

Illinois Chapter

INCORPORATED IN ILLINOIS

American Academy of Pediatrics

DEDICATED TO THE HEALTH OF ALL CHILDREN®



# Flu Campaign

## Guidance for Social Media

Last Update June 30, 2023





## Keep Them Strong

### Destination Link:

[https://bit.ly/ICAAP\\_Flu](https://bit.ly/ICAAP_Flu)

### Post Copy:

Avoid missing work or school because of the flu! Getting your child their flu vaccine this year is the strongest step you can take to protect them this flu season. Call your child's pediatrician or make an appointment with our local pharmacy! #FluSeason #FluVaccine #DontCatchTheBug #HealthyKids #StrongKids #Flu #Vaccine

**Artwork File Name:** ICAAP-Flu\_01-Keep-Them-Strong.jpg



## Don't Let Flu Win

### Destination Link:

[https://bit.ly/ICAAP\\_Flu](https://bit.ly/ICAAP_Flu)

### Post Copy:

Did you know that flu viruses change and evolve all the time? That's why getting a flu shot every year is important. Not only does it help to lessen flu symptoms, it also helps to strengthen your child's immune system overall! Keep your kids healthy and strong with a flu shot! #FluSeason #FluVaccine #DontCatchTheBug #HealthyKids #StrongKids #Flu #Vaccine

**Artwork File Name:** ICAAP-Flu\_02-Dont-Let-Flu-Win.jpg



## Download All Campaign Assets:

<https://oqr.me/kgmAz>

## Protect the Whole Family

### Destination Link:

[https://bit.ly/ICAAP\\_Flu](https://bit.ly/ICAAP_Flu)

### Post Copy:

Flu spreads fast, especially for little ones and children attending daycare and school! You can help keep your family healthy this fall and winter by having everyone get their flu vaccine. #FluSeason #FluVaccine #DontCatchTheBug #HealthyKids #StrongKids #Flu #Vaccine

**Artwork File Name:** ICAAP-Flu\_03-Protect-the-Whole-Family.jpg