

Dear VFA Program Participant,

This Thursday, the Centers for Disease Control and Prevention (CDC) and the National Foundation for Infectious Diseases (NFID) are hosting a #FightFlu social media campaign kick-off. Consider sharing this flu messaging with your patients and tailoring it to promote early flu season vaccination at your clinics. See below for steps on how to participate in this campaign.

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**From:** Flu Inbox (CDC) [<mailto:FluInbox@cdc.gov>]

**Sent:** Monday, September 26, 2016 7:29 AM

**To:** Flu Inbox (CDC)

**Subject:** It's Not Too Late- Join the CDC and NFID #FightFlu Thunderclap Campaign!

## **It's Not Too Late to Join the CDC and NFID #FightFlu Thunderclap Campaign!**

CDC and the National Foundation for Infectious Diseases (NFID) are currently hosting a Thunderclap campaign to coincide with the annual flu season kick-off on Thursday, September 29, 2016. Please join us in this #FightFlu initiative by accessing the Thunderclap here: <http://thndr.me/W8aJFu>

The link will take you to the #FightFlu Thunderclap campaign and ask you to support through your Facebook or Twitter account. You can choose to participate any time between now and September 29 by 10:30 am EST.

Follow these simple steps to join the campaign:

1. Click this link: <http://thndr.me/W8aJFu>
2. After clicking the link, choose which platform you use to support the campaign.
3. Click “Add my support.”

If you are new to Thunderclap, here is a little more information:

- Thunderclap is a tool that lets a message be heard when you and your friends say it together. Join a Thunderclap, and you and others will share the same message at the same time, spreading an idea through Facebook, Twitter, and Tumblr that cannot be ignored. The idea is that many voices are stronger than a single tweet.
- Once you have selected which social media channel you are going to use to participate, you will be asked to authorize Thunderclap to access your account. This is needed in order for Thunderclap to be able to count your followers which helps increase the reach of the campaign, and to send out the **1-time** message on September 29<sup>th</sup> at 10:30 am EST.
- **After the one-time post, they will not post any additional messages or be able to access your account.** For more Frequently Asked Questions, see: <https://www.thunderclap.it/faq>
- If you have any other questions about the Thunderclap campaign, feel free to email us at: [Fluinbox@cdc.gov](mailto:Fluinbox@cdc.gov)

Thank you for taking part in the campaign and supporting the #FightFlu campaign!