

COVID-19 Vaccination Communications Toolkit

Social Media Toolkit 2021



Campaign Goals

The goal of this campaign is to raise awareness about the COVID-19 vaccine's safety and efficacy and to encourage community members to get vaccinated.

While progress has been made encouraging Californians to receive vaccinations, as of spring 2021 some notable gaps remained. By late May, close to 55 percent of the state's residents had received at least one shot – with more than 93 percent of seniors in that category. At the same time, younger Californians seemed less motivated to be vaccinated – with just 28 percent of the state's 16 and 17 year olds having received at least one shot.

Focus on receiving vaccinations has dropped off for other groups too – in some communities of color, among many lower-income people, and for some residents of inland counties.

Experts tell us that to reach so-called community immunity, 80 percent or more of a population needs to be fully vaccinated. By that marker, vaccine communications campaigns remain high priorities. People who have not received a shot may not be opposed to the idea – their attitude might better be described as complacent. With a few reminders and further education, many may choose to roll up their sleeve and take the shot.

That's why we created this toolkit – to educate and raise positive awareness about the vital importance of COVID-19 vaccines in every community across California.

Toolkit content is comprehensive and fact-based and includes information on vaccine safety, effectiveness and more. For example, COVID-19 vaccines were evaluated in tens of thousands of participants in clinical trials. The vaccines met the Food and Drug Administration's (FDA) rigorous scientific standards for safety, effectiveness, and manufacturing quality needed to support emergency use authorization (EUA).

Those who have studied vaccine hesitancy note that minds are changed when trusted members of the community speak up in support of widespread vaccination. Hospital and health system professionals bring a strong measure of credibility to these issues and can be an important part of this campaign.

By acting together, we can stand together and protect our communities. Each COVID-19 shot is a step safeguarding our open economy, our social and cultural life, and the safety and security of sons, daughters, parents and children in each of California's 58 counties.

How Can You Help?

As a member and/or partner of HASC and the greater health care community, you play a crucial role in sharing credible messages that shed positive light on the benefits of the COVID-19 vaccines. We will take care of the content; all you need to do is share it with your communities via your social media platforms.



Other Ways to Support:

- Follow HASC's [Twitter](#), [Facebook](#), and [LinkedIn](#). You can find HASC under **@SoCalHospitals**.
- Re-share content from our social media accounts onto yours.
- Tag HASC using **@SoCalHospitals**.
- Adapt our graphics to your brand.
- Share campaign images on your social media platforms.
- Apply the designated hashtags to your posts to spread community awareness.

Hashtags

In an effort to add momentum to the campaign, please reference any of the following hashtags in your social media posts.

#ThisIsOurShot

- #VacunateYa
- #GetVaccinated
- #HealthCare

Access Toolkit Assets

In this document, you'll find toolkit assets separated by social platform. However, all assets are centralized in one Dropbox folder.

You can access all assets using the following link:

[\[Click Here\] to Download All Toolkit Assets.](#)

Social Media Messaging

HASC has developed sample social media messages for you to copy and paste, or adjust as appropriate, onto your social media channels. Some hashtags have been incorporated, but feel free to mix and match copy with hashtags shared earlier in the toolkit.

- Getting a COVID-19 vaccine is now as easy as 1, 2, 3. Find the nearest location near you.
- In order for us to get to full normalcy, we need herd immunity. Get your vaccine today.
- Just because we've tasted normalcy, it doesn't mean we should let our guard down. Get your COVID-19 vaccine to help keep our region healthy and open.
- #ThisIsOurShot, Southern California. Find a vaccination site near you.
- We're still in this together. We all need to do our part to reach herd immunity. #ThisIsOurShot
- Southern California — we all need to work collectively, so we can get back to doing what we love with the people we love. What are you excited to get back to?
- Let's keep our region healthy. You can help us get one step closer to herd immunity by getting your COVID-19 vaccine.
- Today, tomorrow, and every day after that, we need to continue to look out for one another. #ThisIsOurShot
- Actions count. Get your COVID-19 vaccine.
- Keep the light at the end of the pandemic tunnel on. Get your COVID-19 vaccine.

Twitter Images

The following graphics have been sized to fit the Twitter in-stream photo dimensions (1024 x 512 pixels).




[\[Click Here\] to Download Twitter Images.](#)

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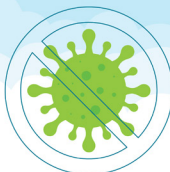
Millions of people in the U.S. have received COVID-19 vaccines under the **most intense safety monitoring** in U.S. history.



Source: Centers for Disease Control and Prevention (CDC)

Get vaccinated today.


Vaccines are now more widely accessible in the U.S. **Everyone ages 12 and older** is recommended to get a COVID-19 vaccination.



Source: Centers for Disease Control and Prevention (CDC)

Get vaccinated today.

None of the authorized and recommended COVID-19 vaccines in the U. S. contain the live virus that causes COVID-19. **This means that a COVID-19 vaccine cannot make you sick with COVID-19.**



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Get vaccinated today.

