



Communicating About Vaccines on Social Media

Jessica Malaty Rivera & Dana Howe

How do we use social media?

A quick overview of our platforms & how we use them.

jessicamalatyrivera 1,320 Posts 404K Followers 3,642 Following

Jessica Malaty Rivera, MS she/her

Scientist
ID Epidemiologist
#SciComm Advisor @debeaumontfndtn
DrPH Student @johnshopkinssph
#data on Pandemics & Infodemics
@covidtrackingproject Podcast Host

unicefusa.org/what-unicef-does/childre...
Followed by epidemiologistkat, sciencewhizliz and 162 others

Fundraising for UNICEF USA
\$153.02 raised of \$100

Following Message

Measles Polio HPV Vaccine Myocarditis Gaza

Jessica Malaty Rivera, MS 1.2K followers · 6 following

Science isn't finished until it's communicated.

Jessica Malaty Rivera, MS
Infectious Disease Epidemiologist and Science Communicator
Making Science Make Sense

Following

Jessica Malaty Rivera, MS
@jessicamalaty Follows you

Infectious Disease Epidemiologist| DrPH student
@JohnsHopkinsSPH |Pandemic & Infodemic Research
@JHSPH_CHS @BostonChildrens| Prev:#SciComm
Lead @COVID19Tracking

Medical & Health · SF, but left my heart in NYC
revelnews.org/article/covid-... Joined January 2011

3,613 Following 16K Followers

Followed by Rebecca Mitchell, DVM, PhD, Vaccinated emoji, #VaccineEmoji, O...

Posts Replies Media Likes

Pinned
Jessica Malaty Rivera, MS @jes... · 3/16/21 ...
Exactly one year ago today, on March 16, 2020, a participant in the @moderna_tx Phase I clinical trial received the first dose of the COVID-19 mRNA vaccine.
Today, I received mine. I am so so grateful.
#VaccinesWork #ThisIsOurShot

vaccinateyourfamily 1,176 Posts 3,075 Followers 1,197 Following

Vaccinate Your Family
Nonprofit organization
Your daily dose of science-based vaccine info
Helping to protect people of all ages from vaccine-preventable diseases since 1991... more
vaccinateyourfamily.org

Professional dashboard
2.7K accounts reached in the last 30 days.

Edit profile Share profile Support

Story highlights

Vaccinate Your Family
vaccinateyourfamily threads.net

Your daily dose of science-based vaccine info
Helping to protect people of all ages from vaccine-preventable diseases since 1991.
#VaxYourFam

654 followers · shotofprevention.com/202...

Edit profile Share profile

Threads Replies Reposts

vaccinateyourfamily
Vaccinateyourfamily.org/remem...

Vaccinate Your Family 184K followers · 161 following

Vaccinate Your Family
Protecting people of all ages from vaccine-preventable diseases

Wellness and Fitness Services
Washington, District of Columbia · 578 followers

Serese & 10 other connections work here

Learn more Following

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About
Vaccinate Your Family (VYF) is a nonprofit organization founded in 1991 by Former First Lady Rosalynn Carter and Former First Lady of Arkansas Betty Bumpers under the name Every Child By Two. It was a res ...see more

Vaccinate Your Family
@Vaxyourfam

Helping to protect people of all ages from vaccine-preventable diseases. Sharing science-based info since 1991. 501(c)(3) nonprofit org #vaxyourfam
United States vaccinateyourfamily.org
Joined July 2010

2,467 Following 9,010 Followers

Posts Replies Highlights Media Likes

Pinned
Vaccinate Your Family @Vaxy... · 11/20/23 ...
Please join us in celebrating the life & legacy of our co-founder Rosalynn Carter, a true public health champion. Her decades of advocacy for vaccine access & education will ultimately save millions of lives.
vaccinateyourfamily.org/remem...



What turns a vaccine into a vaccination?
Communication.

**Most of us are getting news on
social media.**



That's not necessarily a bad thing.

A high-angle, blurred photograph of a large, diverse crowd of people. The individuals are packed closely together, and their features are out of focus, creating a bokeh effect with various colors of clothing and skin tones. The overall impression is one of a vast, heterogeneous group.

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!

@jessicamalatyrivera on Instagram, Threads, Facebook / @jessicamalaty on X

@vaccinateyourfamily on Instagram, Threads, Facebook / @vaxyourfam on X

