

PROMOTIONAL SOCIAL MEDIA TOOLKIT:

Vax to School! Campaign: Vaccinations for School

Vaccination rates for children, especially pre-teens and teens, have plummeted since the start of the COVID-19 pandemic. This toolkit includes sample social media messages and a newsletter post that you can share with your networks to promote the importance of vaccinating school-age kids and adolescents 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 as schools start to reopen!

Action Items to Promote this Campaign

- Share and engage with our social media posts focused on immunizing school-age kids
 - 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 immunization social media posts
- Use the hashtags **#VaxToSchool**, **#VaccinesWork** and/or **#CallYourPediatrician** in your own posts
- Share and direct your partners, communities and supporters to [our Immunity Community COVID-19 and Immunizations page](#) for information and resources

Sample Facebook Posts (Pair with Vax To School Facebook/Twitter Images)

- We all want to stay healthy. Talk with your doctor or clinic today about the immunizations your kids need for school and to stay healthy during COVID-19. Visit ParentHelp123.org if you need help locating a clinic near you. **#VaxToSchool #CallYourPediatrician**
- Getting routine vaccinations is one of the best ways to protect your family! Plus, they are required for in-person learning as schools start to reopen. Call your doctor or provider to make a back-to-school plan. **#VaxToSchool**
- Vaccinating children on time is the best way to protect them from vaccine preventable diseases, like pertussis, meningococcal and HPV. Talk with your doctor or provider today and make vaccine-preventable disease one less thing to worry about! **#VaxToSchool #VaccinesWork**
- Teens need immunizations to stay healthy, and you have the power to protect them through vaccinations! Talk with your doctor or clinic today about the immunizations your teen needs before heading back to school. **#VaxToSchool**

- All children in Washington, 19 years or younger, can receive recommended vaccines at no-cost. Health care providers may charge an administration fee to give the vaccine, however, this fee can be waived if you can't afford it. Call your doctor or provider today! **#VaccinesWork**
#CallYourPediatrician

Sample Tweets (Twitter) [\(Pair with Vax To School Facebook/Twitter Images\)](#)

- We all want to stay healthy. Talk with your doctor or clinic today about the immunizations your kids need to stay healthy during COVID-19. **#CallYourPediatrician**
- Make sure your child is up-to-date on vaccinations required for school! Call your doctor or provider to make a back-to-in-person-school plan. **#VaxToSchool**
- Make vaccine-preventable disease one less thing to worry about! Talk with your doctor today about the immunizations your teen or pre-teen needs. **#VaccinesWork**
- All WA children, 19 years or younger, can receive vaccines at no-cost. Providers may charge a fee to give the vaccine. However, this fee can be waived if you cannot afford it. Call your provider today! **#CallYourPediatrician**

Sample Instagram Posts [\(Pair with Vax To School Instagram Images\)](#)

- “Knowing my kids are protected from diseases that vaccines prevent like measles puts my mind at ease as they head back to the classroom.”

Getting routine vaccinations is one of the best ways to protect your family! Plus, they are required for in-person learning as schools start to reopen. Call your doctor or provider to make a back-to-school plan. **#VaxToSchool**
- As a mother of two adolescents, ensuring their health is my primary responsibility and promise to them. Staying on their vaccine schedules makes me feel that I am fulfilling that promise.”

We all want to stay healthy! Talk with your doctor or clinic today about the immunizations your kids need for school and to stay healthy during COVID-19. Visit ParentHelp123.org if you need help locating a clinic near you. **#CallYourPediatrician**

- “I’m excited my grandchildren will be protected from twice as many diseases than my children were.”

Vaccinating children on time is the best way to protect them from vaccine preventable diseases, like pertussis, meningococcal and HPV. Talk with your doctor or provider today and make vaccine-preventable diseases one less thing to worry about! **#VaccinesWork**

- All children in Washington, 19 years or younger, can receive recommended vaccines at no-cost. Health care providers may charge an administration fee to give the vaccine, however, this fee can be waived if you can't afford it. Call your doctor or provider today! **#VaccinesWork**
#CallYourPediatrician