



Thank you for downloading the toolkit for The Vaccines for Children social media campaign!

We are pleased to introduce our Vaccines for Children social media campaign. Now that you've opened the compressed file, you'll see three folders for each message:

VFC Messaging, which raises awareness about Vaccines for Children providers.

Pediatric Vaccine Messaging, which encourages pediatric vaccination uptake.

Thank You Messaging, which thanks Illinois pediatricians for keeping our kids and families safe and healthy as they grow.

Each of these folders include a PDF that maps each social media graphic with its corresponding post copy and recommend URL. The recommended URL can be used for both posting and for ads to help guide users to expected and approved content.

To post to your own social media, download the correct JPG, review the corresponding Posting Guide, copy the desired post content, and paste into your social media platform of choice. These graphics are optimized to work across platforms!

Thank you for your unwavering commitment to promoting good health!

With gratitude,

The Illinois Chapter, American Academy of Pediatrics

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