


Social Media Strategies for Vaccine Communication

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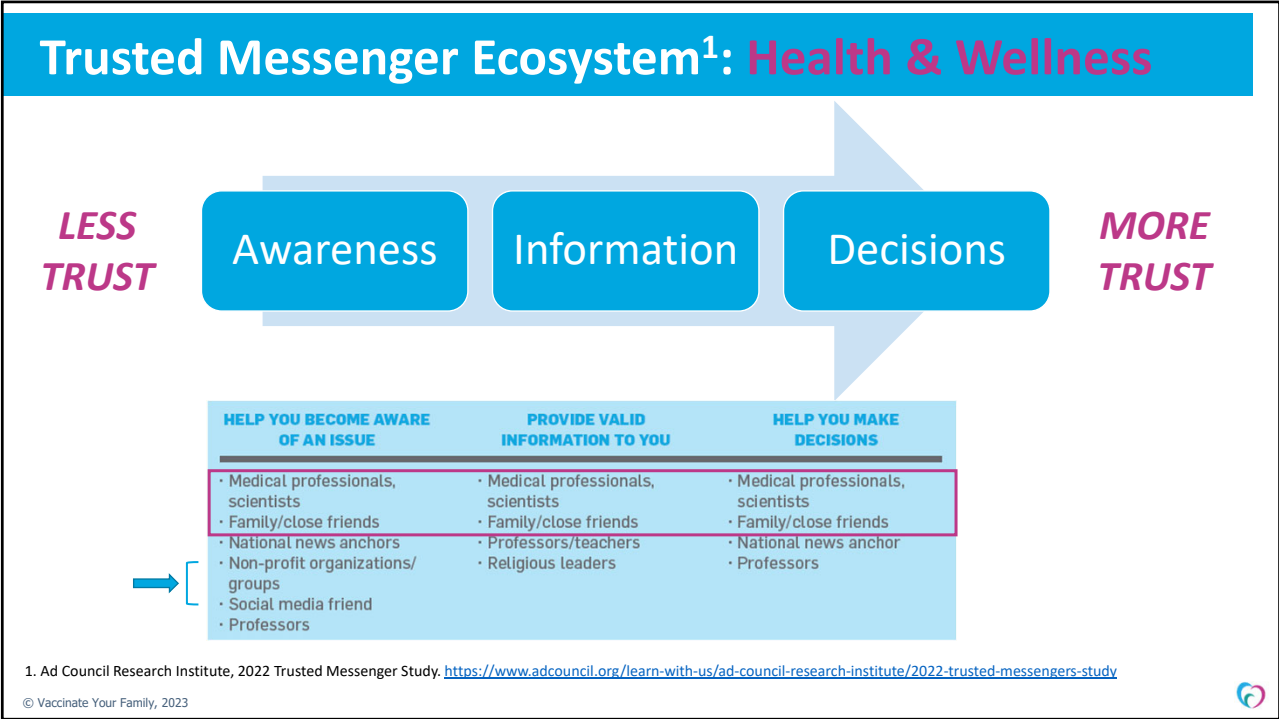
VACCINATE
YOUR FAMILY



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



VACCINATE
YOUR FAMILY



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



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IT'S NOT "JUST" THE FLU

2022-2023 FLU CAMPAIGN



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



**VACCINATE
YOUR FAMILY**


IT'S NOT "JUST" THE FLU

2022-2023 FLU CAMPAIGN

NETWORK EFFECT

500

accounts using
hashtags & toolkit
materials



The collage includes several social media posts and campaign graphics. One post from @blaqueout says "Everyone is at risk from the #flu — even healthy adults! For the hundreds of thousands of people hospitalized each flu season, it's #NotJustTheFlu. Text a BlaqueOut Collaborative Care Team member at (816) 609-2928 for more info, and get vaccinated today! #NIVW". Another post from @blaqueout says "IT'S NOT 'JUST' THE FLU & IT'S NOT TOO LATE TO GET YOUR FLU SHOT". A graphic lists "3 SIMPLE WAYS TO FIGHT FLU": 1. Get vaccinated, 2. Stop the spread by practicing healthy habits and get tested if you're sick, 3. Take any drug medications as prescribed by your doctor. Another graphic says "STOP SAYING IT'S 'JUST' THE FLU" with the American Medical Association logo. A post from @jacquelyn_simone says "Flu shots won't give you the flu." and "But they will lower your chances of being hospitalized or dying because of the flu." A graphic says "YES, YOU CAN GET A FLU VACCINE AND A COVID BOOSTER AT THE SAME TIME." The bottom right corner features the "VACCINATE YOUR FAMILY" logo.

IT'S NOT "JUST" THE FLU

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The Instagram post shows a young child in blue and white striped pajamas standing on a play mat with toys. The post has 104 likes and 17 comments. The caption reads "Show all comments (17)".



The screenshot shows a story titled "Joseph A Flu Story" by Joseph Marotta. The text says "Joseph Marotta was only five years-old when he lost his life to influenza (flu). After losing Joseph, his mother, Sensee became an active parent advocate in hopes of preventing others from losing a child to a vaccine-preventable disease." Below the text is a video thumbnail of a young boy. To the right of the story is a graphic that says "FLU KILLS MORE CHILDREN THAN ANY OTHER VACCINE-PREVENTABLE DISEASE." and "SHARE YOUR STORY". The bottom right corner features the "VACCINATE YOUR FAMILY" logo.

STORYTELLING

