



Advancing Health in America

Sample Social Media Content – United Against Flu Dec. 2024

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

SUGGESTED POSTS:

National Influenza Vaccination Week Dec. 2-6




- National Influenza Vaccination Week (NIVW) is an annual observance in December to remind everyone that individuals 6 months and older should 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.

- 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 fighting 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!
- 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 the 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.

National Handwashing Awareness Week Dec. 1-7

- 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!
- 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.
- 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 vaccine—you can get both at the same appointment!
- 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 vaccine.
- ❄️ As winter blankets us in white, don't let the flu or COVID-19 blue your holidays. Get your updated vaccines and stay merry & bright! #WinterWellness
- 🎄 The best gift this season? Health for you and your loved ones. Unwrap the gift of protection with your updated flu and COVID vaccines.

- ✈️ Planning your holiday getaway? Don't forget to pack your updated vaccines! They're your best travel companions against flu and COVID-19.
- 🎉 Counting down to the New Year? Make sure you're counting on protection. Get your updated flu and COVID shots for a healthy start to 2025!
- 🏠 Home for the holidays? Make sure you're bringing joy, not germs. Update your flu and COVID-19 vaccines before your family reunion.
- ❄️ Jack Frost nipping at your nose? Don't let flu or COVID nip at your health. Get your updated vaccines and enjoy winter worry-free!
- 🛍️ While you're checking off your holiday shopping list, don't forget to check off your vaccines. Updated flu and COVID shots: the gift that keeps on giving!
- 🥂 Toast to good health this New Year's Eve by getting your updated flu and COVID vaccines. Here's to a protected and prosperous 2025! #CheersToHealth
- 🧣 Scarves, gloves, and vaccines—your essential winter accessories. Stay stylish AND safe with updated flu and COVID protection.
- Dashing through the snow to grandma's house we go! Make sure you're dashing to get your updated vaccines too. Protect yourself and your loved ones this holiday season. #SafeHolidays

Spanish Language Content

¡Todavía hay tiempo de vacunarte para protegerte a ti y a tus seres queridos durante el resto de la temporada de influenza! Visita [United Against the Flu | AHA](#) para obtener más información.

A medida que se acercan los días festivos, recuerda que una vacuna contra la influenza puede ayudar a mantenerte saludable y reducir el riesgo de complicaciones graves, como la hospitalización y muerte, a evitar faltar al trabajo, la escuela o momentos especiales con familia y amigos. Visita [United Against the Flu | AHA](#) para obtener más información.

Los casos de influenza están aumentando, ¡así que todavía hay tiempo para vacunarse! Mientras los virus de la influenza se propaguen en tu comunidad, vacunarse aún puede ser beneficioso. Vacúnate contra la influenza por ti y por quienes te rodean. Obtén más información en [United Against the Flu | AHA](#).

Graphics Folder: <https://drive.google.com/drive/folders/11TUQfAcl8tFgQyfAM-iaw7l79gRUsz6n?usp=sharing>

National Influenza Vaccination Week

is your reminder that there's still time to get a flu shot.

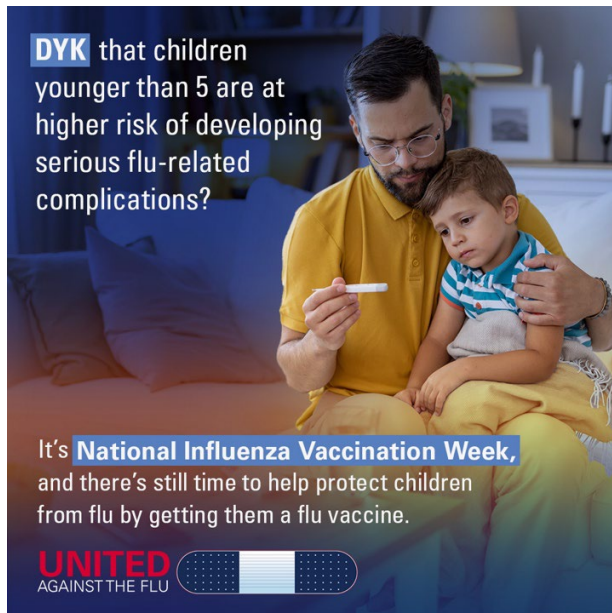


It's the best protection against flu.

UNITED
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DYK that children younger than 5 are at higher risk of developing serious flu-related complications?



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Quick reminder

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- Don't cough or sneeze into your hands.
- Avoid touching your face.



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