DON’T WAIT—VACCINATE!

California Campaign Kit

IT’S SAFE TO COME IN

We Can’t Wait To See You!

Getting patients back in during COVID-19
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Additional messages and tools, including other languages, will continue to be added to the toolkit, so check the campaign webpage regularly.
Dear Colleagues,

The California Immunization Coalition (CIC), American Academy of Pediatrics-CA and California Department of Healthcare Services (DHCS) and others have partnered to develop a communication toolkit with assistance from the California Department of Public Health, Immunization Branch to help address the concerning drop in immunization rates among California children and adults during the COVID-19 pandemic era.

The goal of the campaign is to remind parents and adults: #DontWaitVaccinate

This toolkit is designed to help health care professionals, health plans, public health information officers, immunization program managers, coalitions, school administrators, advocates and partner organizations work together to support providers and urge patients to keep and schedule routine checkups and immunization visits.

If routine vaccinations continue to be delayed, it puts families and communities at risk for infection with vaccine preventable diseases. It’s essential to ensure our infants and toddlers are safe and our school-aged students are ready for the school year ahead. It’s also important that adults continue to receive recommended vaccines. And in the fall, everyone 6 months and older should get influenza vaccine.

This toolkit includes a variety of messaging to share with your networks to encourage patients to reconnect with their providers. You are encouraged to tailor these messages to meet the needs of your local community.

Highlights of the campaign kit include:

- Sample social media posts for multiple audiences
- Talking points
- Template provider letter and robocall scripts to patients
- Template school letter and robocall scripts to families
- Tips on how to maximize social media messages
- Social media calendar (if you’re interested in coordinating outreach efforts)

Please come back to the campaign webpage occasionally, as we will continue to update the kit with additional social media messages and tools.

Help us all spread the word by sharing this information, resources and social media messages from this campaign – Don’t Wait, Vaccinate!

Thank you for all you are doing to keep our communities safe.

The California Immunization Coalition (CIC)  California Department of Healthcare Services (DHCS)
American Academy of Pediatrics—California  California School Nurses Organization (CSNO)
California Academy of Family Physicians  California Primary Care Association
#DONTWAITVACCINATE CAMPAIGN TALKING POINTS

FOR DRAFTING SOCIAL MEDIA MESSAGES, PRESS RELEASES, ARTICLES AND OTHER COMMUNICATIONS:

Don’t wait—vaccinate.

• Getting immunized is important now and as shelter-in-place orders are lifted to prevent spread of vaccine-preventable diseases.
• Even while California is responding to COVID-19, it’s essential that parents make sure their children continue to be protected from serious vaccine-preventable diseases.
• While staying at home during the COVID-19 outbreak has helped to slow the spread of the virus, it also has resulted in delays and decreases in the number of children and adults getting their recommended vaccines.
• California and US data from 2020 show troubling decreases in administration of childhood and adult vaccines during the COVID-19 pandemic, indicating that communities may be vulnerable to serious disease.
• Each wave of COVID-19 and associated restrictions might add to the number of children and adults with delayed immunizations.
• Postponing routine vaccinations puts you, families and communities at risk for infection with preventable deadly diseases.
• When social distancing begins to ease up, infants and children who are not protected by vaccines could be vulnerable to diseases like measles and whooping cough.
• Similarly, adults who aren’t vaccinated now may be more vulnerable to diseases like shingles and pneumonia.

It’s safe to come in.

• We understand you may feel a little uneasy about coming into the doctor’s office these days. Hospitals, clinics and other healthcare settings across the state have taken extra care to ensure patients are safe when visiting.
• Additional safety measures may include separating times for sick and healthy patients, masking requirements, additional disinfecting between appointments, physical distancing in waiting rooms and many other precautionary measures to make sure patients stay safe. Some clinics offer drive-through clinics, where you can get care without leaving your car.
• Parents should talk to their children’s doctor and work together to make sure their children are up-to-date on all their vaccines.

Call your doctor.

