

## 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.**

We are encouraging all healthcare providers to post at least one message on the social media platform of your choice this week using the hashtag **#CrucialCOVIDConversations**.

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

Per the CDC, you may now wait up to 8 weeks between first and second mRNA COVID-19 vaccine doses if you are over 12 years and immunocompetent. People who are over 65, immunocompromised, or are at increased risk of severe COVID-19 should maintain the original 3-4 week interval. #getvaccinated #crucialCOVIDconversations #thisisourshot #vacunateya

**Other sample social media posts:**

1. COVID-19 vaccines are safe for pregnant people. A CDC study of over 40,000 pregnant people found that vaccines had NO link to preterm births (the birth of a baby before 37 weeks). #crucialCOVIDconversations #thisisourshot #vacunateya
2. You don't need a mandate to wear a mask. Let's continue to do our part, especially in crowded areas and around those most vulnerable, the elderly, and young children. #crucialCOVIDconversations #thisisourshot #vacunateya

**Helpful Tip:** Check out top sounds from Instagram and Tik Tok when making video content to stay on trend and engaging. Instagram trends tend to lag behind Tik Tok.

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](#)
- [Instagram](#)
- [Twitter](#)

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**Vaccinate ALL 58**  
Together we can end the pandemic.



COVID-19 Vaccination Program