Welcome to
Communicating about COVID-19 Vaccines on Social Media

May 26, 2022
12:00PM-1:00PM
Continuing Medical Education (CME) Credits Disclosure

All planners, staff and others involved with this activity have reported no relevant financial relationships with ineligible companies whose primary business is producing, marketing, selling, re-selling, or distributing healthcare products used by or on patients.

This activity has not received commercial support.
Housekeeping

For Panelists: Please remember to mute yourself when not speaking.

For Attendees: Please access today’s slides through the following link: https://eziz.org/covid/30conversations

Please use “Q&A” to ask questions.

If you have technical difficulties, please contact blanca.corona@cdph.ca.gov
Questions & Answers and Discussion

During today's session, please use the Q&A panel to ask your questions.

Please use the Chat panel for discussion.
Webinar Objectives

Participants will learn to:

• Engage effectively about COVID-19 vaccines on social media
• Disseminate simple, evidence-based messaging to build vaccine trust and combat misinformation
• Use sample COVID-19 social media posts for your platforms
# Agenda: Thursday, May 26, 2022

<table>
<thead>
<tr>
<th>No.</th>
<th>Item</th>
<th>Speaker(s)</th>
<th>Time (PM)</th>
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<tr>
<td>1</td>
<td>Welcome</td>
<td>Rachel Jacobs (CDPH)</td>
<td>12:00 – 12:05</td>
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<td>2</td>
<td>Engaging Effectively on Social Media</td>
<td>Vicki Chan, MD</td>
<td>12:05 – 12:40</td>
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<td><strong>Questions &amp; Answers</strong></td>
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<td><strong>12:40 – 12:55</strong></td>
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<tr>
<td>3</td>
<td>Resources, Poll, and Wrap-Up</td>
<td>Rachel Jacobs (CDPH)</td>
<td>12:55 – 1:00</td>
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</table>

**Vaccinate All 58**
Poll: Your feedback is appreciated

How confident are you in your ability to effectively communicate about COVID-19 vaccines on social media?

1. Very confident
2. Confident
3. Somewhat confident
4. Slightly confident
5. Not confident
Engaging Effectively on Social Media

Vicki Chan, MD

#ThisIsOurShot
Social Media Misinformation Trends

- Misinformation can be tracked on social media platforms such as Facebook, Instagram, and Twitter
  - Subscribe to hashtags on social media to receive notifications when there are new posts
- **Sign up** for the weekly TIOS-VY Hero Alert which includes trending misinformation for the week

Report false information to the correct sources! WHO has **listed** many sources on their website that can direct you to reporting inaccurate information.
Figure 15

Personal Health Care Providers Are Most Trusted Source Of Information On COVID-19 Vaccine

Percent who say they have a **great deal** or a **fair amount** of trust in each of the following to provide reliable information about a COVID-19 vaccine:

- Their own doctor or health care provider: **85%**
- The CDC: **73%**
- Their local public health department: **70%**
- The FDA: **70%**
- Dr. Anthony Fauci: **68%**
- Their state government officials: **58%**
Engaging Digitally

**FACEBOOK**
- Participate in groups
- Engage in the comments
- Host live Ask Me Anythings

**TWITTER**
- Search for vaccine curious content
- Combat misinformation
- Don’t feed the trolls

**INSTAGRAM**
- Check the comments
- Search for vaccine curious content (i.e. #COVID19, #Vaccine)
- Reply to Stories

**THINK OUTSIDE THE BOX**
- TikTok, Clubhouse, LinkedIn, WhatsApp, NextDoor, Yelp, ZocDoc, and Reddit.
Understanding the Social Media Algorithm

Consistency is key.
Posting frequently with consistent messaging will increase your organic reach, placing your content in front of more of your followers.

All platforms will prioritize content that includes media. Photos and videos are preferred.

Make it personal.
Share your stories of those within your close circle who were hesitant. Share your “why.”

Avoid spamming.
Too many tags, sharing posts from only one source, and excessive posting can push your content to the bottom of friends’ news feeds.

Be timely. Provoke emotion.
Content that moves and impacts is effective. Be authentic.

Re-define community.
Where people work, play, and pray. What communities are you part of?
Tips for COVID-19 Social Media Posts

• Keep it short: ~30 seconds
• Simple caption
• Background music: A “trending” song
• Engage with comments
Tips for COVID-19 Social Media Posts

- Translate medical jargon to simple language
- Empathize
- Use personal experience

vickichanmd As a doctor, I know that science often takes time and that, especially for our youngest children, it is “so” important to get this right.

