

## For Providers

# California COVID-19 Vaccination Program Update

## #CrucialCOVIDConversations Social Media Alert

**We need your help on social media to guide the public, answer questions, and fight back against the latest misinformation.**

For the next month, we will send you weekly #CrucialCOVIDConversations alerts to help guide effective social media messaging. We are encouraging all healthcare providers to post at least one message on the social media platform of your choice today using the hashtag **#CrucialCOVIDConversations**.

**Key Social Media Message of the Week** (tailor for your platform and voice):

The FDA meeting to review a COVID-19 vaccine for kids under 5 years old was postponed. While we are all disappointed at the additional wait, the delay signifies that the data and science are not being rushed. Especially for our youngest population, we want to make sure we get this right. #crucialCOVIDconversations #thisisourshot #vacunateya

**Other sample social media posts:**

1. Masking mandates and restrictions are being lifted in various parts of the world. Many of us have masked, followed precautions, and gotten vaccinated - not because of these mandates, but because we cared and wanted to protect each other and ourselves. Let's continue to care and be considerate. #maskup  
#crucialcovidconversations #thisisourshot #vacunateya
2. There are NO ZERO RISK solutions. The COVID-19 vaccines have the risk of extremely rare side effects, but the risks of a COVID-19 infection are far greater. Those who remain unvaccinated are - in reality - making an extremely risky choice. Please get vaccinated to protect yourself and others.  
#crucialcovidconversations #thisisourshot #vacunateya

Add value! Educational posts often do extremely well. As healthcare professionals, you are well-positioned to teach or share a quick medical tip. A few recent viral medical videos have included 1) mask hacks to avoid fogging up your glasses and 2) exercising your arm to avoid pain after vaccination. Make it quick and fun!

If you'd prefer to use an existing social media message, **repost using the links below**, created by [#ThisIsOurShot!](#) Be sure to add the #crucialCOVIDconversations hashtag.

- [Facebook](#)

- [Twitter](#)

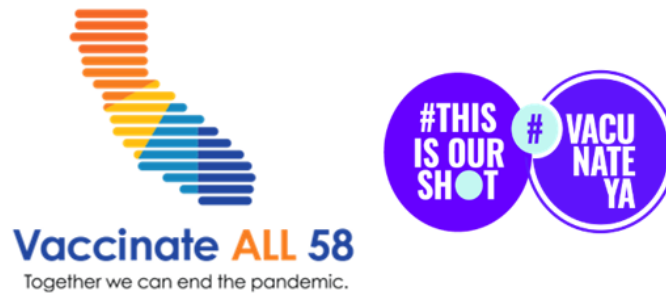
## Upcoming Social Media Training

Attend a [peer-to-peer social media training](#) with #ThisIsOurShot for tips on how to engage effectively about COVID-19 vaccines on your preferred platform. Attendees will participate in small breakout groups, each with a facilitator experienced in Facebook, Twitter, Instagram, or Tik Tok messaging.

**Wednesday, March 2 at 12:30PM**

[Register here!](#)

Crucial COVID-19 Conversations



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