

NAIIS Annual Meeting
May 19, 2026

Social Media Strategies and Resources


Diana Yassanye Panel Facilitator Communications Director, Vaccinate Your Family	Michele Stickel Director of Membership, Marketing & Communications National Association of Pediatric Nurse Practitioners (NAPNAP) <i>The first national nurse practitioner society in the country.</i>	Noah Louis-Ferdinand Communications Coordinator Voices for Vaccines
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VYF's mission is to protect people of all ages from vaccine-preventable diseases.



- 1**
It's Personal
Testimonials, personal stories, and new ways to tell them – 2026 “It’s Personal” theme
- 2**
Lead with empathy
VYF focuses on facts and empowering education
- 3**
VYF en Español
Incorporate Spanish resources and content whenever possible
- 4**
Simple, short, vertical videos
Content with a high-production look is not trending well

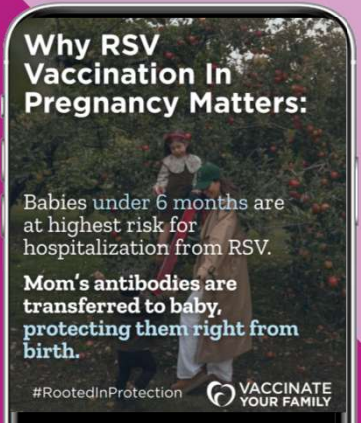
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#RootedInProtection

2025-2026 bi-lingual social media respiratory campaign



- 1 Max potential reach: 2.5 Million
- 2 Mentions: 384
- 3 Participating accounts: 684

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Authentic voices for increased impact

Aim for value alignment and sincerity.

Adriana Goblirsch, mom, content creator, and motherhood & postpartum advocate, shared her family's experience with RSV for the campaign, along with resources from AAP and ACOG in a carousel-style post.

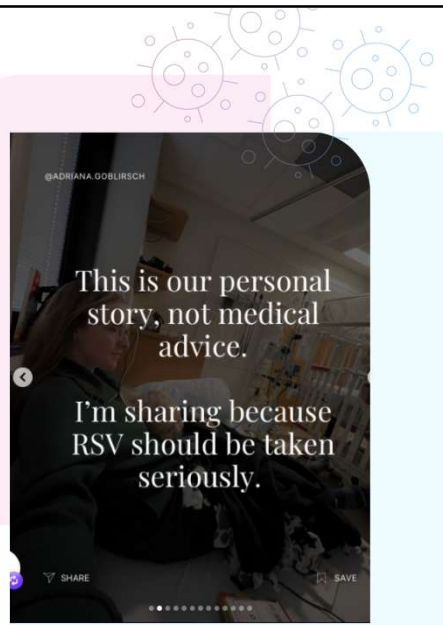
See Adriana's post here



[instagram.com/adriana.goblirsch](https://www.instagram.com/adriana.goblirsch)

Adriana's follower count: 46.3K
Post views on Instagram and FaceBook: 12K

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Timely and engaging content is the goal

1 Go to @VaccinateYourFamily



2 Find the post

Things that you haven't had to worry about because of vaccines.

3 Comment below and repost

Examples

- I don't have to worry about kidney damage from diphtheria because of vaccines.
- My daughter won't get cervical cancer from HPV.
- I get to visit my grandbaby without worrying about a virus.

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Thank you.

Next up: Michele Stickel



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