



**IMMUNIZE
WISCONSIN**

WISCONSIN BACK TO SCHOOL SOCIAL MEDIA GUIDE

This social media toolkit was developed in partnership with the Wisconsin Chapter, American Academy of Pediatrics to help providers, health systems, insurance systems, and other allied health organizations in improving vaccine outreach through thoughtful, approachable, friendly messaging.



THANK YOU

for downloading the IMWI Back to School in Wisconsin Social Media Campaign!

Use this toolkit for quickly creating posts on Facebook, Instagram, or your other social media platforms. In addition, you can also use these assets on your website and in e-mails to individuals, families, and other vaccine champions.

This toolkit includes:

- Guidance on when to post on each platform for maximum reach
- Copiable social media post text with a custom hashtag strategy and resource URLs (where appropriate).
- Downloadable image graphics (JPGs) to pair with the social media post text

How To Use This Guide:

- 1 Review social media best practices and posting guidance in this PDF to determine the best time to post for your audience.
- 2 Find the post you'd like to share on your social media platforms in this PDF and copy the post text and hashtags.
- 3 Open the "Graphics" folder and find the corresponding image to the post you'd like to use.
- 4 Open your social media platform of choice, paste your copied text and hashtags in the posting area.
- 5 Upload the corresponding graphic and post.





Make the Most of Your Social Media Platforms

Best Practices for Identifying the Most Impactful Platforms

Each social media platform has a unique audience with equally unique engagement habits. To make the most impact with this social media toolkit, please consider the following:

There are five commonly agreed upon generations currently identified in the United States. Each of these generations leverage specific social media platforms, including:

- **Gen Z, iGen, or Centennials:** Born 1996 – TBD
 - ▷ TikTok, SnapChat, YouTube
- **Millennials or Gen Y:** Born 1977 – 1995
 - ▷ Instagram, Facebook, Pinterest
- **Generation X:** Born 1965 – 1976
 - ▷ Facebook, LinkedIn
- **Baby Boomers:** Born 1946 – 1964
 - ▷ Facebook
- **Traditionalists or Silent Generation:** Born 1945 and before
 - ▷ NA

When choosing where to post, consider your patient roster, and select the appropriate platform accordingly.

Best Practices for Hitting High-Traffic Posting Windows

Each social media platform has specific peak-traffic times based on their unique user base. If you intend to mass post across platform, it's best to choose the most highly-trafficked times. Use this data to make the most informed posting decisions.

Highest-Traffic Windows Across Platform:

7 am to 9 am CT | 1 pm to 3 pm CT | 7 pm to 9 pm CT

Highest-Traffic Days Across Platform:

Wednesday | Thursday | Tuesday | Friday

Platform Specific Posting Windows

If you are choosing to post on a single platform like Facebook, Instagram, or LinkedIn, use the timetables below to schedule your posts for maximum impact:

Facebook:

- **Monday:** 5 am to 3 pm CT
- **Tuesday:** 6 am to 3 pm CT
- **Wednesday:** 6 am to 3 pm CT
- **Thursday:** 5 am to 3 pm CT
- **Friday:** 6 am to 3 pm CT
- **Saturday:** 7 am to 2 pm
- **Sunday:** 10 am to 3 pm

Instagram:

- **Monday:** 9 am to 10 am CT
- **Tuesday:** 9 am to 10 am CT
- **Wednesday:** 5 am, 11 am, or 3 pm CT
- **Thursday:** 12 pm or 5 pm CT
- **Friday:** 9 am to 10 am or 5 pm to 6 pm CT
- **Saturday:** 8 am to 12 pm CT
- **Sunday:** 10 am to 2 pm CT

LinkedIn:

- **Monday:** 1 pm CT
- **Tuesday:** 8 am to 10 am CT
- **Wednesday:** 2 pm CT
- **Thursday:** 4 pm CT
- **Friday:** 10 am CT
- **Saturday:** 6 am to 7 am CT
- **Sunday:** 8 pm CT



POST 01



Post Copy:

It's a new school year in Wisconsin! When our kids head off to their elementary, middle, and high schools, they should be excited to learn new things, spend time with friends, and find their passions instead of worrying about getting sick! Let's make sure this Wisconsin school year is the best one yet, by making sure all kids that can, get an updated COVID-19 vaccine. #BackToSchool #SchoolReadiness #SchoolYear #SchoolActivities #Wisconsin #WisconsinSchools #WisconsinStudents #HealthyKids #HealthyWisconsin #COVID19 #Vaccines #Immunization

Artwork File Name:

IMWI_SocialMedia_WisconsinBackToSchool_Post-01.jpg

POST 02



Post Copy:

Wisconsin is home to some of the best schools and best teachers in the country! Make sure your kids don't miss out on the fun this school year. Help keep your kids active, engaged, and healthy by getting an updated COVID-19 vaccination ahead of cold & flu season! #BackToSchool #SchoolReadiness #SchoolYear #SchoolActivities #Wisconsin #WisconsinSchools #WisconsinStudents #HealthyKids #HealthyWisconsin #COVID19 #Vaccines #Immunization

Artwork File Name:

IMWI_SocialMedia_WisconsinBackToSchool_Post-02.jpg

POST 03



Post Copy:

School is starting here in Wisconsin, and it's a sure sign that fall (and cold & flu season) is right around the corner! Let's make sure that all kids have a safe, happy, and healthy school year without worrying about missing class, homework, or activities due to COVID-19. Call your child's doctor and schedule an updated COVID-19 vaccine appointment today! #BackToSchool #SchoolReadiness #SchoolYear #SchoolActivities #Wisconsin #WisconsinSchools #WisconsinStudents #HealthyKids #HealthyWisconsin #COVID19 #Vaccines #Immunization

Artwork File Name:

IMWI_SocialMedia_WisconsinBackToSchool_Post-03.jpg

POST 04



Post Copy:

Classrooms throughout Wisconsin are meant to be a place for imagination, learning, and growth, not preventable diseases! Help make sure your child, and every child in Wisconsin, has a safe and healthy school year by scheduling an updated COVID-19 vaccine appointment today! #BackToSchool #SchoolReadiness #SchoolYear #SchoolActivities #Wisconsin #WisconsinSchools #WisconsinStudents #HealthyKids #HealthyWisconsin #COVID19 #Vaccines #Immunization

Artwork File Name:

IMWI_SocialMedia_WisconsinBackToSchool_Post-04.jpg

POST 05



Post Copy:

With class back in session in Wisconsin, our young people are spending more time together in enclosed spaces. Let's make sure they can focus on learning and growing to their full potential instead of what we'll need to do if they get sick with COVID-19 this year. Get ahead of the spread by scheduling your child's updated COVID-19 vaccine appointment today! #BackToSchool #SchoolReadiness #SchoolYear #SchoolActivities #Wisconsin #WisconsinSchools #WisconsinStudents #HealthyKids #HealthyWisconsin #COVID19 #Vaccines #Immunization

Artwork File Name:

IMWI_SocialMedia_WisconsinBackToSchool_Post-05.jpg