



Sample Social Media Content

The American Hospital Association is working to encourage the general population, and specifically parents and the most susceptible populations, to get vaccinated. 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=november-digital-toolkit&utm_content=united-against-flu

FACEBOOK:

https://www.aha.org/ahia/promoting-healthy-communities/united-against-flu?utm_source=facebook&utm_medium=organic&utm_campaign=november-digital-toolkit&utm_content=united-against-flu

LINKEDIN:

https://www.aha.org/ahia/promoting-healthy-communities/united-against-flu?utm_source=linkedin&utm_medium=organic&utm_campaign=november-digital-toolkit&utm_content=united-against-flu

CDC Link: <https://www.cdc.gov/flu/about/index.html>

Messages

Celebrate Safely // Holiday Content

Happy Holidays! Use these messages to lean into the spirit of the season while encouraging the audience to celebrate safely this year.

Hanukkah-themed posts (for use through Dec. 6) at 4 p.m. ET)

- ***Just like home-cooked Hanukkah meals, your primary #COVID19 vaccination series requires you to go back for seconds.***
- ***Just like one plate at a Hanukkah dinner... one #COVID19 vaccine is not enough! Be sure to complete your primary #COVID19 vaccination series, and then schedule your Booster shot.***
- ***Protect everyone at your Hanukkah table by getting fully vaccinated against #COVID19!***

General Holiday Posts:

- Healthy holidays are the happiest holidays! Protect yourself and your family this holiday season by getting vaccinated against the flu and COVID-19.
- Have you completed your primary #COVID19 vaccination series? If so, schedule your Booster shot! Finished your holiday plate? Check the kitchen for seconds!
- The best gift you can give your family this holiday season is protection. Keep your family safe, get vaccinated against the flu and #COVID19, before traveling for in-person gatherings.
- Seconds at holiday dinners are almost as great as being fully vaccinated. Don't forget to go back to complete your #COVID19 vaccine series, then schedule your Booster shot!
- Millions of people have safely received a COVID-19 vaccine. Do your part to keep your loved ones safe this holiday season, get vaccinated against #COVID19 and the flu.
- Celebrate safely this holiday season, keep your loved ones safe by getting vaccinated against #COVID19 and the flu.
- ~~● Turkey, stuffing, apple pie, and...vaccinations? Yes, please! Keep your loved ones safe by getting vaccinated against COVID-19 and the flu before visiting family and friends this holiday season.~~
- ~~● Thanksgiving is full of gatherings with family and friends, be sure to protect yourself and those you love by getting vaccinated against the flu and COVID-19.~~
- ~~● Don't invite any viruses over for Thanksgiving dinner! Get vaccinated against the flu and COVID-19 to protect yourself and your family this holiday season.~~

COVID-19 and Flu Vaccines // Travel Tips Concept

Thanksgiving and the surrounding days are one of the busiest travel times of the year. These messages will provide the audience with helpful tips and tricks to avoid getting sick while traveling to their destination.

- Stay safe while traveling this holiday season. Wear a mask over your mouth and nose to avoid contraction of COVID-19 or flu viruses while in crowded spaces.
- Keep your holidays healthy with these travel tips!
- Don't let a virus tag along on your travels. Take the proper precautions to stay healthy while traveling.
- Did you know that wearing a mask is required on planes, buses, trains, and other forms of public transportation traveling into, within, or out of the United States and while indoors at U.S. transportation hubs such as airports and stations?

COVID-19 Booster Shot

As established AHA members, you have the platform to educate the audience about the COVID-19 Booster shot as a credible source. These messages will help the audience to navigate the process of finding out if they are eligible to receive a booster shot, as well as where and how they can receive one.

- Are you eligible for a COVID-19 booster shot? Find out below!
- People aged 65 years and older should get a booster shot as the risk of severe illness from COVID-19 increases with age.
- People aged 50–64 years with underlying medical conditions should get a booster shot. The risk of severe illness from COVID-19 increases with underlying medical conditions.
- People who work in high-risk settings aged 18–64 years are eligible to receive a COVID-19 booster shot. High risk occupations can include:








First Responders



Education Staff








Food and Agriculture Workers

-  Manufacturing Workers
-  Corrections Workers
-  U.S. Postal Service workers
-  Public transit workers
-  Grocery store workers

Hand-Washing Concept

To help communities stay healthy this flu season, share these messages about the importance of hand-washing when it comes to fighting the spread of infection.

