

SOCIAL MEDIA TOOLKIT FOR LOCAL HEALTH DEPARTMENTS

Routine Vaccine Messaging

A resource developed in collaboration with the
NACCHO's 2022-2023 Immunization Workgroup



NACCHO

National Association of County & City Health Officials

INTRODUCTION

Communication Goal: Promote routine vaccinations and address vaccine hesitancy in at-risk populations and under-vaccinated communities. Address common misinformation, promote safety and effectiveness of routine vaccines. Increase routine vaccinations following COVID-19. Promote influenza vaccination.

Campaign Goal: Through this project, the National Association of County and City Health Officials (NACCHO) aims to assist participating LHDs to increase their communities' routine vaccination.

Audiences:

- Populations surrounding participating local health departments.
- Individuals and families not current on routine vaccinations.
- All individuals in need of the influenza and COVID-19 vaccine.

After taking a look, please take a minute to complete this short survey, it would be greatly appreciated!



Link is also included [here](#).



QUICK TIPS FOR RUNNING A SOCIAL MEDIA AWARENESS CAMPAIGN

- Research the audience you want to reach. Which social media platforms do they use? Which organizations/groups do they follow? What are their popular hashtags? Then use that information to create a plan.
- Map out a posting plan. Decide how often and where to post, as well as which metrics to track. Write messages (or use the sample messages below) that highlight the issue you are focusing on AND the issues/concerns/needs that your audience has.
- Engage with your audience. Like and reply to their comments. Join the groups/pages that your audience follows. Ask your audience to participate by re-sharing your post.
- Reach out to your partners. What are they doing on social media? What tactics are working in other communities?
- Celebrate wins. Share with your audience when the campaign has hit a milestone, such as reaching 1000 views, etc.

Additional resources:

Campaign tips: <https://www.onecause.com/blog/awareness-campaigns/>

Campaign tips: <https://charityvillage.com/7-steps-to-creating-nonprofit-awarenesscampaigns-that-actually-raise-awarenessvirtual-or-in-real-life/>

Free social media management tool: <https://www.hootsuite.com/plans/free>



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The following messages captured in this document can be used to address the common concerns that were discussed during our working-group meeting. The messages should be adapted to promote routine vaccinations in your community.

The messaging in this toolkit promotes routine vaccination, immunity, vaccine safety, vaccine confidence, infant and baby schedule, and health equity.

Please use the best practices mentioned throughout this toolkit and customize these messages to fit your organizational needs.



The graphics in this toolkit can be accessed here.

Key Messaging

What is “Key Messaging?” The term “Key Messaging” refers to the main point of the information you are sharing. What do you want your audience to hear, understand, and remember. They are bite-sized post that articulate what needs to be done and why it needs to be done.

- *Vaccines are the backbone of personal health, they save lives. Vaccines are safe and effective at preventing potentially life-threatening diseases in children and adults.*
- *COVID-19 interrupted life-saving vaccination at a global level, putting millions at risk for catching diseases like measles, meningitis, and whooping cough. It’s time to get back on track with routine vaccines.*
- *Vaccine-preventable diseases are still a threat.*
- *Without high immunization levels, communities are at risk for vaccine-preventable diseases and outbreaks.*
- *Vaccines use a very small amounts of antigens to help your child’s immune system recognize and learn to fight serious diseases. Antigens are parts of germs that cause the body’s immune system to go to work!*
- *Different types of vaccines work in different ways to offer protection. With all types of vaccines, your body will remember how to fight that virus in the future. It typically takes a few weeks after vaccination for the body to build up that protection.*

#Vaccines use a very small amounts of #antigensto help your child’s immune system recognize and learn to fight serious diseases. Antigens are parts of germs that cause the body’s immune system to go to work!

It’s time to get back on track with routine vaccines!

Protect your children,
Get Vaccinated!

YOUR
LOGO
HERE



#COVID-19 interrupted life-saving vaccination at a global level, putting millions at risk for catching diseases like #measles, #meningitis, and #whoopingcough

It’s time to get back on track with routine vaccines!

Protect your children,
Get Vaccinated!

YOUR
LOGO
HERE



Without high #immunization levels, communities are at risk for vaccine-preventable diseases and outbreaks!

It’s time to get back on track with routine vaccines!

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Get Vaccinated!

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LOGO
HERE



#DTP
Vaccinations currently prevent nearly 5 million deaths every year from diseases like **#diphtheria**, **#tetanus**, **#pertussis**, **#influenza** & **#measles**.



