



**IMMUNIZE
WISCONSIN**

SUMMER SAFETY 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 Wisconsin Summer Safety Social Media Campaign!

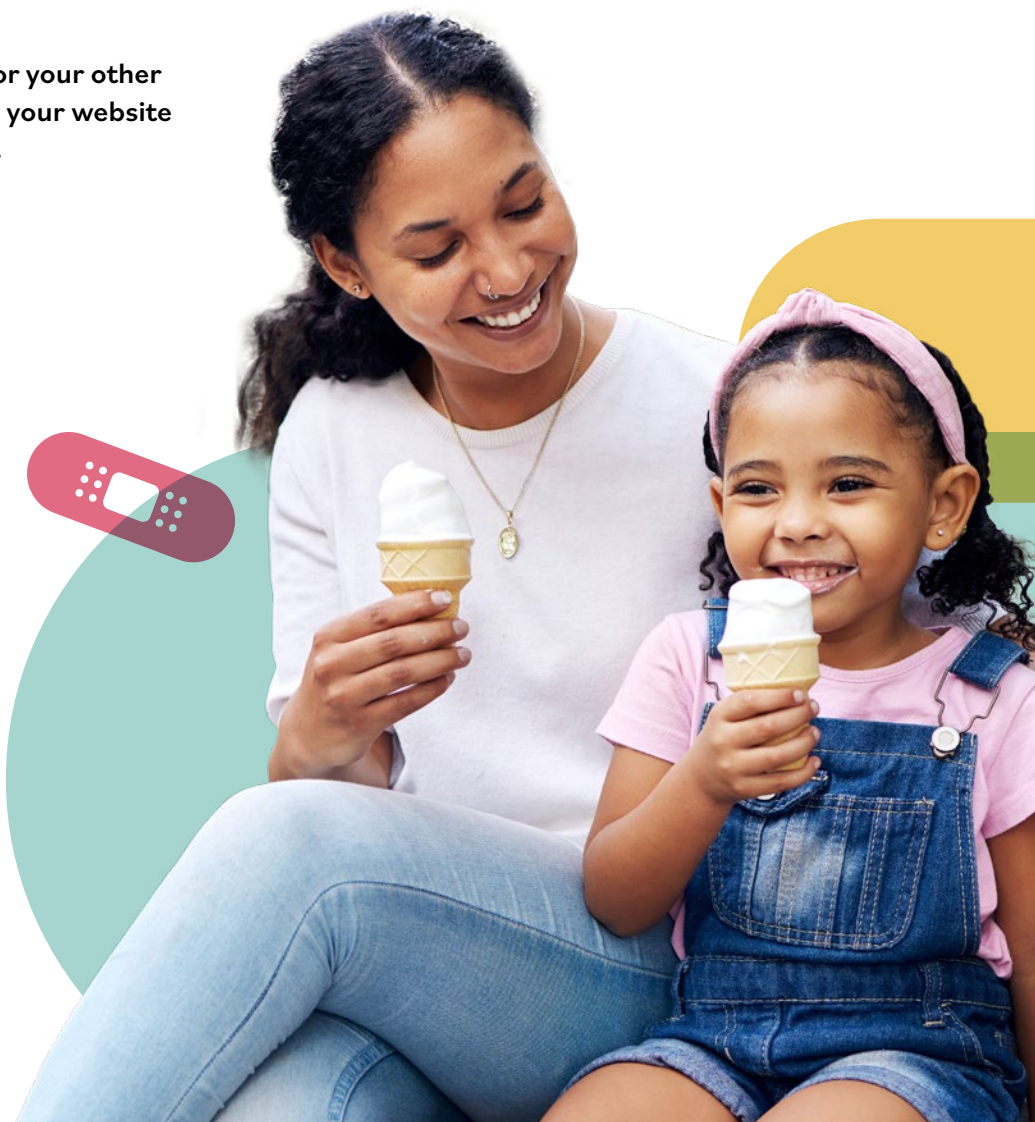
Use this toolkit for quickly creating posts on Facebook, Instagram, or your other social media platforms. In addition, you can also use these assets on your website and in e-mails to individuals, families, and other vaccine champions.