• Make a vaccine appointment today to keep you and your family protected during and after the pandemic.
• As California ‘reopens,’ there may be many children who need to catch up on immunizations, increasing wait times for appointments.
• While waiting to get vaccinated, children could be exposed to dangerous vaccine-preventable diseases circulating in the community.
• For those who are out of work or without health insurance, it’s important to know you can still get your child vaccinated. The Vaccines for Children (VFC) program offers free vaccines to families who cannot afford to pay for their children’s vaccines (through 19 years of age). Similarly, the Vaccines for Adults (VFA) program offers free vaccines for eligible adults. Talk to your healthcare provider to find out if they are a VFC or VFA provider.
CUSTOMIZE THIS LETTER TO SEND TO FAMILIES ENCOURAGING THEM TO RETURN TO THE OFFICE FOR WELL-CHILD VISITS AND VACCINATIONS.

Dear Parents,

During these challenging times, know that we are here for you. Your child’s health and safety are our top priority, and we are making it safe for you to come in for routine checkups and shots.

We are taking extra steps to help protect you and our staff during COVID-19, including: [Please omit the ones that do not apply]

- Wearing masks at all times.
- Cleaning exam rooms between patients.
- Spacing out well and sick visits.
- Checking everyone’s temperature before they enter.
- Limiting visits to one caregiver per child.
- Asking parents or caregivers to check in from their car.
- Addressing your questions over the phone or computer before the visit, so we can lessen your time at the clinic.
- Offering curbside visits in our parking lot! Please park and call our office upon arrival. We’ll come out to see you!

Tips for keeping your child safe during their visit:

- Is your child 2 years of age and older? Please have them wear a mask before entering our clinic (do not use if your child is having trouble breathing). Parents and caregivers also need to wear a mask.
- Use hand sanitizer before entering and after leaving our clinic. We have some available by the front door!
- Please call us upon arrival and wait in your car. We’ll let you know when we are ready to see you.

Please call our office at (XXX) XXX-XXXX to schedule your child’s checkup, follow-up appointment or shot visit. Staying on track with needed checkups and shots, especially during COVID-19, is very important to your child’s health.

With you in health,

Dr. [your name here]
TEMPLATE LETTER TO PATIENTS (SPANISH)

CUSTOMIZE THIS LETTER TO SEND TO FAMILIES ENCOURAGING THEM TO RETURN TO THE OFFICE FOR WELL-CHILD VISITS AND VACCINATIONS.

Estimados padres,

Durante estos tiempos tan difíciles, le queremos informar que estamos aquí para servirle. La salud y seguridad de su hijo son nuestra máxima prioridad y estamos tomando medidas para que sea seguro visitarnos para los chequeos médicos y vacunas de rutina.

Deseamos asegurarle que estamos tomando pasos adicionales para protegerlo y proteger al personal, incluyendo: [Please omit the ones that do not apply]

- Usar mascarillas en todo momento.
- Limpieza profunda de salas de exámenes entre pacientes.
- Separar las visitas de niños sanos y enfermos.
- Verificar la temperatura de todos antes de entrar.
- Poner limites de un padre o cuidador por niño.
- Pedir a los padres o cuidadores que se registren para la cita desde su automóvil.
- Responder a sus preguntas por teléfono o computadora antes de la cita, para que podamos reducir su tiempo en la clínica.
- ¡Ofrecemos citas al aire libre en nuestro estacionamiento! Por favor, estacione y llame a nuestra oficina cuando llega. ¡Saldremos a verlos!

Consejos para mantener a su hijo seguro durante su visita:

- ¿Su hijo tiene 2 años de edad o más? Asegúrese que se ponga una mascarilla antes de ingresar a nuestra clínica (no la use si su hijo/a tiene problemas para respirar). Los padres y cuidadores también deben usar una mascarilla.
- Use desinfectante para manos antes de entrar y después de salir de nuestra clínica. ¡Tenemos desinfectante disponible por la puerta principal!
- Por favor llámenos cuando llega y espere en su automóvil. Le avisaremos cuando estemos listos para verlos.

Por favor llame a nuestro consultorio al (XXX) XXX-XXXX para programar un chequeo médico para su hijo, hacer una cita de seguimiento, o si hijo necesita vacunarse. Mantenerse al día con los chequeos médicos y las vacunas, especialmente durante COVID-19, es importante para la salud de su hijo.

