

Section 2 – Social Media Messages

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: General Awareness / PVW

Tuesday: COVID-19 Vaccination

Wednesday: Pertussis Vaccination (Tdap)

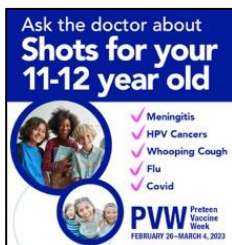
Thursday: Meningococcal Vaccination (MenACWY)

Friday: HPV Vaccination

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1. MONDAY – General Awareness (multiple vaccines)

Recommended Infographic Post:



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

- Many kids missed out on routine vaccines during the pandemic. Make sure your preteen isn't one of them! Preteen vaccines protect against serious diseases and cancer. #PreteenVaxCA
- Muchos niños perdieron la oportunidad de recibir vacunas de rutina durante la pandemia. ¡Asegúrese de que su preadolescente no sea uno de ellos! Las vacunas para preadolescentes protegen contra las enfermedades graves y el cáncer.

2. TUESDAY – COVID-19 Vaccination

Recommended Infographic Post:

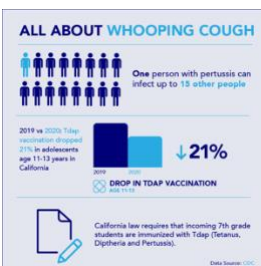


Choose an infographic from the VaccinateAll58 collection at <https://drive.google.com/drive/folders/1wrfHlplyCICAALV7yrwdZ-wwqstzLj0>. They are available for all ages and in multiple languages. Save the selected image to your computer. Either post the image to Facebook, Twitter, or Instagram alone or with a caption. If adding a caption, you may add the suggested one below in the window provided. (On Twitter, insert caption before the story title and link.)

- COVID vaccines prevent severe illness, hospitalization, and death. Make sure your preteen has gotten the updated (bivalent) COVID booster! Call your doctor or visit MyTurn.ca.gov to make an appointment. #PreteenVaxCA
- Las vacunas contra el COVID-19 previenen la enfermedad grave, la hospitalización y la muerte. ¡Asegúrese de que su preadolescente haya recibido el refuerzo actualizado (bivalente) contra el COVID-19! Llame al doctor de su hijo(a) o visite MyTurn.ca.gov para hacer una cita.

3. WEDNESDAY – Pertussis Vaccination (Tdap)

Recommended Infographic Post:



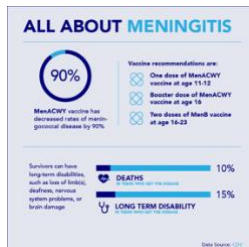
Go to infographic link at <https://eziz.org/assets/docs/PVW/InfoWhoopingCough.png> and save to your computer. Either post the image to Facebook, Twitter, or Instagram alone or with a caption. If adding a caption, you may add the suggested one below in the window provided. (On Twitter, insert caption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

- 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 listo@ para la escuela, y haga una cita para vacunar@ hoy mismo!

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4. THURSDAY – Meningococcal Vaccination (MenACWY)

Recommended Infographic Post:




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

- 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.

5. FRIDAY – HPV Vaccination

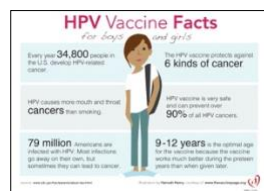
Recommended ShotByShot Infographic Post (Matthew):



Go to infographic link at <http://eziz.org/assets/docs/PVW/Matthew HPV IG.png> and save to your computer. Either post the image to Facebook, Twitter, or Instagram alone or with a caption. You can also go directly to the post on ShotByShot's Instagram account at <https://www.instagram.com/p/B2CtzQjgoVW/>. Click on the icon  to the right above the post, select "Share to" and then select Facebook or Twitter. If adding a caption, you may add the suggested one below in the window provided. (On Twitter, insert caption before the story title and link.)

- Matthew would rather get 100 shots than suffer through throat cancer like his dad. Kids can get HPV vaccine starting at age 9 to protect them against cancer. #PreteenVax
- Matthew preferiría recibir 100 inyecciones a sufrir el cáncer de garganta como su padre. Los niños pueden recibir la vacuna contra el VPH empezando a los 9 años para protegerlos contra el cáncer.

Additional Post:










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

- 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. #PreteenVax
- Se recomienda la vacuna contra el VPH empezando a los 9 años para proteger de 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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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”
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 Twitter, but quality will be better if you first download files with EZIZ hyperlinks provided.) 2. After logging into Twitter, 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’s happening?” box if desired. (See recommended captions in Suggested Social Media Messages.) 7. Tap “Tweet” 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.”