



Advancing Health in America

Sample Social Media Content – United Against Flu Dec. 2022

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-19 (including getting the updated bivalent booster). 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:

- Protect everyone at your holiday table by getting vaccinated for the flu and your updated COVID-19 booster!
- 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.

- As we enter the winter months, flu, RSV and COVID-19 infection and hospitalization rates are on the rise, adding more pressure to strained hospitals. Get your flu shot and COVID-19 vaccination to protect yourself and your family.
- Seconds of hot chocolate or eggnog are almost as great as knowing you have done everything to protect yourself and your family from severe illness, including COVID-19 and the flu. Get vaccinated and your updated bivalent booster.
- Stay safe while celebrating this holiday season -- prevent severe illness from flu and COVID-19 by getting vaccinated and an updated COVID-19 booster.
- 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 booster – you can get both at the same appointment!
- Keep your holidays jolly and healthy by getting flu vaccine, as well as your updated COVID-19 booster, which protects against severe illness from the Omicron variant. The CDC has stated that it is safe to receive both vaccinations at the same appointment. (add 'done' checkmark emoji)
- 🎁 We're dreaming of a healthy holiday! 🎁 RSV, the flu and COVID-19 can wreck the best-laid holiday plans. Get back to celebrating safely by getting your flu vaccine and updated COVID-19 booster.
- 🧑‍🤝‍🧑 All anyone wants for Christmas is ... to be healthy and at home with family and friends. Getting vaccinated for flu and your updated COVID-19 booster shot can help keep everyone healthy.
- Don't let sickness crash your holiday party! Get vaccinated for the flu, and get your updated COVID-19 booster.
- Looking for a resolution to add to your list? Get your flu shot and updated COVID-19 booster to protect yourself and family against infection.
- Happy 2023! This year, our resolution is to get our COVID-19 Booster shot.
- Where are you in your COVID-19 vaccination series? Check your eligibility status for a COVID-19 booster shot: <https://www.cdc.gov/media/releases/2021/p1021-covid-booster.html>
- It might be a New Year, but the way to protect yourself and your family from severe illness from the flu, RSV and COVID-19 is timeless – get vaccinated for flu and get your updated COVID-19 booster.
- 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 booster.

GRAPHICS:

FOLDER: <https://drive.google.com/drive/folders/15G-pQeKkRu-ktVNFUWMzx9drdONP9agA?usp=sharing>



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Suggested Hashtags

#Flu

#COVID19

#Vaccine

#Vaccines

#GetVaccinated

#COVID19Vaccine

#FluVaccine

#FluShot

#StayHealthy

#StaySafe

#Immunization

#Virus

#StopTheSpread

#FluSeason

#AHA

#AHAPartner

#HealthyHolidays

#CelebrateSafely