



Credible vaccine information
for families, from families.

NAIIS · 2026

Social media for **pro-** **vaccine** work.

A practical, plain-spoken guide Voices for Vaccines · National Adult & Influenza Immunization Summit

VOICESFORVACCINES.ORG

Three main steps.

01 — SETUP

Build your network.

Listen before you speak. Follow the right people, make lists, anchor it in real life.

02 — STRATEGY

Decide what you want.

Set realistic goals, fit social into your broader strategy, and post regularly.

03 — OUTPUT

Make content sustainably.

Use templates, prioritize substance over style, and start upstream.



Be a listener & follower before you're a poster.

Who to follow.

01

Medical & public-health voices.

Doctors, nurses, scientists, and journalists who already do this work well online.

02

Peer organizations.

Vaccine advocacy groups, state coalitions, and professional associations in your space.

03

Local partners.

Your health department, AAP chapter, and the journalists in your community who cover health.

Lists

Once you've followed a couple hundred accounts, your feed will be overwhelming. Use the native tools on every platform to carve out a smaller stream of the people who matter most.

WHY BOTHER

Stay on their radar.

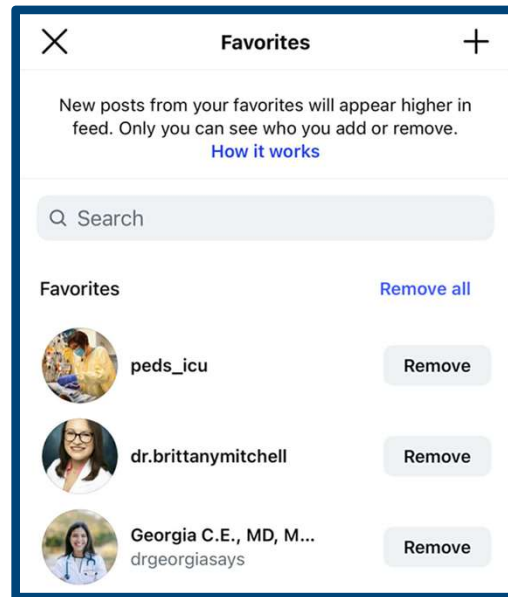
Algorithmic feeds will not surface your peers and partners reliably. Lists make sure you see — and are seen by — the people you want to keep up with.

HOW

Use what's already there.

Instagram has Favorites. **Bluesky, Threads, X** all have lists. **LinkedIn** has Following feeds. Mechanics differ — function is the same.

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Misinfo / Health / Public Health Reporters
List by you

List to follow public health news.

Posts **People**

[Add people](#)

Patricia Callahan
@sheinvestigates.bsky.social Edit

Follows You

Pulitzer Prize-winning investigative reporter at ProPublica writing about the CDC and public health. Former Chicago Tribune, Wall Street Journal writer.

Karen Brown
@karenstella.bsky.social Edit

Journalist (health, mental health, and stories of the human condition). On staff at New England Public Radio in western Mass, plus freelance for NYT, NPR, etc. Have a couple of grown-ass kids (their term) and most quoted movie is This is Spinal Tap.

Rebecca Grapevine
@rgrapevine.bsky.social Edit

Born Grapevine (yes, that's my real last name), I had no choice but to become a reporter. Atlanta native covering public health in my hometown for Healthbeat

reddit

COMMUNITIES ▼

- Manage Communities
- r/ContagionCur... ★
- r/publichealth ★
- r/skeptic ★
- r/stories ★
- r/TrueScaryStori... ★
- r/Vaccine ★
- r/VACCINES ★



Anchor your network in real life.

A relationship that exists only on the internet is thin.
The accounts that interact with you most will likely be people you've shaken hands with (or at least Zoom'd)

Second Step

Know your limits, and what you want from social media.

Be honest about your team's capacity. You can always do more later, but if you start by trying to do everything, you'll end up doing nothing.



It's a channel, not a chore.

Social media is part of your organization's broader strategy — evaluate it like any other channel. Clear, identified goals are how you justify the time spent, measure what's working, and defend the work when budgets (or just bandwidth) get tight.

SPECIFIC IMPACT

If your team is short on time, general awareness is a luxury. Pick tactics that put your message in front of specific, useful audiences.

01

State & local groups.

Find subreddits and Facebook groups for your state or community, and post where the actual residents are.

02

A working media list.

Add relevant journalists to your curated list and interact regularly. It gets you on their radar — and you can DM them directly.

03

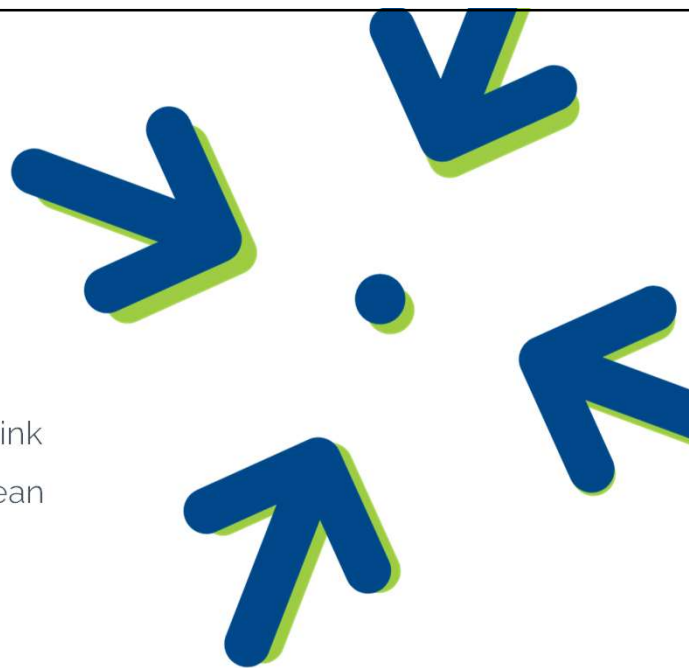
Community amplifiers.

Partner with non-health local orgs willing to share. They reach your community without you having to grow that audience yourself.

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Focus.

Pick one or two platforms where you think you can have the biggest impact, and lean in there. Cross-post when it's easy.



Don't let perfect be the enemy of **posted**.

The risk of saying nothing is higher than the risk of saying something imperfect.



Output.

Make content sustainably, or you'll stop making it.



Have a minimum viable template.

One graphic style. One set of colors. The goal is a reliable vehicle for your content — so your energy goes into what you're saying, not into how it looks.



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Substance over style.

People care much more about what your post says than how it looks.

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Repurposing.

The blog post you wrote last month, your newsletter, the talking points from that interview. Repurposing isn't a major task — the thing already exists. You're just dressing it for a different room.



Open the camera. Talk for a minute.

If you're not already making shortform video, start. It is easier than the rest of your content — you can open your camera app, talk for a minute, and that's a post.



Thank you.

For listening to me yap.

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