

PROMOTIONAL SOCIAL MEDIA TOOLKIT:

Vax into Summer! Campaign: Vaccinations for Adolescents

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 that you can share with your networks to promote the importance of vaccinating school-age kids and adolescents, and getting the COVID-19 vaccine for children 12 years and older. 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 children start summer!

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 **#VaxIntoSummer** **#VaccinesWork** **#CallYourProvider** and/or **#CallYourPediatrician** in your own posts
- Share and direct your partners, communities and supporters to [our Immunity Community COVID-19 Vaccine page](#) for information and resources

Sample Facebook Posts ([Pair with Vax Into Summer Facebook/Twitter Images](#))

- We all want to stay healthy this summer. Talk with your doctor or clinic today about the immunizations your kids need for school, sports and summer camps – including a COVID-19 vaccine for kids ages 12 and older. Visit ParentHelp123.org if you need help locating a clinic near you. **#VaxIntoSummer**
- It's Summer: Play Catch Up! Getting routine vaccinations is one of the best ways to protect your family. Plus, children ages 12 and older can now get a COVID-19 vaccine. Call your doctor or provider to make a plan to ensure your children are protected this summer. **#VaxIntoSummer** **#VaccinesWork**
- Start summer safely! Vaccinating children on time is the best way to protect them from vaccine preventable diseases like pertussis, meningococcal virus and HPV. And now children ages 12 and older can get a COVID-19 vaccine. Talk with your doctor or provider today and make vaccine-preventable disease one less thing to worry about! **#VaxIntoSummer** **#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 as we head into summer, including the COVID-19 vaccine for kids ages 12 and older. **#VaxIntoSummer** **#VaccinesWork**

- All children in Washington, 18 years or younger, can receive recommended vaccines at no-cost, and children ages 12 and older can also get the COVID-19 vaccine. Call your doctor or provider today, and start summer off safely! **#VaccinesWork**
- Do you have questions about the COVID-19 vaccine for children ages 12 and older? Call your doctor or health care provider today! Visit ParentHelp123.org if you need help finding a provider or clinic near you. **#VaccinesWork**

Sample Tweets (Twitter) [\(Pair with Vax Into Summer Facebook/Twitter Images\)](#)

- We all want to stay healthy. Talk with your doctor or clinic today about the immunizations your kids need to stay healthy this summer, including the COVID-19 vaccine for kids ages 12 and up. **#CallYourPediatrician #CallYourProvider**
- This summer, make sure your child is up-to-date on vaccinations required for school as well as vaccinated against COVID-19 for children ages 12 and up! Call your doctor or provider to make a plan. **#VaxIntoSummer**
- Vaccines protect children against 16 preventable diseases, and now kids ages 12 and up can be protected against COVID-19. Talk with your doctor today about the immunizations your teen or pre-teen needs to stay healthy this summer. **#VaccinesWork**
- All WA children, 12 years old or older, can receive the COVID-19 vaccine at no cost. Call your provider today if you have questions and to make a plan! **#CallYourPediatrician #CallYourProvider**
- All WA children, 18 years or younger, can receive recommended vaccines at no-cost, and children ages 12 and older can also get the COVID-19 vaccine. **#CallYourPediatrician #CallYourProvider** today!
- Do you have questions about the COVID-19 vaccine for children ages 12 and older? Call your doctor or health care provider today to learn more! **#VaccinesWork #CallYourPediatrician #CallYourProvider**

Sample Instagram Posts [\(Pair with Vax Into Summer Instagram Images\)](#)

- Getting routine vaccinations is one of the best ways to protect your family. Plus, children ages 12 and older can now get a COVID-19 vaccine. Call your doctor or provider to make a plan to ensure your children are protected this summer. **#VaxIntoSummer**
- “My 12-year-old got her COVID vaccine on the first day it was available. She and her friends can’t wait to go to birthday parties and barbecues again this summer.”

We all want to stay healthy this summer. Talk with your doctor or clinic today about the immunizations your kids need for school, sports and summer camps – including a COVID-19 vaccine for kids ages 12 and older. **#CallYourPediatrician #CallYourProvider**

- Start summer safely! Vaccinating children on time is the best way to protect them from vaccine preventable diseases like pertussis, meningococcal virus and HPV. And now children ages 12 and older can get a COVID-19 vaccine. **#VaccinesWork**
- “As soon as the COVID-19 vaccine was available for kids, I made an appointment for my 12-year-old to get vaccinated. As a parent, protecting him from COVID-19 and knowing that we are doing our small part to protect our community is such a relief!” **#VaxIntoSummer**

All children in Washington, ages 12 years or older, can receive a COVID-19 vaccine at no cost. Call your doctor or provider today to ensure your children are up to date on their vaccines!
#VaxIntoSummer #VaccinesWork #CallYourPediatrician #CallYourProvider

- 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 as we head into summer, including the COVID-19 vaccine for kids ages 12 and older.
#VaxIntoSummer #VaccinesWork
- All children in Washington, 18 years or younger, can receive recommended vaccines at no-cost, and children ages 12 and older can also get the COVID-19 vaccine. Call your doctor or provider today, and start summer off safely! **#VaccinesWork #CallYourPediatrician #CallYourProvider**