



**IMMUNIZE
WISCONSIN**

WISCONSIN COLD, FLU & COVID-19 SEASON SOCIAL MEDIA GUIDE

This social media toolkit was developed in partnership with the Illinois 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 Wisconsin Cold, Flu & COVID-19 Season 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





Build Your Health Kit for This Fall and **STAY AHEAD OF COVID-19 & THE FLU!**



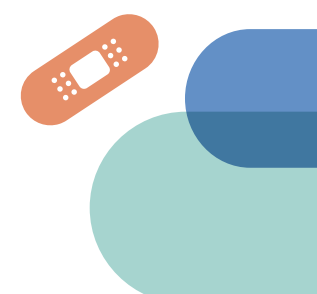
POST 01

Post Copy:

Limit the risk of you and your loved ones this fall by ensuring everyone in your family has their updated COVID-19 and flu vaccines and by always keeping these protective items handy! By being proactive, we can help keep our communities safe and healthy during cold and flu season! #ColdAndFlu #ColdAndFluSeason #RespiratoryVirus #COVID #Immunization #Vaccine #COVIDvaccine #HealthyKids #HealthyFamilies #Wisconsin #WisconsinSafety #HealthyWisconsin #IMWI #ImmunizeWI

Artwork File Name:

IMWI_SocialMedia_ColdFluCOVID_Post-01.jpg





Get **AHEAD** of the **SPREAD!**

Schedule updated
COVID-19 and flu
vaccines for your
loved ones
TODAY!




POST 02

Post Copy:

It's fall in Wisconsin! That means we're in for beautiful scenery, homemade treats, and cold noses. But more time inside means viruses can spread more easily! Protect yourself and those you love by making sure you have your updated COVID-19 and flu vaccines before the first snow falls! #ColdAndFlu #ColdAndFluSeason #RespiratoryVirus #COVID #Immunization #Vaccine #COVIDvaccine #HealthyKids #HealthyFamilies #Wisconsin #WisconsinSafety #HealthyWisconsin #IMWI #ImmunizeWI

Artwork File Name:

IMWI_SocialMedia_ColdFluCOVID_Post-02.jpg



You Don't Have to Pay the Cost of COVID-19 and the Flu

- ✓ Missed work to care for sick kids
- ✓ Missed school
- ✓ Expensive last-minute childcare
- ✓ Additional medical bills
- ✓ Lost wages and PTO

Instead, make sure
your whole family
has updated COVID-19
and flu vaccines!



POST 03

Post Copy:

Getting sick can be tough – and expensive! From paying for last-minute childcare to losing out on missed activities to those urgent care medical bills – it can all feel like too much. This year, avoid the hassle and protect your whole family with the updated COVID-19 and flu vaccines! #ColdAndFlu #ColdAndFluSeason #RespiratoryVirus #COVID #Immunization #Vaccine #COVIDvaccine #HealthyKids #HealthyFamilies #Wisconsin #WisconsinSafety #HealthyWisconsin #IMWI #ImmunizeWI

Artwork File Name:

IMWI_SocialMedia_ColdFluCOVID_Post-03.jpg





POST 04

Post Copy:

It's that time of year again! Fall is in the air, and unfortunately, so are germs and viruses! Keep your family, your community, and all of Wisconsin safer this cold & flu season by getting your updated flu and COVID-19 vaccines! Find vaccines near you: <https://www.vaccines.gov> #ColdAndFlu #ColdAndFluSeason #RespiratoryVirus #COVID #Immunization #Vaccine #COVIDvaccine #HealthyKids #HealthyFamilies #Wisconsin #WisconsinSafety #HealthyWisconsin #IMWI #ImmunizeWI

Artwork File Name:

IMWI_SocialMedia_ColdFluCOVID_Post-04.jpg



POST 05

Post Copy:

There's a lot you already do to keep your kids safe. You teach them how to ride a bike, to look out for cars, and to identify dangers. You've even shown them what to do in case of emergencies like fires or tornados. Adding the updated COVID-19 and flu vaccines is just another way you can make sure your kids continue to grow up happy and healthy! Find vaccines near you: <https://www.vaccines.gov> #ColdAndFlu #ColdAndFluSeason #RespiratoryVirus #COVID #Immunization #Vaccine #COVIDvaccine #HealthyKids #HealthyFamilies #Wisconsin #WisconsinSafety #HealthyWisconsin #IMWI #ImmunizeWI

Artwork File Name:

IMWI_SocialMedia_ColdFluCOVID_Post-05.jpg



Keep your newest addition
safe by getting updated
**COVID-19 & FLU
VACCINES!**



POST 06

Post Copy:

Did you know that getting vaccinated is not only safe for pregnant people, but it is also a great way to help protect your newborn? Approach cold, flu, and respiratory virus season with confidence by scheduling your updated COVID-19 and flu vaccines now! #Pregnant #Expecting #NewBaby #NewFamily #HealthyPregnancy #HealthyBabies #ColdAndFlu #ColdAndFluSeason #RespiratoryVirus #COVID #Immunization #Vaccine #COVIDvaccine #Wisconsin #WisconsinSafety #HealthyWisconsin #IMWI #ImmunizeWI

Artwork File Name:

IMWI_SocialMedia_ColdFluCOVID_Post-06.jpg