Get Vaccinated!

YOUR
LOGO
HERE

The **#COVID19** **#vaccine** protects us, our loved ones, and our communities. Know the **#facts** and stay up-to-date with your vaccines to help keep yourself and those around you safe!



Get Vaccinated!

YOUR
LOGO
HERE

Due to **#COVID-19** your child may need multiple shots in one office visit. Scientists test new vaccines with current routine vaccinations to ensure **#Vaccines** do not cause adverse



Get Vaccinated!

YOUR
LOGO
HERE

Routine Vaccinations

Vaccinations are one of the many great public health achievements. Currently preventing¹ 5.5 million deaths every year from diseases like diphtheria, tetanus, pertussis, influenza, and measles.¹

Vaccines are essential to our health and are just as critical to preventing and controlling infectious disease outbreaks. Despite the progress of vaccinations, there has been a stall in vaccination coverage in recent years. There are many contributing factors for this, the most notable most notable being the COVID-19 pandemic.²

Routine Vaccinations Messaging

- *Vaccines are essential to our health, and critical in the fight to prevent infectious disease outbreaks.*
- *Staying up to date on all routine vaccinations is essential to personal health, but also the health of our communities.*
- *The #COVID19 #vaccine protects us, our loved ones, and our communities. Know the #facts and stay up-to-date with your vaccines to help keep yourself and those around you safe.*
- *#COVID-19 derailed routine vaccines for millions of people. This may mean that your child needs multiple shots at one office visit. The Food and Drug Administration (FDA) requires scientists to test new vaccines along with vaccines that have already been approved. This aids researchers in ensure vaccines do not cause adverse affects and are safe to be given together.*

Herd Immunity

Herd immunity occurs when a virus is not able to spread as easily due to the vaccination levels in a community.³ If vaccination levels are low in a community, a virus, like the flu, for example, can spread rapidly and infect many people.

Herd immunity is especially important for those in our communities that are not able to get vaccinated such as the very young and immunocompromised.³

Herd Immunity Messaging

- *Vaccines are the backbone of personal health, they save lives. Vaccines are safe and effective at preventing potentially life-threatening diseases in children and adults.*
- *Vaccines not only keep individuals healthy, but they also help keep communities healthy.*
- *Diseases can travel quickly through a community and make a lot of people sick. However, when enough people are vaccinated against a certain disease, the germs can't travel as easily from person to person, and the entire community is less likely to get the disease. This is known as "community immunity" or "herd immunity."*



#DYK, when enough people are vaccinated against a certain disease, the germs can't travel as easily from person to person, and the entire community is less likely to get the disease.

This is known as "herd immunity"



#Vaccines not only keep individuals healthy, they also help keep communities healthy.

It's time to get your #flushot!

Get your family vaccinated today!

YOUR LOGO HERE

TIPS FOR WRITING YOUR OWN POSTS

- Avoid political language.
- Think of ways to include messaging for a variety of demographics (e.g., parents, pregnant individuals, people with disabilities)
- Alternate messages between "protecting others" vs. "protecting yourself." These sentiments will resonate with different people.

Vaccines Safety Messaging

- Vaccines are the backbone of personal health, they save lives. Vaccines are safe and effective at preventing potentially life-threatening diseases in children and adults.
- COVID-19 derailed routine vaccines for millions of people in the U.S. It is time to get your families back on track. This may mean that your child needs multiple shots at one office visit. The Food and Drug Administration (FDA) requires scientists to test new vaccines along with vaccines that have already been approved. This helps the researchers to ensure that vaccines don't affect each other and are safe to give together.
- Immunity is the body's way of preventing disease. Your baby's immune system is not fully developed at birth which can put your baby at a greater risk for infection. Vaccines reduce your child's risk of infection by working with the body's natural defenses to help safely develop protection against disease.
- It might seem like a lot to see your baby getting four or five shots at once. However, keep in mind that scientists study these vaccines thoroughly. They are given at what scientific research has found to be the best times to protect children from serious diseases. These illnesses can cause serious complications, like heart disease, hearing loss, and liver damage. They can even lead to death.
- Is it safe to use an alternative vaccine schedule so you can spread your child's immunizations out? The problem with this is that you may be putting your child at more risk. Experts create the recommended vaccination schedule to coordinate with the times the vaccines will work best with kids' immune systems.
- Vaccines work with your natural defenses to help develop protection from diseases.
- Vaccines are given only after careful and detailed reviews by scientists, doctors, and other healthcare professionals. Vaccines are continuously monitored for safety and effectiveness after they are recommended for use.
- Like all medical products, vaccines may sometimes have side effects. The most common side effects are mild pain, swelling, or redness at the site of injection and they generally go away quickly. Serious side effects such as severe allergic reactions are extremely rare.
- The disease-prevention benefits of vaccines overwhelmingly outweigh possible side effects for almost everyone, but if you have concerns about this, talk with a medical provider.

