

SOCIAL MEDIA CALENDAR

IF YOU WOULD LIKE TO SEND OUT YOUR SOCIAL MEDIA MESSAGES AT THE SAME TIME AS OTHER PARTNERS ACROSS THE STATE, USE THE CALENDAR BELOW TO COORDINATE WEEKLY MESSAGING WITH SPECIFIC AUDIENCES. SEE THE [TEMPLATE SOCIAL MEDIA POSTS](#) FOR CUSTOMIZABLE MESSAGES FOR EACH THEME AND AUDIENCE,

OR SIMPLY **SHARE OUR POSTS** AT:

- CA_IMMUNITY (INSTAGRAM)
- IMMUNIZE_CALIFORNIA (INSTAGRAM)
- IMMUNIZECA (FACEBOOK)

| Month | Theme | Audience(s) |
|----------------|---|---|
| July 2020 | Back-to-school immunizations | Week 3: Incoming Kindergartners/Childcare Week 4: Incoming 7th graders Week 5: College students |
| August 2020 | Back-to-school immunizations | Week 1-4: TK/K, 7th, College |
| September 2020 | Seasonal influenza | Week 1: Everyone 6 months and up Week 2: Healthcare providers Week 3: Aging adults Week 4: Critical infrastructure workers |
| October 2020 | Seasonal influenza | Week 1: People with heart disease Week 2: People with diabetes Week 3: People with asthma Week 4: Pregnant women |
| November 2020 | It's safe to come in | All month: Everyone |
| December 2020 | Late season influenza | All month: Everyone 6 months and up |
| January 2021 | TBD (Possibly COVID-19 vaccine if available) | TBD |
| February 2021 | Adolescent immunizations (HPV, meningococcal, Tdap) | All month: Adolescents |