- Protect yourself against viruses like the flu and COVID-19 by washing your hands often!
- Wash with soap and water for at least 20 seconds to prevent the spread of COVID-19 and flu viruses.
- Regular hand-washing all day keeps the germs away! Practice healthy habits to stay safe this flu season.
- When should you wash your hands?
 -  Before eating
 -  Before touching your face
 -  After using the restroom
 -  After coughing, sneezing, or blowing your nose
 -  After caring for someone who is sick

Football Concept

Share these football themed messages to encourage the audience to stay safe this flu season.

- Catch Footballs, Not the Flu! Stay safe this fall by getting vaccinated against the flu and COVID-19.
- Don't miss out on your favorite fall activities with friends or family! Stay healthy this season by getting vaccinated against the flu and COVID-19.
- Masks are here to protect you, on and off the field. Stay safe this flu season by wearing a mask in crowded spaces.
- A mask can keep you safe both on and off the field. Wearing a mask is most important if you have a weakened immune system, have an underlying medical condition, or are unvaccinated.
- Catch the game, not the flu! Protect yourself and your family by getting vaccinated against the flu and COVID-19.
- Be sure to catch all of your favorite team's big moments this season. Grab your jerseys, face paint, and get vaccinated against the flu and COVID-19.
- Get vaccinated against COVID-19 and the flu to enjoy your favorite fall festivities with peace of mind.

Vaccines Work

- Vaccines have been protecting us from virus transmission for years. The COVID-19 vaccine is no different - Get vaccinated today.
- Mumps, Rubella, Polio, Tetanus... and COVID-19. Vaccines protect us and the ones close to us from virus transmission. Do your part, get vaccinated against COVID-19.
- Have you ever wondered why viruses like the Mumps, Polio, and Rubella have been eradicated? Because of vaccines. Your physician is here to answer any questions you may have about the COVID-19 vaccine.
- Unsure about getting vaccinated against COVID-19? Your physician is ready to answer any questions you may have about the vaccines.

Suggested Hashtags

#Flu

#COVID19

#Vaccine

#Vaccines

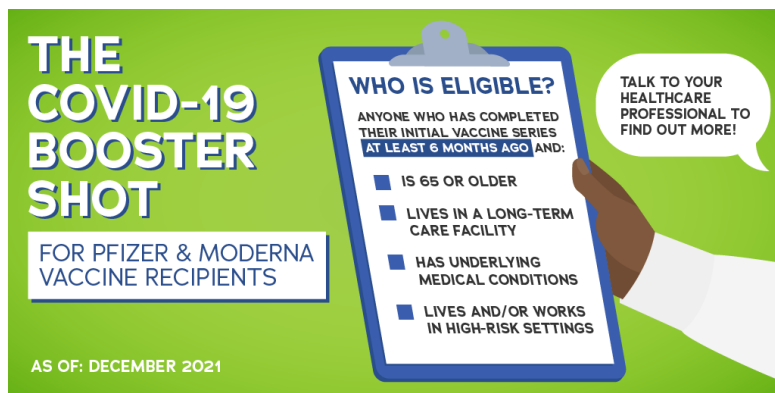
#GetVaccinated	#COVID19Vaccine	#FluVaccine	#FluShot
#StayHealthy	#StaySafe	#Immunization	#Virus
#StopTheSpread	#FluSeason	#AHA	#AHAPartner
#HealthyHolidays	#CelebrateSafely	#UnitedAgainstFlu	

Graphics

GRAPHICS FOLDER:

<https://drive.google.com/drive/folders/1mP061VTe1KvAUL1cbl-plboyP4o8Q80e?usp=sharing>

GRAPHICS:





WASH YOUR HANDS WITH SOAP & WATER FOR AT LEAST 20 SECONDS

CATCH FOOTBALLS



NOT FLU!



Celebrate Safely