Vaccines Safety

Science has advanced tremendously, and our knowledge of vaccine preventable diseases has advanced tremendously. ⁴ Vaccines are approved for administration after careful and detailed reviews by scientists, doctors, and other healthcare professionals. Vaccines are continuously monitored for safety and effectiveness after they are recommended for use. ⁵



#Vaccines are continuously monitored for safety and effectiveness after they are recommended for use.

Vaccines are only given after careful and detailed reviews by scientists, doctors, and other healthcare professionals.



Vaccines save lives and are safe,
Get Vaccinated!

...way of preventing disease. Your baby's immune system is not fully developed, which can put your baby at greater risk for infection.

Vaccines reduce your child's risk of infection by working with the body's natural defenses to help safely develop protection against disease.



Vaccines save lives,
Get Vaccinated!

YOUR LOGO HERE



Infant Vaccine Schedule

COVID-19 derailed vaccines for millions of people, including infants and babies.⁷ Immunity is how the body prevents disease and it is not fully developed in an infant or baby. The lack of immunity to diseases leaves children at greater risk for infection. Babies are the most likely age group to be hospitalized or die from vaccine-preventable diseases, which is why it is very important to vaccinate as soon as possible.

#DYK, babies are the most likely age group to be hospitalized or die from the diseases these vaccines protect them from.

Therefore, it's important to vaccinate your child as soon as possible to protected from serious illnesses.



Vaccines save lives, protect your little ones, Get Vaccinated!

Infant Vaccine Messaging

#DYK, babies are the most likely age group to be hospitalized or die from the diseases these vaccines protect them from.

Therefore, it's important to vaccinate your child as soon as possible to protected from serious illnesses.



Vaccines save lives. Get Vaccinated!

#DYK, babies are the most likely age group to be hospitalized or die from the diseases these vaccines protect them from.

Therefore, it's important to vaccinate your child as soon as possible to protected from serious illnesses.



Vaccines save lives, protect your little ones, Get Vaccinated!



Su	Mo	Tu	We	Th	Fr	Sa
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31			

- Preservatives in vaccines are nothing to fear for you or your baby. Thimerosal protects the vaccine from outside bacteria or fungus. Today, preservatives are usually only used in vials of vaccines that have more than one dose. Preservatives are used to protect harmful germs from getting in the vaccine.
- Thimerosal use in medical products has a record of being very safe. Data from many studies show no evidence of harm caused by the low doses of thimerosal in vaccines.
- Did you know the small amount of Thimerosal, the preservative used in some vaccinations, does not stay in the body a long time so it does not build up to harmful levels? When thimerosal enters the body, it breaks down and are quickly eliminated.
- Can getting multiple vaccines at the same time overwhelm my baby's immune system? Getting multiple vaccines at the same visit will not overwhelm your baby's immune system. It's safe and makes sure your baby is protected sooner rather than later.
- Vaccines do not overwhelm or weaken a child's immune system. Instead, they make it stronger by providing protection against diseases. Even combination vaccines, which protect against multiple diseases, are easy for your child's immune system to handle.

Messaging Best Practices

Empirical evidence suggests that vaccine decisions may be influenced by thoughts and feelings but that trust, underlying moral values, beliefs and worldview may also determine people's decisions.

When developing or adapting messaging be sure to focus on developing trust with your followers. Share reliable resources and references, this can be done by tagging organizations like the CDC, FDA, etc. Also, tagging partnering agencies will increase the overall reach of your social media posts.

Consider communicating vaccination as a goal, not an act. If you are communicating to increase vaccine acceptance, then using pictures of distressed, crying children receiving vaccines may make viewers more reactive, and less receptive to any new information. Show happy, healthy, productive people in graphics, and if you must show the act of vaccination try to avoid needles and tears.

Understand what resonates with your audience. The most highly accessed content on the pro-vaccine information hub Vaccines Today was stories, in particular first-person narratives, and answers to questions that readers pose.