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:

We could see a new wave of COVID infections spread throughout Wisconsin this summer, too. Avoid a summer bummer by making sure you and your loved ones are vaccinated against COVID-19! Learn more about how you can stay safe all year long at <https://www.healthychildren.org/english/safety-prevention/immunizations/pages/default.aspx> #COVID #COVID19 #COVIDSafety #SummerSafety #COVID19Vaccine #Vaccines #Immunization #Safety #Wisconsin #WisconsinSummer #WisconsinSafety #IMWI #ImmunizeWI

Artwork File Name:

IMWI_SocialMedia_SummerSafety_Post-01.jpg



COVID-19 doesn't just happen during the **fall** and **winter!**

Let's all enjoy a **COVID-Free** summer by:



Getting your COVID-19 vaccine



Washing your hands frequently



Staying home if you're sick



Masking up in crowded indoor places



POST 02

Post Copy:

COVID-19 doesn't stop when summer starts! We hope you get out there and enjoy this beautiful Wisconsin summer, but let's keep everyone in our state safe by taking a few easy precautions like getting your COVID vaccine! Find a vaccine near you: <https://www.vaccines.gov> #Summertime #Summer #SummerFun #SummerBreak #COVID19 #COVIDSafety #SummerSafety #COVID19Vaccine #Vaccines #Immunization #Safety #Wisconsin #WisconsinSummer #WisconsinSafety #IMWI #ImmunizeWI

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DID YOU KNOW
spending time in fresh air and
open spaces helps reduce your
risk of catching COVID-19?

**Instead of spending summer inside, enjoy some
of the best activities Wisconsin has to offer:**

- > Neighborhood walks
- > Local hikes
- > Open air zoos
- > Nature preserves
- > Local parks
- > Open beaches
- > Camping
- > Outdoor sports

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POST 03

Post Copy:

Keep you and your loved ones safe this summer by enjoying more time in the open air. And remember, if you're traveling to these locations or are taking advantage of all the incredible indoor activities Wisconsin has to offer like museums and shops, be sure to wash your hands and stay home if you are experiencing COVID-19 symptoms. If we work together, we can make sure everyone has the best summer ever! #Summertime #Summer #SummerFun #SummerBreak #COVID19 #COVIDSafety #SummerSafety #COVID19Vaccine #Vaccines #Immunization #Safety #Wisconsin #WisconsinSummer #IMWI #ImmunizeWI

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**COVID-19 doesn't
just spread during
the fall and winter!**

Keep up with regular
precautions so you
don't miss out!

- ✓ Remember the symptoms of COVID-19
- ✓ Get tested if you have symptoms
- ✓ Stay on track with COVID-19 vaccines
- ✓ Stay home when you are sick
- ✓ Wash your hands often



POST 04

Post Copy:

COVID-19 isn't just a fall and winter problem! We only have a few good months to enjoy this amazing weather, so don't spend it sick at home! Take precautions to avoid sick people, test if you have symptoms, and make sure you're vaccinated! Together, we can help everyone enjoy a beautiful summer in Wisconsin! #Summertime #Summer #SummerFun #SummerBreak #COVID19 #COVIDSafety #SummerSafety #COVID19Vaccine #Vaccines #Immunization #Safety #Wisconsin #WisconsinSummer #WisconsinSafety #IMWI #ImmunizeWI

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POST 05

Post Copy:

Let's help everyone have a safer, healthier summer in Wisconsin by keeping ourselves and our loved ones protected from COVID-19! If you experience any symptoms, test and stay home if the test comes back positive. When we work together, we can limit a summer surge of COVID-19 in Wisconsin!

