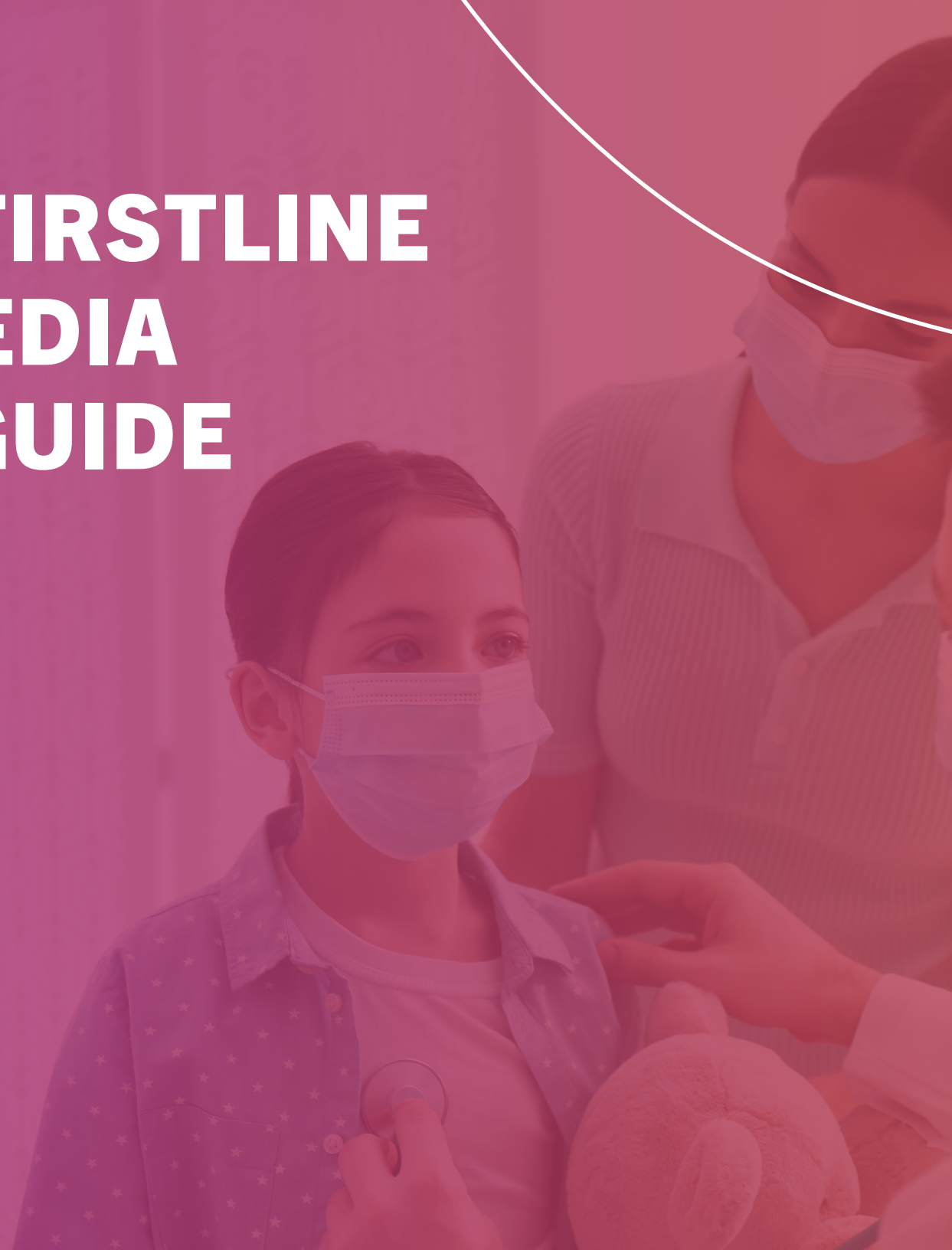


PROJECT FIRSTLINE SOCIAL MEDIA POSTING GUIDE



Thank you for downloading the Project Firstline Social Media Campaign!

Use this toolkit for quickly creating posts on Facebook, Instagram, or your other social media platforms. In addition, you can also use these assets on your website and in e-mails to patients.

This toolkit includes:

- Guidance on when to post on each platform for maximum reach
- Copiable social media post text with a custom hashtag strategy and resource URLs (where appropriate).
- Downloadable image graphics (JPGs) to pair with the social media post text

How To Use This Guide:

- 1 Review social media best practices and posting guidance in this PDF to determine the best time to post for your audience.
- 2 Find the post you'd like to share on your social media platforms in this PDF and copy the post text and hashtags.
- 3 Open the "Graphics" folder and find the corresponding image to the post you'd like to use.
- 4 Open your social media platform of choice, paste your copied text and hashtags in the posting area.
- 5 Upload the corresponding graphic and post.