Keep it clear. Information is more likely to stick the easier it can be processed and the more familiar it feels. When a communication is easy to read and understand, it seems more familiar, and familiar feels true. Provide clear, straightforward content, that is easy to understand and easy to remember. Eliminate jargon, keep language simple, present the key message early, use simple fonts and high contrast colors. Remove all unnecessary information. Repeating (positive!) messages increases cognitive fluency. Words seen before, become easier to see again. In contrast, if someone strains to understand they are more likely to be vigilant and suspicious.



Social Media Platforms 101

Today, getting people to hear your story on social media, and then act on it, requires using a platform's native language, paying attention to context, understanding the nuances and subtle differences that make each platform unique, and adapting your content to match. It's about integrating your content into the stream, where people can consume it along with all their other pop culture. Content will be specifically adapted to each platform rather than using identical content across all sites.



Purpose is to share news and information wrapped in a story (provide context to the conversation).

- **Criteria for Twitter Content:**
- Keep it to the point
- Use unique and memorable hashtags
- Use high quality images and video
- Use an authentic voice
- Tag media (for hometown stories) and interagency partners when appropriate
- Stay relevant by following Twitter trends/using trending hashtags



Purpose is to connect, socialize and catch up on what the people you know and care about are doing.

Criteria for Facebook Content:

- Don't use too much text. Link to more information if there is more to share.
- Keep the content interesting, entertaining or surprising
- Include the logo
- Put the call to action in the right place
- Don't ask too much of the person consuming the content
- Use striking and high-quality photos and video. Choose the best 3-5 photos rather than photo dumping.

Purpose is to share visual and authentic content.

Criteria for Instagram Content:

- Use artsy imagery that is appropriate for the Instagram crowd (no stock photos)
- Use 5-10 descriptive hashtags with each post
- Make stories appealing to the young generation
- Tag media (for LHDs stories) and interagency partners when appropriate



What's a Hashtags?

A hashtag is a word or keyword phrase preceded by a hash symbol (#). It's used within a post on social media to help those who are interested in your topic find it when they search for a keyword or particular hashtag.

How do Hashtags Work?

The point of using hashtags on social media is that you are indicating to a follower/user and algorithm that your content relates to a specific topic or category. Ultimately, it helps users to find relevant content easily across platforms so your content is discoverable to a wider (or niche) audience.

Why are hashtags important?

They help to draw attention to your posts and encourage interaction!

What Do You Do with Hashtags?

When using a phrase as a hashtag, you spell it out without spaces, such as #usinghashtags. It can include numbers but not symbols or punctuation. The hashtag can be placed at the beginning, middle or end of your social media post or comment, and it allows what you have written to be indexed by the social media network. With this strategy, people who are not your fans or followers can still find your content.



How to Use Hashtags . . .

On Twitter

Using relevant hashtags on Twitter can increase your engagement, as long as you don't go overboard. One or two hashtags per tweet should suffice. When you use a couple of hashtags and specifically ask your followers to retweet, this can result in even more engagement.

The use of hashtags on Twitter will make your post accessible when people search for your tag. It can also help you to find conversations to get involved in. For even more impact on this platform, research trending hashtags.

On Facebook

When you're trying to get more exposure for your Facebook posts, using hashtags may help as they can boost organic reach.

On Facebook, it's important not to use too many hashtags. Usually, it's recommended to only use two or three. Using more than this can convey a cluttered and unclear message to your audience.

You can find relevant hashtags to use by simply typing a keyword into the search bar. It may also be worth going back to your top-performing Facebook posts and reposting them with relevant hashtags. This not only reuses old content that resonated with your followers but may attract new ones that have an interest in your services or resource.

On Instagram

Using hashtags on Instagram can increase reach and drive engagement. Use up to eleven relevant and popular hashtags for Instagram Stories to reach the widest audience possible.

You can use as many as 30 hashtags on a regular post on Instagram. You probably don't need to use that many, but it's good to know that using more is acceptable here, so you can experiment.

Use the search box to see what hashtags influencers or competitors use to engage on Instagram. Since this is the best platform for multiple hashtags, try a wide variety and use them on posts, photos and comments.

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NACCHO
National Association of County & City Health Officials



Public Health
Prevent. Promote. Protect.

The mission of the National Association of County and City Health Officials (NACCHO) is to improve the health of communities by strengthening and advocating for local health departments.

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