



Sample Social Media Content

The American Hospital Association is working to encourage the general population, specifically parents of eligible children, to get their kids vaccinated and boosted. The following are sample social media posts and personalized graphics to inform about and advocate for the COVID-19 vaccines and boosters – we encourage you to use these on your social media to help spread the word.

All graphics and copy are ready to be posted to any social media platform (Facebook, Instagram, LinkedIn, Twitter), with the potential to optimize copy for performance on each respective platform. You can also find a list of suggested hashtags at the end of the toolkit.

WEB LINKS:

TWITTER:

https://www.aha.org/vaccineconfidence?utm_source=twitter&utm_medium=organic&utm_term=&utm_content=&utm_campaign=vaccine-confidence2022

FACEBOOK:

https://www.aha.org/vaccineconfidence?utm_source=facebook&utm_medium=organic&utm_term=&utm_content=&utm_campaign=vaccine-confidence2022

LINKEDIN:

https://www.aha.org/vaccineconfidence?utm_source=linkedin&utm_medium=organic&utm_term=&utm_content=&utm_campaign=vaccine-confidence2022

Messages

Get Boosted

This graphic includes simple calls to action, urging audiences to schedule their Bivalent Booster shot.

- Have you scheduled your COVID-19 booster shot?
- Protect yourself and others by getting boosted for COVID-19.
- Get boosted to be up to date on COVID-19 vaccinations.
- Find and schedule a COVID-19 booster near you.
- Everyone who is eligible—including those who are moderately or severely immunocompromised—should receive an updated booster dose 2 months after completion of the COVID-19 vaccination series or most recent booster.

Pregnant with Questions

This graphic offers a more personal resource for those struggling with questions or lack of information about getting the COVID-19 vaccine while being pregnant. MotherToBaby is a suggested resource by the CDC.

- 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.
- Learn more about getting vaccinated for COVID-19 while pregnant with experts from MotherToBaby.
- Navigating what is safe for mother and baby during pregnancy can be hard. Experts from MotherToBaby are available to answer your questions about the COVID-19 vaccination series

- in Spanish or English.
- Get vaccinated for COVID-19 confidently while pregnant with answers and advice from MotherToBaby experts.

Thanksgiving Protect Your Family

This graphic emphasizes safety among multigenerational gatherings during the Thanksgiving holiday season.

- Gather safely this holiday season by getting vaccinated and boosted for COVID-19.
- COVID-19 wasn't invited to Thanksgiving! Get vaccinated and boosted to ensure the safety of yourself and your family this holiday season.
- Protect your loved ones, especially your older family members, this holiday season by getting vaccinated and boosted for COVID-19.
- Get boosted for COVID-19 to keep your holidays healthy.

Vaccines Keep Kids Safe

This graphic urges parents of young children to get their children vaccinated for COVID-19 to keep them safe and healthy.

- COVID-19 vaccines and boosters protect your children from infection.
- Keep your children safe and healthy with COVID-19 vaccines and boosters.
- While everyone aged 6 months and older is eligible for COVID-19 vaccines, children aged 5 and older are eligible for an updated bivalent booster.
- Vaccinations save lives! Protect your children with COVID-19 vaccines and boosters when eligible.
- Children can receive an updated booster two months after completing their primary COVID-19 vaccination series or receiving their first booster.

Suggested Hashtags

#COVID19	#Vaccine	#Vaccines	#Virus
#GetVaccinated	#COVID19Vaccine	#StaySafe	#StopTheSpread
#StayHealthy	#StaySafe	#Immunization	#HealthyHalloween
#AHA	#AHAPartner	#CelebrateSafely	#COVID19Booster
#GetBoosted	#Booster	#COVIDBooster	#Boosted

Creative Assets

Graphics:

<https://drive.google.com/drive/folders/1Pc9yeeqpfSP7rU25UP4jlrR4cN693ddO?usp=sharing>



**Everyone
5 years & up
should get a
COVID booster.**

Help friends &
family stay safe
and healthy this
holiday season.