



Advancing Health in America

Sample Social Media Content — United Against Flu Jan. 2025

EXECUTIVE SUMMARY: January is one of the peak infection months for flu, COVID-19 and RSV, and these illnesses are increasing pediatric and adult hospitalization rates nationwide. The American Hospital Association is working to encourage the general population, specifically parents of eligible children and the most susceptible populations, to get vaccinated against 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 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/X: 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:

Starting 2025 with a healthy immune system is the ultimate self-care. Get your updated flu and COVID-19 vaccines! #UnitedAgainstFlu

❄️ As temperatures drop, flu cases rise. Protect yourself and your loved ones with updated vaccines. They're your best defense against winter illness! #UnitedAgainstFlu

🏋️ Training for those 2025 fitness goals? Don't let flu or COVID-19 derail your progress! Updated vaccines help keep you on track with your health journey. Schedule yours today! #UnitedAgainstFlu

🧠 Peak flu season + gatherings = higher risk of getting sick. Simple math: getting vaccinated now means more worry-free celebrations later! #UnitedAgainstFlu

👨👩👧 Family coming to visit this winter? Show them you care by getting your shots before they arrive. Protection is the best way to welcome loved ones! #UnitedAgainstFlu

📅 New Year's Resolution tip: Start 2025 strong by checking vaccines off your to-do list now. Future you will thank present you! #UnitedAgainstFlu

🔒 Did you know? Winter is prime time for both flu AND COVID-19. Getting both vaccines helps you double your defense against seasonal illness. #UnitedAgainstFlu

📖 Plot twist: You can crush your 2025 health goals starting in January! Step one: Get updated vaccines. They're safe, effective, and often free! #UnitedAgainstFlu

🏢 Don't let sick days steal your momentum at work in 2025. Updated vaccines help keep you healthy and productive through peak flu season! #UnitedAgainstFlu

🕒 PSA: It takes about two weeks for vaccines to provide full protection. Get yours now to be ready for all your winter activities! #UnitedAgainstFlu

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 COVID-19 vaccine in the same appointment! #UnitedAgainstFlu

Feeling like everyone around you seems to have a cough lately? Make sure you stay up to date on flu and COVID-19 vaccines. #UnitedAgainstFlu

🏈 The best offense is a strong defense. Get your updated COVID-19 and flu vaccines to defend against serious illness. #UnitedAgainstFlu

The #NFLplayoffs 🏈 are underway! Make sure you don't miss your watch party by getting vaccinated against flu and COVID-19! #UnitedAgainstFlu

Graphics Folder:

<https://drive.google.com/drive/folders/1W3O7yYx5uHe5HmAyYnDG3NMGDPhKxRV>

PSA

It takes about two weeks for vaccines to provide full protection.



Get yours now to be ready for all your winter activities!



The NFL playoffs are underway!



Make sure you don't miss your watch party by getting vaccinated for flu and your updated **#COVID19** booster!



Did You Know...

Winter is prime time for both flu AND COVID-19?



Getting both vaccines helps you double your defense against seasonal illness.



Training for those 2025 fitness goals?

Don't let flu or COVID-19 derail your progress!



Updated vaccines help keep you on track with your health journey. **Schedule yours today!**



Scarves, gloves, **and vaccines** –
your essential winter accessories.

Stay stylish AND safe with
updated flu and COVID protection.



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