Social Media Strategies for Vaccine Communication
Serese Marotta, Advocacy & Education Director

Vaccinate Your Family protects people of all ages from vaccine-preventable diseases
### Trusted Messenger Ecosystem¹: Health & Wellness

<table>
<thead>
<tr>
<th>Awareness</th>
<th>Information</th>
<th>Decisions</th>
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<tbody>
<tr>
<td>LESS TRUST</td>
<td>PROVIDE VALID INFORMATION TO YOU</td>
<td>HELP YOU MAKE DECISIONS</td>
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<tr>
<td>HELP YOU BECOME AWARE OF AN ISSUE</td>
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<td>Medical professionals, scientists</td>
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<td>Family/close friends</td>
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<td>National news anchors</td>
<td>Professors/teachers</td>
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<td>Non-profit organizations/groups</td>
<td>Religious leaders</td>
<td>Professors</td>
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<td>Social media friend</td>
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<td>Professors</td>
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</tbody>
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### Why be on social media?

- Like
- Comment
- Share

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Tactical Social Media Tips

• Who are you trying to reach and where are they getting their information?
• Who do you follow?
• Who follows you?
• Is your content something your followers will want to share?
• Are you tracking your efforts with hashtags?
• Choose your words carefully – because words matter!
• Be consistent with your branding
• Practice community management, moderation
• Use available tools & resources

The Not “Just” the Flu campaign aimed to motivate pregnant people, adults with chronic conditions, and parents of young children to vaccinate against flu by changing how they perceive the risks of flu and the benefits of vaccination. This multimedia campaign included a range of digital assets, including social media graphics, personal stories, and webpages. A campaign toolkit was shared with partner organizations to amplify the reach of the campaign through trusted messengers.

Campaign Results: September 1, 2022 – March 31, 2023

12m max potential reach of the hashtags on social
500 accounts using hashtags
68k website pageviews
IT'S NOT "JUST" THE FLU
2022-2023 FLU CAMPAIGN

NETWORK EFFECT

500 accounts using hashtags & toolkit materials

STOP SAYING IT'S "JUST" THE FLU

NO "JUST" THE FLU

IT'S NOT "JUST" THE FLU
2022-2023 FLU CAMPAIGN

STORYTELLING

2023 National Adult and Influenza Immunization Summit - 5/9/23
Thank You!
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VACCINATE YOUR FAMILY

Website: Vaccinateyourfamily.org
Blog: Shotofprevention.com
Facebook: Vaccinate Your Family
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