But also as a mom, 😍.

The data for <5 year olds just wasn’t ready. Initially, it was thought 2 doses would have enough of a benefit to authorize this month. But it has become more apparent that 3 doses will be needed, and that data may not be ready until March or April.

While many want to believe that COVID is “over” - for many of us with littles (or elderly, vulnerable, immunocompromised, etc) it definitely isn’t.

#doctormom #doctorlife #howlongisthisgoingtotake #realmomlife #realmoms #realmomssofinstagram
Tips for Social Media COVID-19 Posts

• Reference a trusted source like the CDC; summarize in caption
• Use graphics
• Make it fun!

vickichanmd Whether it’s correlation or truly causation 😃, these findings are 😊 not shocking to those of us in healthcare.

Surgical masks offer better protection as they tend to fit more snuggly on the face and have multiple layers (while still being more breathable than cloth). Well fitting N95s are the gold standard (this is what I wear at work), but other good, more comfortable options are KN95s and KF94s for everyday, crowded situations.
Tell a personal story about a conversation you had with a patient about getting vaccinated.

Yesterday one of my patients surprised me. During the first two conversations about the vaccine last year, she expressed many common fears and concerns. I gave her the facts and acknowledged her personal agency in the decision. In the third conversation, I didn’t bring up the vaccine at all and focused on other health issues important to her. Yesterday, during our fourth conversation, ten months after our first vaccine conversation, she surprised me at the very end. “Dr. Nakhisi, could I be scheduled for my first Covid vaccine dose?”

Every conversation has its nuances. But there are common ways we can help individuals make their personal best decision. In this piece, we share why this matters so much and how medical professionals can help our patients be informed and empowered.

That is our hope.

#ThisisOurShot #VaccinateYa


52 likes

Visit the COVID-19 Information Center for vaccine resources.
Tips for Social Media Posts

Repost from #ThisIsOurShot and #VacunateYa

The best time to prevent a surge is "before" the surge. Best we can do is to reduce risk in areas where spread happens most easily—& esp where people must be, such as public transportation that they use for work; groceries; medical appts etc.

1,000,000 COVID-19 DEATHS

is as if the entire population of Delaware disappeared

or everyone in the city of Austin vanished in 2 years’ time.

Faced with numbers like these, the only thing to say is: Stay up to date on COVID-19 vaccines. Increase precautions when cases rise (as they are doing now). Take care of each other. And thank you to all the health heroes who work every day to try to save and improve lives.

#ThisIsOurShot #VacunateYa
Don’t Feed the Trolls

It’s the internet - some trolling is inevitable.

Ignore it, block it, report it. Don’t egg it on.
## Language to Use on Social Media

<table>
<thead>
<tr>
<th>Do Say</th>
<th>Don't Say</th>
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<tbody>
<tr>
<td>Vaccination</td>
<td>Injection or shot</td>
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<tr>
<td>A safe and effective vaccine</td>
<td>A vaccine developed quickly</td>
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<td>Authorized by FDA based on clinical testing</td>
<td>Approved by FDA; Operation Warp Speed; Emergency Use Authorization*</td>
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<td>Get the latest information</td>
<td>There are things we still don’t know</td>
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<td>Keep your family safe; keep those most vulnerable safe</td>
<td>Keep your country safe</td>
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<tr>
<td>Public Health</td>
<td>Government</td>
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<td>Health/medical experts and doctors</td>
<td>Scientists</td>
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<tr>
<td>People who have questions</td>
<td>People who are hesitant, skeptical, resistant, or “anti-vaxxers”</td>
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</table>

* The perceived speed of vaccine development is a current barrier among many audiences. These recommendations are based partly on research conducted by the de Beaumont Foundation.
More Social Media Tips

• Speak in the first person
• Respect copyright, HIPPA, and privacy laws
• Be professional
  o Be responsible, accurate, and use good judgement
• Add value!
• Know your follows/users
• Have fun and learn
To address patients concerns on social media, use the 3-5-3 method.

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<th>3</th>
<th>5</th>
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<tbody>
<tr>
<td>Steps to Start the Conversation</td>
<td>Key Messages</td>
<td>Post-Conversation Steps</td>
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</table>
3 Steps to Initiating Conversations on Social Media

1. Ask and write a factual answer in response
   - “What do you think about the vaccine?”
   - “Why do you feel that way?”
   - “What concerns do you have about the vaccine?”

