



# TRUSTED VOICES IN WISCONSIN SOCIAL MEDIA GUIDE

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This social media toolkit was developed 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 Trusted Voices 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





## YOUR DOCTOR WANTS WHAT YOU WANT:

Healthy, happy kids who grow  
into strong, successful adults.



Let's work together  
to get them there!



## POST 01

### Post Copy:



When it comes to your child's health, you and your healthcare provider are on the same team! Wisconsin is home to incredible pediatricians, family doctors, and clinicians who dedicate their careers to helping children grow, thrive, and reach their full potential, just like you're doing as a parent. You can trust their guidance and never hesitate to ask questions. From baby's first visit to college checkups, your provider is here for every stage of your child's journey. Whether it's managing fevers, mental health, or immunizations, your family's doctor is your best partner in keeping kids strong and healthy.

### Artwork File Name:

IMWI\_SocialMedia\_TrustedVoices\_Post-01.jpg







**MANY DOCTORS  
AND CLINICIANS  
ARE PARENTS, TOO!**

**They care for your kids just  
like they care for their own.**

**Parent-to-parent –  
let's keep these kids safe!**

- ✓ Well-Child Visits
- ✓ Immunizations
- ✓ Healthy Habits
- ✓ Mental Health



## POST 02

### Post Copy:

Behind every white coat is someone who knows what it's like to pack lunches, do bedtime stories, and worry about school germs. Many healthcare providers are parents themselves, and they understand the tough decisions families make every day. They won't recommend a treatment, vaccine, or care plan they wouldn't choose for their own kids. You're not in this alone. Your provider gets it, and they're here to help your child grow into the best version of themselves.

### Artwork File Name:

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# TRUST TAKES TIME.

Your doctor and care team are here to build that trust with you, from day one.



## POST 03

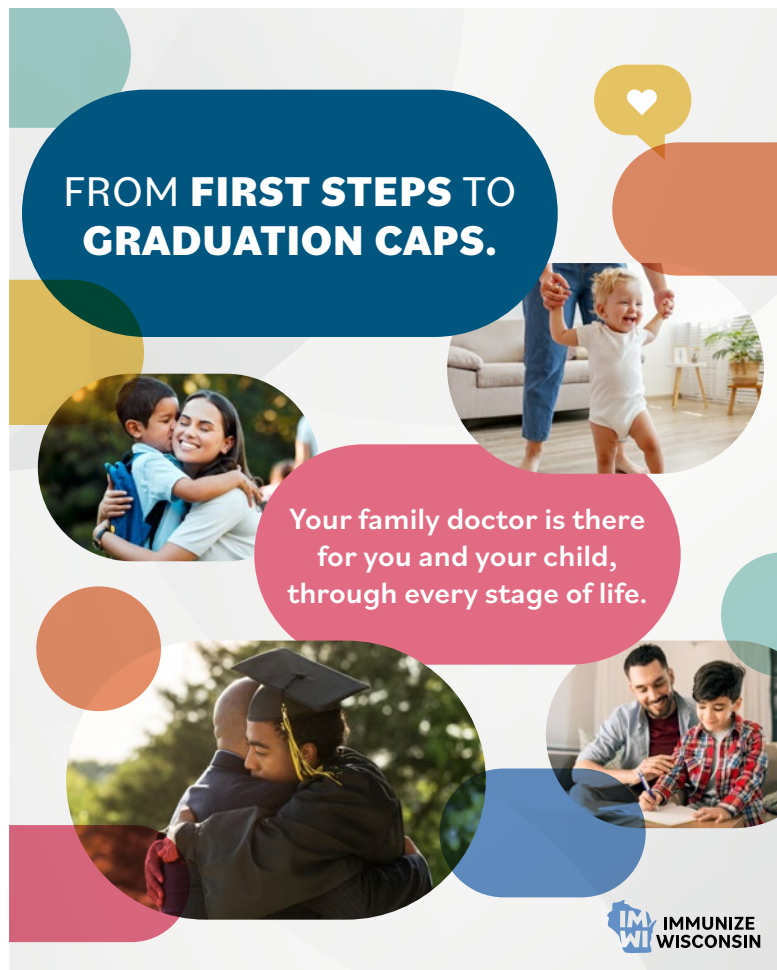
### Post Copy:

Every parent is different. Every child is unique. That's why good healthcare providers, from pediatricians to family doctors, focus on building relationships based on trust, listening, and shared goals. Your provider knows trust isn't automatic; it's earned through compassion and clear communication. Their office is a safe space for your questions, worries, and hopes. Whether it's vaccines, milestones, or mental health, you're not alone. They're part of your village, ready to support you every step of the way!

### Artwork File Name:

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## POST 04

### Post Copy:

From that first newborn checkup to teen health and everything in between, your child's doctor walks the path with you. Whether it's sports physicals, vaccine schedules, behavioral health, or growing pains, they're more than just medical experts. They're partners who want to see your child succeed. These visits are about more than checklists, they're opportunities to support your family's wellness journey. Schedule your next well-child visit and keep your child on track for a healthy future!

### Artwork File Name:

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