SAMPLE SOCIAL MEDIA POSTS

Social Channel	Copy	Visual/Link Suggestions
Facebook	This flu season, we're ready to help close the gap in #flu vaccination rates, particularly among older adults and those with diabetes, heart disease, asthma and other chronic conditions that put them at risk in the [Insert city]-area. Let's help protect all community members from the serious dangers of flu. It's time to close the gap! Learn More: [Link to Press Release]	Use photo from clinic (w/permission to use from any patients included) OR use stock image
Facebook	In [community], not enough of us are getting our #flu shot each year, putting each of us and everyone around us at greater risk for serious flu-related complications or even death. [Call XXX-XXXX or visit www.] to make your appointment for a flu shot at [organization name] today.	Stock Image
Facebook	Did you know that flu vaccination rates are much lower among African American, Hispanic, and other people of color? We need to change that in our community because these folks are also more impacted by #asthma, #diabetes, #heartdisease and obesity – putting them at higher risk for serious flu-related health complications or even death.	Stock Image
Facebook	"Getting vaccinated is the most important tool we have in keeping our community safe from flu-related death. We're working to build trust in our community to overcome the barriers that have blocked vulnerable community members from getting their flu vaccination in the past. It's high time we put some muscle into talking to people about how to protect themselves and their loved ones this season." - [Insert organization spokesperson]	Include video message from key leadership or include their photo
Twitter	This #flu season, we're ready to help close the gap in flu vaccination rates, particularly among people of color in our community in the [Insert city]-area. Learn More: [Link to Press Release]	Stock Image
Twitter	[Insert city]'s older residents live with chronic health conditions and are at greater risk for flu-related death. We're working to help boost #flu vaccinations for older people in our community. They need it to protect their health. Learn More: [Link to Press Release]	Potentially include older patient from clinic (w/permission)

Twitter	#HeartDisease, #LungDisease, & #Diabetes put underserved, older Americans at greater risk for serious #flu related complications. Working closely with our communities can help us overcome flu vaccination barriers across underserved groups. [Link to Press Release]	Stock Image
Twitter	Higher hospitalization rates for people of color may be due to the higher rates of #obesity, #heartdisease, and #diabetes that affect them. These diseases increase the risk of serious flu-related complications, including death. Learn more: [Link to Press Release]	Stock Image
Twitter	Have you had your #flu shot? It's not too late! [Contact information – Call XXX-XXXX or visit www.] to make your appointment at [Organization Name] today.	Stock image
Twitter	Think the #flu is like a bad cold? Think again. Get your flu shot today to help protect yourself from hospitalization, loss of independence, or even death. [Contact information – Call XXX-XXXX or visit www.] to make your appointment at [Organization Name] today.	Stock image
Twitter	People of color don't get vaccinated against the #flu enough. Learn why here: https://www.cdc.gov/flu/resource-center/partners/disparities.htm #closethegap #fluvaccination	Use infographic to highlight barriers for underserved populations
Twitter	#Flu vaccination rates among African Americans are less than 36% while the CDC says they should be at 90%. Let's close the gap in [Insert city].	Highlight stats in visually appealing way