2. Create an alignment of safety
   - "I would be scared too. We should always do what’s safe.”
   - “I want everyone to do what is safest for them.”

3. Find common goals
   - “We all want to be able to safely be with our loved ones again.”
   - “What reasons would motivate you to get vaccinated?”
   - Find their personally motivating reason.
1. The vaccine will keep you safe.

The vaccine will protect you from getting very sick. Over 200 million Americans have been safely vaccinated and are now protected.
2. Side effects are common.

Side effects are a sign your body is activating to protect you. For a few days after vaccination, many people temporarily feel:

- Sore arm (at administration site)
- Tired or fatigue
- Headache
- Muscle pain
- Joint pain
3. Vaccines are very effective.

Each vaccine is extremely effective at preventing hospitalization and death from COVID-19 and its variants. It will allow us to do the things we love and miss most. Vaccinated individuals can get a mild COVID-19 infection.
4. The vaccine is built on 20 years of research and science.

It is good to be careful when new things come along. Health experts took all the necessary steps to produce a safe vaccine, and it was built on 20 years of research and science.
5. Have questions? Please ask.

I’m glad that you want to know more. Ultimately, the choice is yours. If you have questions, talk with your doctor or healthcare provider soon. Go to myturn.ca.gov or text your zip code to GETVAX or VACUNA to get your free vaccine today.
1. **Acknowledge their agency and personal choice**
   - “I want you to get vaccinated today, but ultimately it’s your choice.”
   - “I'm happy to provide you with additional resources or point you in the direction of pages you can view with lots of credible information.”

2. **Keep lines of communication open**
   - Trust is a journey. Give folks a way to reach you that you are comfortable with as they consider their decision. Let them know that they can contact you at any point on social media for additional information.

3. **Offer to find a vaccine**
   - Offer [myturn.ca.gov](https://myturn.ca.gov) or have them text their zip code to GETVAX or VACUNA to find a free vaccine location in their neighborhood.
Dr. Nicole Baldwin
Yesterday at 9:00 AM

This morning the FDA and CDC released a joint statement that they were recommending a pause in the administration of the Johnson & Johnson/Janssen COVID-19 vaccine due to 6 cases of rare but severe blood clots.

- What you need to know:
  - Cases occurred in 6 women between the ages of 18-48 with symptoms starting 6-13 days AFTER vaccination
  - The type of clot is a cerebral venous sinus thrombosis (CVST) in combination with thrombocytopenia (low platelets) which makes treating this clot problematic as common treatments (such as blood thinners) can worsen the situation
  - Why you don’t need to panic:
    - We don’t yet know if there is a causal relationship between the vaccine and CVST
    - To date over 6.8 million doses of the J&J vaccine have been administered in the US which means that cases of CVST have occurred in LESS THAN 1 in 1 million doses
  - What happens next?
    - The ACIP (Advisory Committee on Immunization Practices) will meet Wednesday to review these cases and assess significance.
    - If you or a loved one received the J&J vaccine and experience severe headache, abdominal pain, leg pain or shortness of breath within 3 weeks of vaccination, contact your healthcare provider immediately.

Source: https://www.fda.gov/.../joint-cdc-and-fda-statement...
It Works!

So it’s actually because of your reels and posts that helped me move forward with my decision to get vaccinated. I sincerely appreciate your fact based approach that mitigates the fear mongering. Genuinely.

OMG that makes me so happy!!! And makes it all worth it 🎉!!! Thank you for sharing!!!
What You Can Do Today

Make a vaccine post about a missed moment you can now enjoy because of vaccination and encourage your friends to find their free vaccine at vaccines.gov to get back to things they love.

Tags: #crucialcovidconversations
@ThisIsOurShot #ThisIsOurShot
@vacunate_ya #VacunateYa
Recap

- Your voice is trusted and matters.
- Engage on the platform that makes sense for you.
- Use social media and language best practices to maximize your impact.
Resources & Polls
Rachel Jacobs, CDPH
Questions & Answers and Discussion

During today's session, please use the Q&A panel to ask your questions.

Please use the Chat panel for discussion.
Poll: Your feedback is appreciated

Following this webinar, how confident are you in your ability to effectively communicate about COVID-19 vaccines on social media?

1. Very confident
2. Confident
3. Somewhat confident
4. Slightly confident
5. Not confident
Social Media Alerts

CDPH will send weekly emails with sample social media posts for you to adapt for your platforms.

