



VACCINE SAFETY 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 Vaccine 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





DID YOU KNOW?

Vaccines were developed and have been used **safely since the late 1800s!**



POST 01

Post Copy:

The first vaccines were developed to fight smallpox, rabies, plague, cholera, and typhoid fever. We luckily don't hear a lot about these diseases anymore thanks to vaccines. But we need to continue using the tools we have to keep it that way!

Artwork File Name:

IMWI_VaccineSafety_Campaign_Post-01.jpg

DID YOU KNOW?

Vaccines have **strict safety regulations and standards** that have been in place since 1902.



POST 02

Post Copy:

Yes! That's how long we've been looking out for one another and vaccinating as a country!

Artwork File Name:

IMWI_VaccineSafety_Campaign_Post-02.jpg



DID YOU KNOW?

The US government developed the Division of Biologics Standards (*now known as the Center for Biologics Evaluation and Research*) back in 1944 **to help ensure that the vaccines our incredible scientists develop are safe?**



POST 03

Post Copy:

That's right, we've been monitoring and testing vaccines before they are made available to the public for nearly 80 years! That means all vaccines available in the US have been tested, over and over, to ensure safety! And, with so much experience in developing vaccines, our incredible researchers and scientists can respond quickly to public health emergencies like the COVID-19 pandemic. This doesn't mean any steps were skipped, it just means the research was prioritized and able to move on a quicker timeline!

Artwork File Name:

IMWI_VaccineSafety_Campaign_Post-03.jpg





POST 04

Post Copy:

This includes continued studies after a vaccine is released and randomized testing of the places vaccines are made to ensure they are safe and working!

Artwork File Name:

IMWI_VaccineSafety_Campaign_Post-04.jpg



**DID YOU
KNOW?**



When it comes to vaccines,
there are no mysteries!



POST 05

Post Copy:

The CDC and FDA established The Vaccine Adverse Event Reporting (VAERS) system over 24 years ago to help identify possible patterns of events associated with vaccines. **ANYONE** can submit a report, but healthcare professionals are required to so they can be reviewed. Not all events in VAERS are caused by vaccination, but you can be sure that when a concern is identified – action is taken!

Artwork File Name:

IMWI_VaccineSafety_Campaign_Post-05.jpg