

SUGGESTED SOCIAL MEDIA MESSAGES – PRETEEN VACCINE WEEK 2024

Social Media Overview

The use of Facebook, Twitter, and other social media sites as tools to spread health messages has expanded significantly in recent years and is changing how, where, and when people access and share important health information. Social media plays a vital role in public health and is a strong tool for advocacy, communication, and education.

In the context of the Preteen Vaccine Week Campaign, social media can help you reach more diverse audiences, target particular audiences, and facilitate interactive communication. By taking a unified approach to social media messaging with other Preteen Vaccine Week partners, messages promoting Preteen Vaccine Week are more likely to be liked, retweeted, republished, commented on, etc. This helps raise awareness about Preteen Vaccine Week!

Social Media Messages

Use the accurate, science-based health messages below to spread the word about Preteen Vaccine Week. You can forward them to the person managing your organization's social media accounts and share them with partners, too. They are organized with themes for every day of the week (M-F) with a variety of options, depending on the type of post your organization prefers, your comfort level with the platforms, and the degree of engagement you wish to have with your audience. Don't forget to end your social media messages with "#PreteenVaxCA," and tag your partners using @PartnerName (e.g., @CAPublicHealth).

Themed Days:

Monday: HPV Vaccination

Tuesday: General Awareness / PVW

Wednesday: General Awareness / Checkup

Thursday: Pertussis Vaccination (Tdap)

Friday: Meningococcal Vaccination (MenACWY)

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1. MONDAY – HPV Vaccination

Recommended CDPH Post:

Go to infographic link at <https://www.cdph.ca.gov/Programs/OPA/Pages/Communications-Toolkits/Don%E2%80%99t-Wait-Vaccinate.aspx> and save to your computer. (Available in English and Spanish.) Either post the image to Facebook, X (Twitter), or Instagram alone or with a caption.



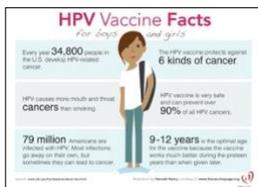
□  Parents: ask for the #HPVvaccine at your child’s back-to-school doctor visit. The HPV vaccine is most effective when given between 9–12-years-old and protects against HPV infections that can cause cancer later in life. Learn more: [go.cdph.ca.gov/preteen-vaccine](https://www.cdph.ca.gov/preteen-vaccine) #CaliforniaHPVFree #PreteenVaxCA



□  Padres: pregunten acerca de #LaVacunaContraElVPH durante el chequeo médico de regreso a la escuela de su hij@. La vacuna contra el VPH es más eficaz cuando se administra entre los 9 y los 12 años. Protege contra las infecciones de VPH que pueden causar cáncer en el futuro. Obtenga más información: [go.cdph.ca.gov/preteen-vaccine](https://www.cdph.ca.gov/preteen-vaccine) #CaliforniaLibreDeVPH

Additional Post:

Go to infographic link at http://eziz.org/assets/docs/PVW/HPVfacts_infographic.jpg (or https://eziz.org/assets/docs/PVW/HPVfacts_infographic_SP.jpg for Spanish) and save to your computer. Either post the image to Facebook, X (Twitter), or Instagram alone or with caption below. If adding a caption, you may add the suggested one below in the window provided.



□ HPV vaccine is recommended starting at age 9 to protect against cancers caused by HPV. Don’t miss your chance! Make an appointment to vaccinate your preteen today. #PreteenVaxCA



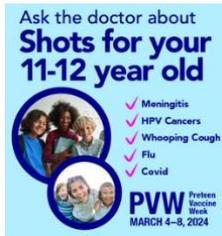
□ Se recomienda la vacuna contra el VPH empezando a los 9 años para proteger contra ciertos tipos de cáncer relacionados al VPH. ¡No pierda la oportunidad! Haga una cita para vacunar a su preadolescente hoy mismo.

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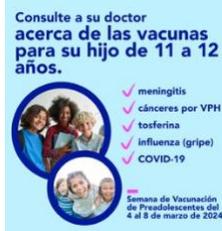
2. Tuesday – General Awareness (multiple vaccines)

Recommended Post:

Go to infographic link at https://eziz.org/assets/docs/PVW/PVW_infograph.jpg (or https://eziz.org/assets/docs/PVW/PVW_infograph_SP.jpg for Spanish) and save to your computer. Either post the image to Facebook, X (Twitter), or Instagram alone or with a caption. If adding a caption, you may add the suggested one below in the window provided.



Help keep your preteen safe and immune system strong! 🗣️📢 Let's give them the best defense against preventable diseases and keep them on the path to a healthy future. ❤️ #PreteenVaxCA #HealthyKids #StayUpToDate



¡Ayude a mantener a su preadolescente san@ y su sistema inmune fuerte! 🗣️📢 Démosle la mejor defensa contra enfermedades prevenibles y mantengámosl@ en el camino hacia un futuro saludable.

3. WEDNESDAY – General Awareness (Checkup)

Recommended CDPH Post:

Go to infographic link at <https://www.cdph.ca.gov/Programs/OPA/Pages/Communications-Toolkits/Don%E2%80%99t-Wait-Vaccinate.aspx> and save to your computer. (Available in English and Spanish.) Either post the image to Facebook, X (Twitter), or Instagram alone or with a caption.