Con usted en salud,

Dr. [your name here]
TEMPLATE ROBOCALL MESSAGES TO PATIENTS

PROVIDERS CAN MODIFY THESE MESSAGES TO RECALL PEDIATRIC PATIENTS BACK TO THE OFFICE FOR NEEDED IMMUNIZATIONS AND CHECKUPS

Message 1: “Hi there! My name is [your name] and I am calling from [your doctor/clinic name]. I am calling to let you know that your child is due for some routine shots. We are committed to keeping your family healthy, especially during a pandemic, so we are taking extra precautions to make it safe to come in! Please call us back at [your number] to schedule a visit.”

Message 1 in Spanish: “¡Hola! Mi nombre es [your name] y estoy llamando de parte de [your doctor/clinic name]. Le llamo para informarle que a su hijo(a) le toca recibir ciertas vacunas de rutina. Estamos comprometidos a mantener a su familia saludable, especialmente durante una pandemia, por lo que estamos tomando precauciones adicionales para que sea seguro venir a vernos. Por favor llámenos al [your number] para hacer una cita. Gracias”.

Message 2: “Hi there, this is [your name] from [your doctor/clinic name]. We are calling to let you know that we are open and ready to continue with checkups and shots for your child. We want to reassure you that we are taking every precaution to keep your family safe while visiting our office. Please call us at [your number] to schedule a visit as soon as possible. Thank you.”

Message 2 in Spanish: “Hola. Mi nombre es [your name] y estoy llamando de parte de [your doctor/clinic name]. Le llamamos para informarle que estamos abiertos y listos para continuar con los chequeos médicos y las vacunas para su hijo(a). Queremos asegurarle que estamos tomando todas las precauciones para mantener a su familia segura mientras visita nuestra clínica. Por favor llámenos al [your number] para hacer una cita lo antes posible. Gracias”.

Message 3: “Hi there, this is [your name] from [your doctor/clinic name]. We are calling to let you know that we are open and taking extra precautions to keep your family safe during visits. Our records show that [child’s name] is due for a checkup and routine shots! Don’t wait to vaccinate. Please call us at [your number] to schedule a visit as soon as possible. Thank you.”

Message 3 in Spanish: “Hola. Mi nombre es [your name] y estoy llamando de parte de [your doctor/clinic name]. Le llamamos para informarle que estamos abiertos y estamos tomando precauciones adicionales para mantener a su familia segura durante las citas. ¡Nuestros registros muestran que [child’s name] necesita un chequeo médico y vacunas de rutina! No espere para vacunarlo(a). Por favor llámenos al [your number] para hacer una cita lo antes posible. Gracias”.

Hi there!
[Date]

Dear Parents,

First, let me thank you for your understanding and support as we work together through ongoing demands and stresses from the COVID-19 pandemic.

Our goal continues to be the education of your child in a safe and healthy environment, whether at school or home.

While there is no vaccine for COVID-19 yet, I want to remind you about the immunizations that protect your child from other dangerous diseases. I urge you to make an appointment with your child’s doctor to get caught up on any shots your child may have missed while staying at home. Please visit the CDC website for immunization recommendations during COVID-19 at: https://bit.ly/safetocomein.

In addition, influenza vaccine will be even more important this year to keep us as healthy as possible. Please make sure your child and family get the flu vaccine. CDC recommends everyone get immunized by the end of October.

Making sure your family is fully immunized means there will be less risk of disease at home or once we are back in the classroom.

Thank you in advance for helping keep our schools, teachers, staff and community safe.

With gratitude,

[Name of principal/school administrator]
CUSTOMIZE THIS LETTER TO SEND TO FAMILIES ENCOURAGING THEM TO GET CAUGHT UP ON IMMUNIZATIONS.

[Date]

Estimado padre de familia,

Primero, permítame agradecerle por su comprensión y apoyo mientras trabajamos unidos para superar las demandas y el estrés continuo por la pandemia de COVID-19.

