



**IMMUNIZE
WISCONSIN**

THE STRONGER FAMILIES 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 *The Strong Families* 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:

Older people like grandmas, grandpas, nanas, and poppas are more vulnerable to flu, COVID, and other diseases because our immune systems weaken as we age. If older people live in your home, keep them extra safe by making sure everyone in the family is caught up on their recommended vaccinations!

Artwork File Name:

2025-IMWI_Stronger_Families_Social-Post-01.jpg

POST 02



Post Copy:

There is a cost to getting sick. When children catch preventable illnesses, they need to stay home which means missed work, lost wages, or paying for unexpected childcare. It's also tough on them - they miss out on fun with their friends and can get behind on their school work which can cause more stress. This year, do what you can to avoid these disruptions by making sure everyone is up-to-date on their recommended vaccinations!

Artwork File Name:

2025-IMWI_Stronger_Families_Social-Post-02.jpg

POST 03



Post Copy:

Vaccines are an easy and safe addition to everything you're already doing to keep your family safe. Keep going and schedule that doctor's appointment today!

Artwork File Name:

2025-IMWI_Stronger_Families_Social-Post-03.jpg