



Advancing Health in America

Sample Social Media Content – United Against Flu Oct. 2024

EXECUTIVE SUMMARY: As students are heading back to school, 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. 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 HASHTAGS: #UnitedAgainstFlu #GetVaccinated

SUGGESTED POSTS:

- Have you seen the news? Patients can now access the updated COVID-19 and Influenza vaccines. Register with your local provider to get your vaccines before peak season gets started.
- Trick or treat! Snag a quick flu and COVID vaccine before the Halloween events kick off.
- Shopping for Halloween costumes and candy? Add the flu and COVID vaccines to your shopping list.
- Nothing beats the cooler temperatures or crunchy leaves under your feet, avoid serious flu or COVID infections by getting your vaccine ahead of the peak season.

- Autumn comes and goes all too quickly! Hurry and grab your seasonal vaccines before winter begins.
- Fall is the perfect season for picking apples with family and friends. Get your updated seasonal vaccines to avoid FOMO this season!
- Raise your hand if you're excited to hit the pumpkin patch to pick out the perfect carving pumpkin! 🍠 Sign up to grab your flu and COVID vaccines on your way there.
- Welcome to Autumn! Flu, RSV and COVID-19 infection rates are still very high, adding more pressure to strained hospitals. Get your flu shot and COVID-19 vaccination to protect yourself and your family.
- The leaves are changing colors, and you know what that means, time to get your seasonal vaccines before peak infection season!
- We're falling in love with this cooler weather! Make sure you get your updated flu and COVID-19 vaccines going into the new season.
- Plan ahead this fall by staying up to date on your vaccines. Schedule an appointment today.
- While seasonal influenza (flu) viruses are detected year-round in the United States, flu viruses are most common during the fall and winter. Protect yourself, and your loved ones by getting your flu shot!
- Are your college students visiting home this fall break? Make sure to add a flu and COVID vaccine to the to-do list while they're home!
- College football is back, but so is the flu season. Tackle this flu season with updated flu and COVID vaccines.
- Midterm exam season for college students means more stress, less sleep, and tons of time in the library. Grab updated flu and COVID vaccines to avoid being sick for important exams!
- Get your flu vaccine to protect yourself and those around you who are more vulnerable to serious flu illness, including babies and young children, older people, and people with certain chronic health conditions.
- Pumpkin Spice is back for the fall season, but so is the flu and COVID-19! Snag a quick vaccine on your way to get a sweet treat.
- Spend your weekends 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 autumn months, flu, RSV and COVID-19 infection rates are still very high, adding more pressure to strained hospitals. Get your flu shot and COVID-19 vaccination to protect yourself and your family.
- Don't let sickness crash your party! Get vaccinated for the flu and get your updated COVID-19 vaccine.
- We're falling in love with this cooler weather! Make sure you get your updated flu and COVID-19 vaccines going into the new season.
- Cooler weather might mean the end of summer, but it also signals the start of flu season—make sure you snag a vaccine before the peak season!
- Plan ahead this fall by staying up to date on your vaccines.

GRAPHICS FOLDER:



Midterm exam season for college students means more stress, less sleep, and tons of time in the library.



LEAVES ARE CHANGING COLOR,

and you know what that means...

**Time to get your seasonal vaccines before
peak infection season!**



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Autumn comes and goes
all too quickly!



**Hurry and grab your seasonal vaccines
before winter begins.**

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Shopping for Halloween?



Add the flu and COVID vaccines to your list.

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