Nuestro objetivo sigue siendo la educación de su hijos en un ambiente seguro y saludable, ya sea en la escuela o en el hogar.

Mientras que aún no existe una vacuna contra el COVID-19, quiero recordarles acerca de las vacunas que protegen a a su hijo(a) contra otras enfermedades peligrosas. Les insto a que hagan una cita con el doctor de su hijo(a) para que se pongan al día con cualquier vacuna que no recibieron mientras estaban en casa. Por favor visite este sitio web para obtener recomendaciones de vacunación durante COVID-19: https://bit.ly/VacunasyCOVID19.

Además, la vacuna contra la influenza (la gripe o “flu”) será aún más importante este año para mantenernos lo más sanos posible. Asegúrese de que su hijo(a) y su familia reciban la vacuna contra la influenza. Los CDC recomiendan que todos se vacunen antes del fin de octubre.

Si todos nos aseguramos que nuestras familias estén completamente vacunadas, habrá menos riesgo de enfermedad en nuestros hogares o una vez que regresemos al salón de clases.

Gracias de antemano por ayudar a mantener a nuestra escuela, maestros, personal y comunidad seguros.

Con gratitud,

[Name of principal/school administrator]
Hi there!

**TEMPLATE ROBOCALL MESSAGES FOR SCHOOLS**

SCHOOLS CAN MODIFY THESE MESSAGES TO ENCOURAGE NEEDED IMMUNIZATIONS AND CHECKUPS

**English:**
Hi. This message is from [school name]. Parents: Even with all of the changes from the pandemic, our goal continues to be to teach your child in a safe and healthy environment, whether at school or home. We need your help to make sure your child is up to date on their shots. This will keep other dangerous diseases besides COVID from spreading at home or in the classroom. Please call your child’s doctor today to make sure they are up to date. If your child does not have health insurance, please contact our school nurse at [school nurse contact info] or local health department at [local health department number] to find a clinic that offers free or low-cost immunizations.

**Spanish:**
Hola. Este mensaje es de parte de [school name]. Padres: Aun con todos los cambios por la pandemia, nuestro objetivo sigue siendo enseñar a sus hijos en un ambiente seguro y saludable, ya sea en la escuela o en el hogar. Necesitamos su ayuda para asegurarnos de que su hijo esté al día con sus vacunas. Esto evitará que otras enfermedades peligrosas además de COVID se propaguen en el hogar o en el salón de clases. Llame hoy al doctor de su hijo para asegurarse de que esté al día con sus vacunas. Si su hijo no tiene seguro de salud, comuníquese con nuestra enfermera escolar al [school nurse contact info] o con el departamento de salud local llamando al [local health department number] para encontrar una clínica que ofrezca vacunas gratuitas o de bajo costo.

**English:**
Hi. This message is from [school name]. Parents: This is a reminder that the new school year is around the corner. Before classes start again, whether at home or in the classroom, please make sure your children stay healthy by being up to date on recommended shots. If you have skipped a checkup or shots while staying at home, now is the time to call the doctor and get caught up. Beat the rush! Call your child’s doctor today.

**Spanish:**
Hola. Este mensaje es de parte de [school name]. Padres: Este es un recordatorio de que el nuevo año escolar está a la vuelta de la esquina. Antes de que las clases comiencen nuevamente, ya sea en casa o en el salón de clases, asegúrese de que sus hijos se mantengan saludables al estar al día con las vacunas recomendadas. Si a su hijo le hace falta un chequeo médico o alguna vacuna mientras se quedaba en casa, ahora es el momento de llamar al doctor y ponerse al día. ¡Evite la prisa! Llame al doctor de su hijo hoy mismo.
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 (English and Spanish) can be downloaded at the campaign webpage. See the campaign “social media calendar” if you would like to post 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 (0-2)**

*GROWING SO FAST!*

It’s time for a checkup.

Don’t Wait–Vaccinate!

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 (TK-College)**

*ZOOM OVER TO YOUR DOCTOR*

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 7th grade. #BackToSchool #ShotsforSchool www.shotsforschool.org

**PREGNANCY**

*Keeping baby safe.*

Don’t Wait–Vaccinate!