#Summertime #Summer #SummerFun #SummerBreak #COVID19
 #COVIDSafety #SummerSafety #COVID19Vaccine #Vaccines #Immunization
 #Safety #Wisconsin #WisconsinSummer #WisconsinSafety #IMWI
 #ImmunizeWI

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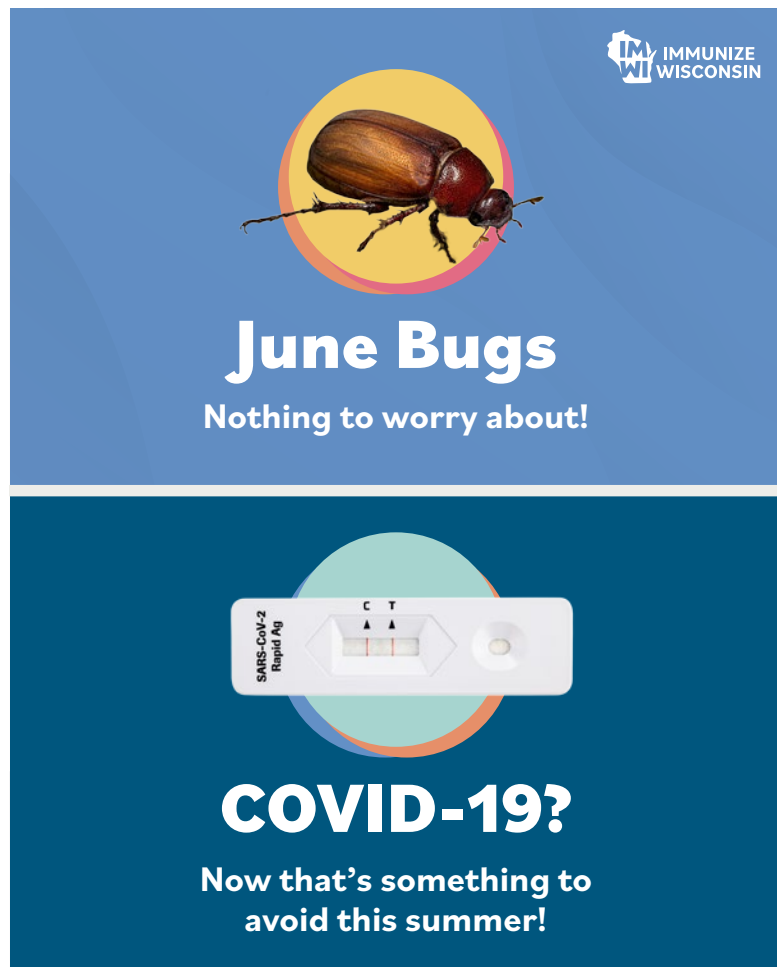
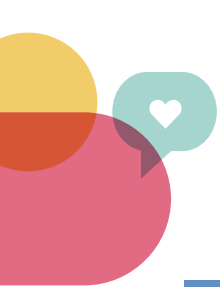
POST 06

Post Copy:

When it comes to having the best summer ever, there are a few key essentials that will get you there! Remember, protect yourself from the sun, from bugs, from dehydration, and from COVID-19! #Summertime #Summer #SummerFun #SummerBreak #COVID19 #COVIDSafety #SummerSafety #COVID19Vaccine #Vaccines #Immunization #Safety #Wisconsin #WisconsinSummer #WisconsinSafety #IMWI #ImmunizeWI

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POST 07

Post Copy:

When it comes to this summer, make sure June Bugs are the only thing you're fighting off. Get vaccinated against COVID-19 so you don't miss a single second of this summer! #Summertime #Summer #SummerFun #SummerBreak #COVID19 #COVIDSafety #SummerSafety #COVID19Vaccine #Vaccines #Immunization #Safety #Wisconsin #WisconsinSummer #WisconsinSafety #IMWI #ImmunizeWI

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