Please use the hashtags #CrucialCovidConversations and #ThisIsOurShot
VA58 WhatsApp ChatBot

A new, easy-to-use tool is now available for Latinxs and other Spanish speakers to learn about vaccines and COVID-19. WhatsApp allows you to text on your phone anytime, anywhere to find answers to your questions, and even book a vaccine appointment!
Toolkits, Fliers, Conversation Guides, and Videos

#ThisIsOurShot Toolkit
COVID-19 Crucial Conversations
Next COVID-19 Crucial Conversations Webinar

Please join Emma Olivera, MD for “Talking with Spanish-Speaking Patients about COVID-19 Vaccines and Booster Doses”

This webinar will be in Spanish.

Únase a la Dra. Emma Olivera para “Hablar con Pacientes de Habla Español Sobre las Vacunas Contra el COVID-19 y Dosis de Refuerzo”

Este seminario web será en español.

**Cuando:** 10 de junio de 2022, 12:00-1:00PM

¡Regístrate aquí!

This activity has been planned and implemented in accordance with the accreditation requirements and policies of the Accreditation Council for Continuing Medical Education (ACCME) through the joint providership of the California Medical Association (CMA) and California Department of Public Health. CMA is accredited by ACCME to provide continuing medical education for physicians.

The California Medical Association designates this enduring material for a maximum of **1 AMA PRA Category 1 Credits™**. Physicians should claim only the credit commensurate with the extent of their participation in the activity.

This activity has not received commercial support.
For California COVID-19 Vaccine Providers

Every Monday:
My Turn and myCAvax Office Hours
Next session: Monday, June 6 at 12PM

Every Friday:
Provider Office Hours
Next session: Friday, May 27 at 9AM
## Additional Support

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<th>Type of Support</th>
<th>Description</th>
<th>Updated 12.29.21</th>
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<tbody>
<tr>
<td><strong>COVID-19 Provider Call Center</strong></td>
<td>The COVID-19 Call Center for Providers and Local Health Departments is dedicated to medical providers in California and their COVID-19 response, specifically addressing questions about State program requirements, enrollment, and vaccine distribution, including the Vaccine Marketplace.</td>
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<tr>
<td></td>
<td>• Email: <a href="mailto:covidcallcenter@cdph.ca.gov">covidcallcenter@cdph.ca.gov</a></td>
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<td></td>
<td>• Phone: (833) 502-1245, Monday through Friday from 8AM–6PM</td>
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<tr>
<td><strong>Enrollment Support</strong></td>
<td>For Provider enrollment support, please contact myCAvax Clinic Operations at</td>
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<td>• Email: <a href="mailto:myCAvaxinfo@cdph.ca.gov">myCAvaxinfo@cdph.ca.gov</a></td>
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<tr>
<td><strong>myCAvax Help Desk</strong></td>
<td>Dedicated staff provide up-to-date information and technical support on the myCAvax system.</td>
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<tr>
<td></td>
<td>• Email: <a href="mailto:myCAvax.HD@Accenture.com">myCAvax.HD@Accenture.com</a></td>
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<td></td>
<td>• Phone: (833)-502-1245, option 3, Monday through Friday 7AM–7PM, Saturday and Sunday 8AM-1PM</td>
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<td>For training opportunities: <a href="https://eziz.org/covid/education/">https://eziz.org/covid/education/</a></td>
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<tr>
<td><strong>My Turn Clinic Help Desk</strong></td>
<td>For onboarding support (those in the process of onboarding): <a href="mailto:myturnonboarding@cdph.ca.gov">myturnonboarding@cdph.ca.gov</a></td>
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<td></td>
<td>For technical support with My Turn Clinic for COVID-19 and flu vaccines: <a href="mailto:MyTurn.Clinic.HD@Accenture.com">MyTurn.Clinic.HD@Accenture.com</a> or (833) 502-1245, option 4: Monday through Friday 7AM–7PM, Saturday and Sunday 8AM–1PM.</td>
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<tr>
<td><strong>Archived Communications</strong></td>
<td>For archived communications from the COVID-19 Provider Call Center about the California COVID-19 Vaccination Program visit</td>
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<td>• Website: <a href="https://eziz.org/covid/myturn/education/">EZIZ Archived Communications</a></td>
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Special Thanks to
Today's Presenter:

Vicki Chan, MD

Webinar Planning & Support:

Rachel Jacobs, Cheri Banks, Blanca Corona, Michael Fortunka
Thank you for your commitment to protect the health and well-being of all Californians

And for joining today's webinar!