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**

*IT’S TIME!*

Don’t Wait–Vaccinate

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**

#Don’tWaitVaccinate
#ItsSafeToComeIn
#CallYourDoctor
#VaccinesSaveLives
#VaccinesWork
#CallYourPediatrician
#covid19
#covid19CAFamilies
#vaccines
#immunizations

Link to: https://bit.ly/safetocomein
Getting a flu vaccine is more important than ever to protect yourself, your loved ones, and your community from flu.

- Just like wearing a mask, getting a flu shot is an easy and safe action we can take to keep ourselves and others healthy during the pandemic.
- We may not have a vaccine for COVID-19 yet, but we do have one for flu that is effective and safe.
- It is likely that both COVID-19 and flu will be circulating this fall and winter. Getting immunized against flu means there is one less disease you and your doctor have to worry about this season.
- This season, getting a flu vaccine is especially important because it will protect against flu and help save limited medical resources for COVID-19 patients.
- Influenza and COVID-19 share many symptoms. Preventing influenza means fewer people will need to seek medical care and testing for possible COVID-19 or influenza.
- CDC estimates that flu causes hundreds of thousands of hospitalizations and 12,000-61,000 deaths each season. While it’s always important to minimize this toll, it’s especially important this season. A bad flu season combined with COVID-19 can put our front-line workers at higher risk for illness.
- Essential workers, including nurses and doctors, are doing their part to keep us healthy. Now it’s time for us to do our part by rolling up our sleeves and getting vaccinated.

Medical providers are taking every precaution to keep you safe, wherever you plan to get vaccinated.

- We understand you may feel a little uneasy about coming into the doctor’s office, pharmacy or flu clinic this year. Hospitals, clinics and other settings across the state have taken additional safety measures to ensure patients are safe when getting vaccinated.
- Additional safety measures include separating appointment times for sick and healthy patients, masking requirements, additional disinfecting between appointments, physical distancing in waiting areas and many other measures to make sure patients stay safe. Some clinics offer drive-through services, so you can get care without leaving your car.

Everyone 6 months and older should get a flu shot, especially our most vulnerable community members.

- Flu vaccination lowers the chances that children and adults will end up in the hospital when they catch the flu.
- Healthy adults can get very sick from flu, just like from COVID-19. Both are most dangerous for older adults, smokers, or anyone with a chronic condition like asthma, diabetes, or heart disease. Get a flu shot now – we are stronger together when we are all protected against flu.
- Flu can lower your body’s defenses to other infections, including COVID-19. Older adults, smokers, or anyone with a chronic condition like asthma, diabetes, or heart disease are especially at risk. Don’t take chances with flu – get your flu shot now.
- A flu vaccine helps protect the frontline health care workers who will be caring for a lot of people sick with respiratory illnesses this fall and winter. Now it’s time for us to do our part by rolling up our sleeves and getting vaccinated against the flu.
2020-21 INFLUENZA VACCINATION TALKING POINTS

• While flu vaccination is always important, this season getting vaccinated is even more important for certain people who are at higher risk of being exposed to flu and COVID-19, or developing serious complications from flu and COVID-19. This includes:

• People 65 years and older, who account for the majority of hospitalizations and deaths from flu and COVID-19.
• People with underlying medical conditions like lung disease, heart disease, neurologic disorders, weakened immune systems, and diabetes.
• African Americans, Latinx and Native populations, who are disproportionally affected by chronic medical conditions that can increase the risk for serious flu and COVID-19.
• Caregivers in long-term care facilities—in addition to residents—who are in daily close contact with people who are most vulnerable to serious flu and COVID-19 illness and death.
• Essential workers who have frequent interactions with each other and/or the public and are therefore more likely to be exposed to flu and COVID-19.

• Getting vaccinated yourself will also protect your loved ones, including those who are more vulnerable to serious flu illness, like babies and young children, older people, and people with chronic health conditions.

Don’t Wait—Vaccinate!