Vaccines can help keep your preteen and teen stay healthy, so they can continue going to school and hanging out with friends. Get some peace of mind by immunizing your preteen against diseases like whooping cough and COVID-19. www.shotsforschool.org #BackToSchool #ShotsforSchool #DontWaitVaccinate #PreteenVaxCA



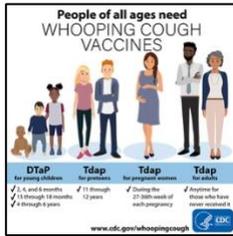
Las vacunas pueden ayudar a tu preadolescente y adolescente a mantenerse sanos, seguir yendo a la escuela y divertirse con amigos. Gana tranquilidad vacunando a tu preadolescente contra enfermedades como la tosferina y el COVID-19. www.shotsforschool.org #DeRegresoALaEscuela #VacunasParaLaEscuela #NoEsperesVacúnalos

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4. THURSDAY – Pertussis Vaccination (Tdap)

Recommended CDC Post:

Go to infographic link at <https://www.cdc.gov/pertussis/about/prevention/index.html> and save to your computer. Either post the image to Facebook, X (Twitter), or Instagram alone or with a caption. If adding a caption, you may add the suggested one below in the window provided.



- People of all ages need whooping cough vaccines – including preteens! Whooping cough can make those sick with it cough for weeks or even months, sometimes coughing so hard they vomit. Getting vaccinated is the best way to prevent it. Schedule your preteen’s vaccine appointment today! #PreteenVax
- Personas de todas las edades necesitan vacunarse contra la tosferina– ¡incluyendo los preadolescentes! La tosferina puede causar tos por semanas o hasta meses y a veces las personas infectadas tosen tan fuerte que vomitan. Vacunarse es la mejor manera de prevenirla. ¡Haga la cita de vacunación para su hij@ hoy mismo!

Additional Post:

Go to infographic link at <https://eziz.org/assets/docs/PVW/InfoWhoopingCough.png> (or https://eziz.org/assets/docs/PVW/InfoWhoopingCough_SP.png for Spanish) and save to your computer. Either post the image to Facebook, X (Twitter), or Instagram alone or with a caption. If adding a caption, you may add the suggested one below in the window provided.



- All incoming 7th graders in California must show proof of Tdap vaccination and 2 doses of chickenpox before entry. Make sure your student is ready for school by scheduling their preteen vaccine appointment today! #PreteenVax



- Todos los estudiantes de 7° grado en California deben mostrar prueba de la vacuna Tdap y dos dosis de la vacuna contra la varicela antes de ingresar. ¡Asegúrese que su estudiante está list@ para la escuela, y haga una cita para vacunarl@ hoy mismo!

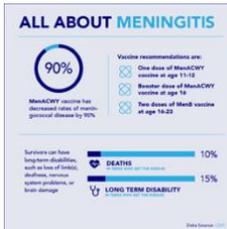
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5. FRIDAY – Meningococcal Vaccination (MenACWY)

Recommended Post:

Go to infographic link at <https://eziz.org/assets/docs/PVW/InfoMeningitis.png> (or https://eziz.org/assets/docs/PVW/InfoMeningitis_SP.png for Spanish) and save to your computer.

Either post the image to Facebook, X (Twitter), or Instagram alone or with a caption. If adding a caption, you may add the suggested one below in the window provided.



A lot of parents never find out where their children picked up bacterial meningitis; just sharing a soda might bring infection. Shield your precious preteen with the MenACWY vaccine. #PreteenVaxCA



Muchos padres nunca descubren dónde sus hijos se contagiaron con la meningitis bacteriana; el solo hecho de compartir un refresco puede provocar una infección. Proteja a su precioso preadolescente con la vacuna MenACWY.

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Instructions for Uploading Image/Video Content to Social Media Platforms

Social Media Platform	Steps to Upload an Image or Video
Facebook 	<ol style="list-style-type: none"> 1. First download and save to your computer the image or video you wish to use. (You can also “Share” directly from YouTube to Facebook, but quality will be better if you first download files with EZIZ hyperlinks provided.) 2. After logging into Facebook, click or tap “Photo/Video” (web browser) or “Photo” (mobile app) or  at the top of the timeline or News Feed. 3. Select the image or video file to upload. 4. Add a caption in the “Say something about this photo” box if desired. (See recommended captions in Suggested Social Media Messages.) 5. Tap “Done” and then “Share” to confirm the post. <ol style="list-style-type: none"> a. On a web browser, tap “Share”
X (Twitter) 	<ol style="list-style-type: none"> 1. First download and save to your computer the image or video you wish to use. (You can also “Share” directly from YouTube to X, but quality will be better if you first download files with EZIZ hyperlinks provided.) 2. After logging into X, tap or click the “Tweet” button (web browser) or the icon  (mobile app). 3. Tap the image icon.  4. Select the videos or photos file to upload. 5. Tap “Add” to view the draft post. 6. Add a caption in the “What is happening?” box if desired. (See recommended captions in Suggested Social Media Messages.) 7. Tap “Post” when finished.
Instagram 	<ol style="list-style-type: none"> 1. First download and save to your phone the image or video you wish to use. (You can also “Share” directly from YouTube to Twitter, but quality will be better if you first download files with EZIZ hyperlinks provided.) 2. After logging into Instagram, tap the  icon at the bottom of the screen. 3. Select the picture or video to upload. <ol style="list-style-type: none"> a. If uploading multiple images or videos, first tap “Select Multiple” then tap the pictures/videos in the desired order. 4. Tap “Next” <ol style="list-style-type: none"> a. Edit the photo if desired (e.g. add a filter or adjust the brightness of the photo). 5. Tap “Next” again. 6. Add a caption in the “Write a caption...” box if desired. (See recommended captions in Suggested Social Media Messages.) 7. Tap “Share.”