- Help prevent hospitalization and serious illness. Ensure you and your family are vaccinated against COVID-19 and up to date on boosters.
- Valentine's Day is on the way! Don't miss out on your big plans to celebrate because you got the flu; get a flu shot ASAP.
- Did you get your cootie shot? Don't forget to grab a flu and COVID-19 shot to protect yourself this Valentine's season!
- Celebrating Valentine's Day with your besties? Get vaccinated so you can spend time with your friends safely.
- It's easier to get your flu and COVID-19 shots than it is to be shot by Cupid's Arrow, so grab a vaccine ASAP!
- Happy Valentine's Day! The infectious feelings of love and appreciation of your friends and partners should be the only thing spreading this season. Grab a flu and COVID-19 vaccine to celebrate safely.

Graphics Folder: <https://drive.google.com/drive/folders/1KyNEWibiKkmmSw8pqeMPqyNuL-yOEv9y?usp=sharing>



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