• We are stronger when we are all protected. Call your doctor to get your flu shot today.
• Get a flu shot now. If you become infected with COVID-19, you’ll have to wait until you’re well to get your flu vaccine.
• Make a flu shot appointment now to keep you and your family protected during and after the COVID-19 pandemic.
• For those who are out of work or without health insurance, you can still get your child vaccinated. The Vaccines for Children (VFC) program offers free vaccines to families who cannot afford to pay for their children’s vaccines (through 19 years of age). Similarly, the Vaccines for Adults (VFA) program offers free vaccines for eligible adults. Talk to your healthcare provider to find out if they are a VFC or VFA provider.
• Visit vaccinefinder.org to find a place nearby to get your flu vaccine.
# 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)

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<th>Theme</th>
<th>Audience(s)</th>
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<td>July 2020</td>
<td>Back-to-school immunizations</td>
<td>Week 3: Incoming Kindergartners/Childcare&lt;br&gt;Week 4: Incoming 7th graders&lt;br&gt;Week 5: College students</td>
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<tr>
<td>August 2020</td>
<td>Back-to-school immunizations</td>
<td>Week 1-4: TK/K, 7th, College</td>
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<tr>
<td>September 2020</td>
<td>Seasonal influenza</td>
<td>Week 1: Everyone 6 months and up&lt;br&gt;Week 2: Healthcare providers&lt;br&gt;Week 3: Aging adults&lt;br&gt;Week 4: Critical infrastructure workers</td>
</tr>
<tr>
<td>October 2020</td>
<td>Seasonal influenza</td>
<td>Week 1: People with heart disease&lt;br&gt;Week 2: People with diabetes&lt;br&gt;Week 3: People with asthma&lt;br&gt;Week 4: Pregnant women</td>
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<td>November 2020</td>
<td>It’s safe to come in</td>
<td>All month: Everyone</td>
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<tr>
<td>December 2020</td>
<td>Late season influenza</td>
<td>All month: Everyone 6 months and up</td>
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<tr>
<td>January 2021</td>
<td>TBD (Possibly COVID-19 vaccine if available)</td>
<td>TBD</td>
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<td>February 2021</td>
<td>Adolescent immunizations (HPV, meningococcal, Tdap)</td>
<td>All month: Adolescents</td>
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The majority of parents are on Instagram. Posting Instagram stories may be seen more than a typical post since they appear at the top of the app. Here are step-by-step instructions on how to add photos to an Instagram story and customize it by adding GIFs and hashtags.

1. Find the Instagram App on your phone and click on it.

2. When you open the app you will see a feed of other accounts’ posts, and stories are all at the top of the app. To add your own story, click on the camera icon in the top left.

3. You will be brought to a page where you could take a picture using the camera on your phone or add a photo from the photos saved on your phone. To add a photo, click on the bottom left icon, this will take you to your saved photos.

4. You can then scroll through your photos and select the campaign photo you would like to add to your story by clicking on it.

5. Now that you have added your photo, you can add hashtags and gifs in order to make the post more appealing to viewers. Click the square smile at the top of the post to do this.

6. A list will pop up with a selection of things you can add to the post. You can add a hashtag by clicking the #HASHTAG option.
A new page will pop up where you can search the available GIFs by related terms by typing those terms into the top search box.

By searching the term “mask” for example, you are given a list of options of GIFs. You can select one by clicking on it and it will be added to your campaign photo.

The GIF like the hashtag can be moved to any location on the photo by putting your finger on it and dragging it around the photo.
You can also add any messaging you would like by clicking on the “Aa” symbol in the top right.

A keyboard will pop up and you can type a message. You can change the color of the text by selecting any of the colors at the top of the keyboard. You can also add more hashtags by using typing # and then your tag.

Once you are done with your edits, you can add the story to your account by clicking the icon on the bottom left that has your profile picture and “Your Story” beneath it.

Add a link to your story:

Upload a photo to your Instagram Story, and then click the icon at the top right that looks like a chain.

Click “+ URL” to add a link to a web page.

Type url into the text box. Click “Done” in the top right. Click the “+ Story” button at the bottom right of your Story. Now, your published Story has a “See More” swipe up link.