

SOCIAL MEDIA

Campaign images and messages are free to use. Customize and share via your social media platforms, websites, patient portals, emails and other ways to reach your audiences/patients. We also encourage posting pictures from your own clinic and community. A variety of images and messages can be downloaded at the [campaign webpage](#). See the campaign “social media calendar” if you would like to send your messages during the same period with other partners across California.

SAMPLE POSTS:

IT'S SAFE TO COME IN

WE'RE MAKING CHECKUPS SAFE FOR YOU:



- requiring masks
- screening and separating patients
- disinfecting rooms

Don't Wait-Vaccinate!

You may be a little worried, but know that doctors and nurses are taking every precaution to keep patients safe.

BABIES



It's time to go back to the doctor! Checking your baby's milestones and staying up to date on immunizations are an important part of your child's health, even during #covid19. Schedule a checkup today.

SCHOOL

READY FOR SCHOOL?



Don't wait-Vaccinate!

School will look different in the fall, but immunizations are still needed to help keep students safe. Make sure your child is ready to go to kindergarten. #BackToSchool #ShotsforSchool www.shotsforschool.org

PREGNANCY



Expecting? Make sure to talk with your doctor or nurse about ways to keep your baby healthy and safe during #covid19, including flu and whooping cough (Tdap) shots. #pregnancy

ADULTS



At [practice name], our first priority is your health—always. You might feel nervous about coming in for well-care and other important health issues. Contact us to learn about how we are keeping patients safe during visits.

HASHTAGS

#DontWaitVaccinate
#ItsSafeToComeIn
#CallYourDoctor
#VaccinesSaveLives
#VaccinesWork
#CallYourPediatrician
#covid19
#covid19CAfamilies
#vaccines
#immunizations

Link to: <https://bit.ly/safetocomein>