



Advancing Health in America

Sample Social Media Content – United Against Flu Nov. 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. 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:

- 🍂 As leaves fall, don't let your guard down! Get your flu shot and updated COVID vaccine to stay healthy this autumn.
- 🎃 Carve out time for your health this season – schedule your flu shot and COVID vaccine today!
- 🍁 Boost your immunity like trees boost their colors! Get your updated vaccines and enjoy a vibrant, healthy fall.
- 🍷 Pumpkin spice lattes are great, but know what's better? Protection against flu and COVID. Get vaccinated!
- 🧥 Layer up for fall – scarf, jacket, and updated vaccines! Stay cozy and protected all season long.
- 🍏 An apple a day is great, but vaccines are the real MVP. Get your flu shot and updated COVID vaccine for a healthier autumn!

- 🌰 Don't be as stubborn as acorns – roll up your sleeve for flu and COVID protection this fall!
- 🍂 Pumpkin pie tastes better when you're healthy. Protect yourself and others – get vaccinated this autumn!
- 🍄 Like mushrooms after rain, let your immunity flourish! Get your flu shot and updated COVID vaccine for a healthy fall. #BoostYourHealth
- 🦃 Gobble up some peace of mind – get your flu shot and COVID vaccine before holiday gatherings! #ThanksgivingPrep
- 💬 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
- ⚠️ ⚠️ 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
- 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.
- 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/1-rvM1atlt-eSm1oox_KL7JaKEO_uQZiF
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Pumpkin pie tastes better
when you're healthy.
Protect yourself and others —

A close-up photograph showing several hands reaching towards the center, each holding a slice of pumpkin pie. The slices are arranged in a circle, with the tips pointing towards the center. The pies have a golden-brown crust and are topped with a dollop of white whipped cream.

Get vaccinated
this autumn!

UNITED
AGAINST THE FLU

The logo for United Against the Flu, featuring the word "UNITED" in red and "AGAINST THE FLU" in blue, with a stylized blue and white bandage graphic to the right.

Don't miss Friendsgiving.

**Get your flu shot to stay healthy
and protect others.**

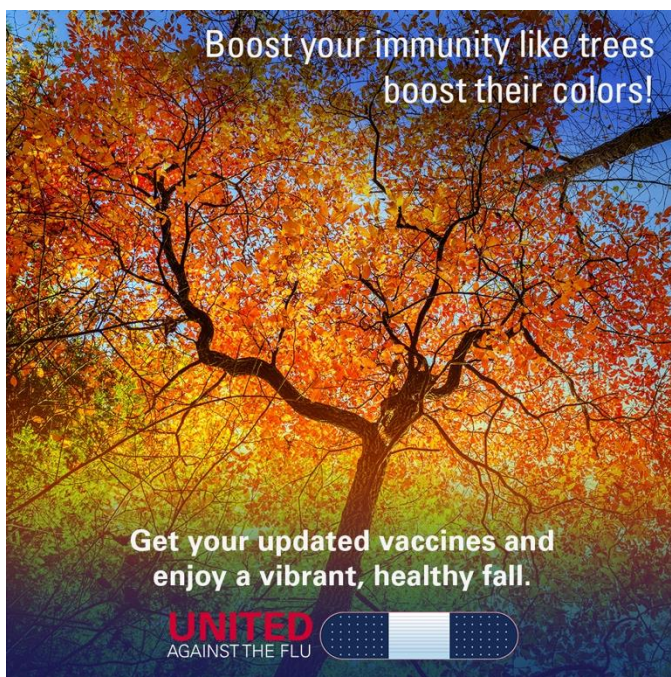
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A photograph of a group of five people (three men and two women) gathered around a dining table in a kitchen. They are smiling and looking at a large roasted turkey on a platter that a man is holding. The table is set with plates, glasses, and lit candles, creating a warm and inviting atmosphere.

Boost your immunity like trees
boost their colors!

Get your updated vaccines and
enjoy a vibrant, healthy fall.

UNITED
AGAINST THE FLU

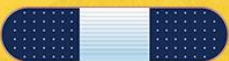
A photograph of a large tree with vibrant autumn foliage in shades of orange, yellow, and red. The tree is the central focus, with its branches spreading out against a clear blue sky. The leaves are in various stages of color change, creating a rich, textured canopy.



Layer up for fall —
scarf, jacket, and **updated vaccines!**

Stay cozy and
protected all season long.

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