



**IMMUNIZE
WISCONSIN**

SAFE HOLIDAYS IN WISCONSIN 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 Safe Holidays 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:

The holidays are a wonderful time to connect with friends and family! This year, let's focus on spreading joy instead of COVID-19! Give the gift of health and schedule a COVID-19 vaccine for your family today. Learn more at [Bit.ly.com/healthychildrencovid](https://bit.ly.com/healthychildrencovid) #HappyHolidays #HolidaySafety #Immunization #SpreadJoy #COVID #COVIDVaccine

Artwork File Name:

IMWI_HolidaySafety_Campaign_Post-01.jpg



DID YOU KNOW

our grandparents are
at higher risk for severe
symptoms of COVID-19?

Let's keep grandma and grandpa
safe by getting the updated
COVID-19 vaccine!



POST 02

Post Copy:

Older people have a harder time recovering from illness. Since it's the holidays and we'll be spending a lot of time grandmas and grandpas and older aunts and uncles this season, so make sure you and your family have the COVID-19 vaccine to keep the whole family safe! #HappyHolidays #HolidaySafety #Immunization #SpreadJoy #COVID #COVIDVaccine

Artwork File Name:

IMWI_HolidaySafety_Campaign_Post-02.jpg





MEETING THE NEWEST MEMBERS OF YOUR FAMILY THIS HOLIDAY SEASON?



Keep our littlest ones safe
by getting your COVID-19
vaccine before you visit!



POST 03

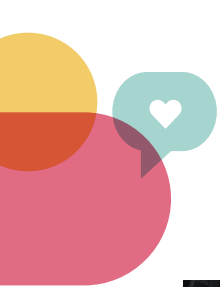
Post Copy:

Newborns can't fight off illness the same way older children can, so they are at higher risk of getting really sick from COVID-19. Keep your newest littles safe this holiday season by making sure everyone in your family has their COVID-19 vaccine! #HappyHolidays #HolidaySafety #Immunization #SpreadJoy #COVID #COVIDVaccine #HealthyFamilies #Babies #HealthyBabies #Immunization #COVID #COVIDVaccine

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**DO YOU HAVE
FAMILY & FRIENDS
VISITING FOR THE
HOLIDAYS?**

**Are you taking
a holiday trip?**

**Don't miss out
due to COVID-19!**



POST 04

Post Copy:

The holidays can be a wonderful time to travel and visit family or to host your loved ones as guests! With delicious treats, family time, and presents on the line, don't let your family miss out on their favorite because they catch COVID-19! Instead, schedule an appointment so your while family can get the vaccine! #HappyHolidays #HolidaySafety #Immunization #SpreadJoy #COVID #COVIDVaccine #HealthyFamilies #Babies #HealhtyBabies #Immunization #COVID #COVIDVaccine

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POST 05

Post Copy:

Make the most of this holiday season by making sure everyone in your family has basic protection against COVID-19! Make sure everyone is up to date on their vaccines, routinely check for symptoms, test often, and stay home if you're sick! #HappyHolidays #HolidaySafety

Artwork File Name:

IMWI_HolidaySafety_Campaign_Post-05.jpg



POST 06

Post Copy:

COVID-19 can be dangerous for both mom and newborns. Getting a COVID-19 vaccine during pregnancy can help keep both of you safe and healthy, to be able to focus on what matters most at this time of year. #HappyHolidays #HolidaySafety #HealthyFamilies #Babies #HealthyBabies #Immunization #COVID #COVIDVaccine

Artwork File Name:

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