Communicating About Vaccines on Social Media

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How do we use social media?

A quick overview of our platforms & how we use them.
What turns a vaccine into a vaccination?

Communication.
Most of us are getting news on social media. That's not necessarily a bad thing.
Who are we talking to?

All about audiences.
Play the game according to the game’s rules.

Short-form video, carousel posts, memes & more.
Use social to let people in on the journey.

There’s power in saying “we don’t know”.
Science isn’t finished until it’s communicated.

Social media is a big part of that!
Thank you & follow us!

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