[\[Click Here\] to Download Twitter Images.](#)

Facebook / LinkedIn Images

The following graphics have been sized to fit the Facebook in-stream photo dimensions (1200 x 630 pixels). These images can also be used for LinkedIn, since the in-stream photo dimensions are 1200 by 627 pixels.




[\[Click Here\]](#) to Download Facebook/LinkedIn Images.

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Fliers

The following fliers have been created to raise vaccine awareness. The poster is designed to fit an 8.5” by 11” paper size, however, they can be printed to fit paper sizes with similar proportions. Templates provided are editable.

EXPLORE
HUG
PLAY
CONNECT

Get back to what you love,
with who you love.
Get vaccinated today.

The COVID-19 vaccine offers us a pathway back to the active lives we miss. Let's all do our part by receiving the safe and effective COVID-19 vaccine and get back to exploring through travel, hugging our loved ones, playing and connecting with friends and families in person.
Let's do our part and put the pandemic behind us.

To receive a vaccine:
Where:
When:
Contact:

For more information on the vaccine, please visit www.CDC.gov

Logo Here
Website.com

Explore. Hug. Play. Connect.
Get back to what you love,
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Vaccination Safety

Millions of people in the United States have received COVID-19 vaccines under the most intense safety monitoring in U.S. history. COVID-19 vaccines are safe and effective.

COVID-19 vaccines were evaluated in tens of thousands of participants in clinical trials. The vaccines met the Food and Drug Administration's (FDA) rigorous scientific standards for safety, effectiveness, and manufacturing quality needed to support emergency use authorization (EUA).

Millions of people in the United States have received COVID-19 vaccines, since they were authorized for emergency use by FDA. These vaccines have undergone and will continue to undergo the most intensive safety monitoring in U.S. history. This monitoring includes using both established and new safety monitoring systems to make sure that COVID-19 vaccines are safe.

COVID-19 vaccines will not give you COVID-19.

Serious safety problems are rare
To date, the systems in place to monitor the safety of these vaccines have found only two serious types of health problems after vaccination, both of which are rare. These are anaphylaxis and thrombosis with thrombocytopenia syndrome (TTS) after vaccination with J&J/Janssen COVID-19 Vaccine.

Anaphylaxis
A small number of people have had a severe allergic reaction (called "anaphylaxis") after vaccination, but this is rare. Anaphylaxis can occur after any vaccination. If this occurs, vaccination providers have medicines available to effectively and immediately treat the reaction.

After you get a COVID-19 vaccine, you will be asked to stay for 15-30 minutes so you can be observed in case you have a severe allergic reaction and need immediate treatment.

Thrombosis with Thrombocytopenia Syndrome (TTS) after vaccination with J&J/Janssen COVID-19 vaccination
After receiving the J&J/Janssen COVID-19 Vaccine, there is risk for a rare but serious adverse event—blood clots with low platelets (thrombosis with thrombocytopenia syndrome, or TTS). Women younger than 50 years old should especially be aware of their increased risk for this rare adverse event. There are other COVID-19 vaccines available for which this risk has not been seen.

This adverse event is rare, occurring at a rate of about 7 per 1 million vaccinated women between 18 and 49 years old. For women 50 years and older and men of all ages, this adverse event is even more rare.

None of the authorized and recommended COVID-19 vaccines in the United States contain the live virus that causes COVID-19. This means that a COVID-19 vaccine cannot make you sick with COVID-19.

Long-term side effects are unlikely
Serious side effects that could cause a long-term health problem are extremely unlikely following any vaccination, including COVID-19 vaccination. Vaccine monitoring has historically shown that side effects generally happen within six weeks of receiving a vaccine dose. For this reason, the FDA required each of the authorized COVID-19 vaccines to be studied for at least two months (eight weeks) after the final dose. Millions of people have received COVID-19 vaccines, and no long-term side effects have been detected.

Logo Here
Website.com

Information provided by the Centers for Disease Control and Prevention (CDC)

[\[Click Here\]](#) to Download Flier Templates.

Posters

The following posters have been created to raise vaccine awareness. The poster is designed to fit an 11” by 17” paper size, however, they can be printed to fit paper sizes with similar proportions. Templates provided are editable.

EXPLORE
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PLAY
CONNECT

Get back to what you love,
 with who you love.
Get vaccinated today.

The COVID-19 vaccine offers us a pathway back to the active lives we miss. Let's all do our part by receiving the safe and effective COVID-19 vaccine and get back to exploring through travel, hugging our loved ones, playing and connecting with friends and families in person.
 Let's do our part and put the pandemic behind us.

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Where:
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Information provided by the Centers for Disease Control and Prevention (CDC)

Logo Here
 Website.com

For more information on the vaccine, please visit www.CDC.gov

[\[Click Here\]](#) to Download Poster Templates.

Contact

If you have questions or comments about this toolkit, contact:

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