Make the Most of Your Social Media Platforms

Best Practices for Identifying the Most Impactful Platforms

Each social media platform has a unique audience with equally unique engagement habits. To make the most impact with this social media toolkit, please consider the following:

There are five commonly agreed upon generations currently identified in the United States. Each of these generations leverage specific social media platforms, including:

- **Gen Z, iGen, or Centennials:** Born 1996 – TBD
 - ▷ TikTok, SnapChat, YouTube
- **Millennials or Gen Y:** Born 1977 – 1995
 - ▷ Instagram, Facebook, Pinterest
- **Generation X:** Born 1965 – 1976
 - ▷ Facebook, LinkedIn
- **Baby Boomers:** Born 1946 – 1964
 - ▷ Facebook
- **Traditionalists or Silent Generation:** Born 1945 and before
 - ▷ NA

When choosing where to post, consider your patient roster, and select the appropriate platform accordingly.

Best Practices for Hitting High-Traffic Posting Windows

Each social media platform has specific peak-traffic times based on their unique user base. If you intend to mass post across platform, it's best to choose the most highly-trafficked times. Use this data to make the most informed posting decisions.

Highest-Traffic Windows Across Platform:

7 am to 9 am CT | 1 pm to 3 pm CT | 7 pm to 9 pm CT

Highest-Traffic Days Across Platform:

Wednesday | Thursday | Tuesday | Friday

Platform Specific Posting Windows

If you are choosing to post on a single platform like Facebook, Instagram, or LinkedIn, use the timetables below to schedule your posts for maximum impact:

Facebook:

- **Monday:** 5 am to 3 pm CT
- **Tuesday:** 6 am to 3 pm CT
- **Wednesday:** 6 am to 3 pm CT
- **Thursday:** 5 am to 3 pm CT
- **Friday:** 6 am to 3 pm CT
- **Saturday:** 7 am to 2 pm
- **Sunday:** 10 am to 3 pm

Instagram:

- **Monday:** 9 am to 10 am CT
- **Tuesday:** 9 am to 10 am CT
- **Wednesday:** 5 am, 11 am, or 3 pm CT
- **Thursday:** 12 pm or 5 pm CT
- **Friday:** 9 am to 10 am or 5 pm to 6 pm CT
- **Saturday:** 8 am to 12 pm CT
- **Sunday:** 10 am to 2 pm CT

LinkedIn:

- **Monday:** 1 pm CT
- **Tuesday:** 8 am to 10 am CT
- **Wednesday:** 2 pm CT
- **Thursday:** 4 pm CT
- **Friday:** 10 am CT
- **Saturday:** 6 am to 7 am CT
- **Sunday:** 8 pm CT

Project Firstline

Social Media Posting Guide

POST 01



Post Copy:

Attention health care providers in Illinois – as measles remains on the rise domestically/around the globe, please be aware of the precautions your facility can take to limit the spread! Know the signs of measles so you can diagnose cases early and help patients quarantine properly. Keep up to date with the latest measles news in Illinois: <https://illinoisAAP.org/emergingissues/> #ProjectFirstline #CDC #Measles #MMR #MeaslesOutbreak #Quarantine #Vaccines #Vaccination #HealthCare

Artwork Filename:

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POST 02



Post Copy:

As measles cases spread in the U.S., it's important to work to limit exposure at health care facilities. Review patient appointment requests and triage over the phone if possible. If there is a concern for measles, request that patients use a separate entrance for their appointment and ask that they (and anyone with them) wear a mask before entering to keep everyone safe! Learn more about infection control measures from Project Firstline: <https://www.cdc.gov/project-firstline/about/index.html> #ProjectFirstline #CDC #Measles #MMR #MeaslesOutbreak #Quarantine #Vaccines #Vaccination #HealthCare #Frontline #Pediatrics #Medicine

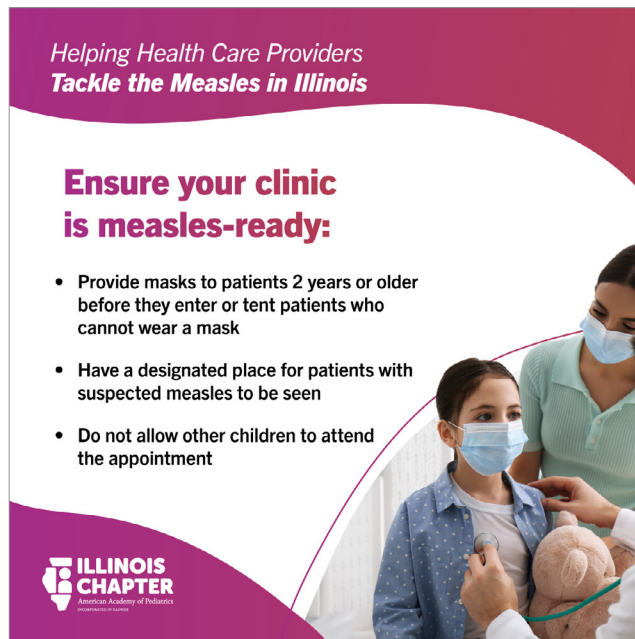
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Project Firstline

