

## PROMOTIONAL SOCIAL MEDIA TOOLKIT:

### ***STAY SAFE, STAY HEALTHY, STAY VACCINATED! CAMPAIGN***

This toolkit includes sample social media and newsletter posts that you can share with your networks to promote the importance of vaccinations during COVID-19. Please feel free to adapt these messages to your audience and pair them with the attached shareable images. Thank you for keeping our communities safe, healthy and vaccinated!

#### **Action Items to Promote the *Stay Safe, Stay Healthy, Stay Vaccinated!* Campaign**

- Share and engage with our “Stay Safe, Stay Healthy, Stay Vaccinated!” social media posts
  - Facebook: @WithinReachWA
  - Twitter: @WithinReachWA
  - Instagram: @withinreachwa
- Tag WithinReach (@WithinReachWA), Washington State Department of Health (@WADeptHealth) and Washington Chapter of the American Academy of Pediatrics (@WCAAP) in your own “Stay Safe, Stay Healthy, Stay Vaccinated!” social media posts
- Use the hashtags **#StaySafeStayVaccinated**, **#VaccinesWork** and/or **#CallYourPediatrician** in your own posts
- Share and direct your partners, communities and supporters to <https://immunitycommunitywa.org/covid-19-and-immunizations-for-information-and-resources>
- Share “Stay Safe, Stay Healthy, Stay Vaccinated!” [campaign flyers](#), messaging and other resources with your communities and partners
- Encourage families you serve to share photos of themselves staying healthy on social media with the hashtags **#StaySafeStayVaccinated**

#### **Sample Facebook Posts (Pair with Attached Facebook/Twitter Images)**

- Stay Safe, Stay Healthy, Stay Vaccinated! Talk with your doctor or clinic today about the immunizations your child needs to stay healthy, and to see what safety measures they put in place to protect your family during COVID-19. #StaySafeStayVaccinated
- Health care providers care about the health and well-being of your family and have changed their clinics to make it safe for your child to get needed vaccines during COVID-19. Call your doctor or provider to make a plan and stay safe, healthy and vaccinated! #StaySafeStayVaccinated
- Vaccinating children – especially babies birth to 24 months followed by 4-6-year-olds – on time is the best way to protect them from vaccine preventable diseases, like measles and pertussis. Talk with your doctor or health care provider today to see how they have made their clinic safe, and stay up to date on your child’s vaccinations! #StaySafeStayVaccinated



### **Sample Tweets (Twitter) (Pair with Attached Facebook/Twitter Images)**

- Stay up to date on your child’s vaccinations during #COVID19. Clinics have changed their safety procedures to make it safer for kids to get needed vaccines – call your doctor today!  
#CallYourPediatrician
- Vaccinating children on time is the best way to protect them from vaccine preventable diseases, like measles and pertussis Call your doctor to see how they’re making clinics safe during #COVID19. #VaccinesWork
- Stay Safe, Stay Healthy, Stay Vaccinated! Talk with your doctor or clinic today about the immunizations your child needs, and the safety measures they have in place to protect your family during #COVID19. #VaccinesWork

### **Sample Instagram Posts (Pair with attached Instagram Images)**

- "I called the clinic and learned about their efforts to keep the clinic safe. We knew she needed her vaccinations, so I took the earliest appointment to bring her in." - Parent of a 12-month-old

Health care providers care about the health and well-being of your child and have changed their clinics to make it safe for them to get needed vaccines during COVID-19. Call your doctor to see what your clinic has changed. #StaySafeStayVaccinated #CallYourPediatrician

- “Our goal is to protect our patients from illnesses prevented by vaccines and stay safe from COVID-19 at the same time.” - South Sound Pediatrician

Vaccinating children – especially babies birth to 24 months, followed by 4-6-year-olds – on time is the best way to protect them from vaccine preventable diseases, like measles and pertussis. Talk with your doctor today and stay up to date on your child’s vaccinations!  
#StaySafeStayVaccinated #VaccinesWork

- Stay Safe, Stay Healthy, Stay Vaccinated! Talk with your doctor or clinic today about the immunizations your child needs to stay healthy and see what safety measures they have in place to protect your family during COVID-19. #StaySafeStayVaccinated #CallYourPediatrician

### **Sample E-Newsletter Message**

Join [WithinReach](#), the [Washington Chapter of the American Academy of Pediatrics](#) and the [Washington State Department of Health](#) in their new immunization campaign, [“Stay Safe, Stay Healthy, Stay Vaccinated!”](#) It is more important than ever for children and babies to stay up to date on their routine vaccinations, as new data show that vaccination rates for Washington children have dropped significantly during COVID-19. If routine vaccinations are delayed, we could be faced not only with the COVID-19 pandemic, but also an outbreak of vaccine-preventable diseases, like the measles and pertussis. Help us spread the word by sharing information, resources and social media from this campaign – Stay Safe, Stay Healthy, Stay Vaccinated!