Social Media Posting Guide

POST 03



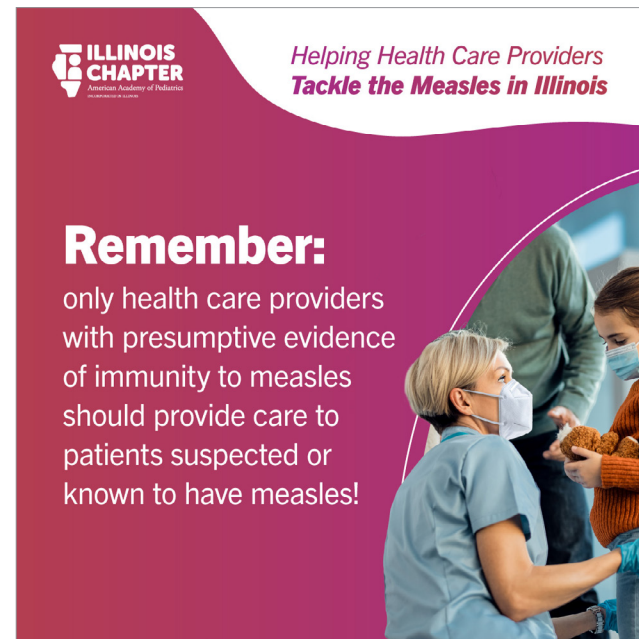
Post Copy:

It's important to keep other patients and their loved ones safe as you care for those who may have measles. Provide masks, offer alternate entrances, and limit contact! Learn more about infection control measures from Project Firstline: <https://www.cdc.gov/project-firstline/about/index.html> #ProjectFirstline #CDC #Measles #MMR #MeaslesOutbreak #Quarantine #Vaccines #Vaccination #HealthCare #Frontline #Pediatrics #Medicine

Artwork Filename:

ICAAP_ProjectFirstline-SocialMedia_Post-03.jpg

POST 04



Post Copy:

Being on the frontlines of infectious diseases can feel overwhelming. To help limit the spread of measles, make sure to follow infection control measures to limit exposure for yourself, your team, and your patients. Learn more about infection control measures from Project Firstline: <https://www.cdc.gov/project-firstline/about/index.html> #ProjectFirstline #CDC #Measles #MMR #MeaslesOutbreak #Quarantine #Vaccines #Vaccination #HealthCare #Frontline #Pediatrics #Medicine

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Project Firstline

Social Media Posting Guide

POST 05



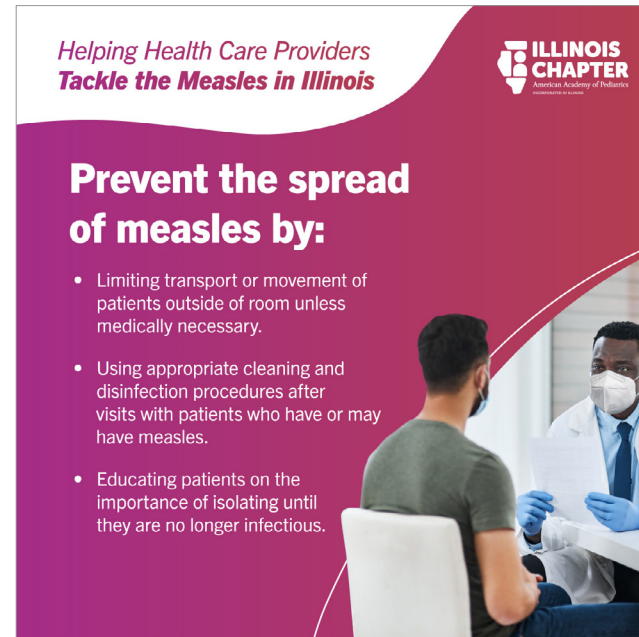
Post Copy:

It's more important than ever that we report suspected cases immediately. This ensures appropriate contact tracing and testing which can help limit exposure. Contact your local health department right away if you suspect measles. Keep up to date with the latest measles news in Illinois: <https://illinoisAAP.org/emergingissues/> #ProjectFirstline #CDC #Measles #MMR #MeaslesOutbreak #Quarantine #Vaccines #Vaccination #HealthCare #Frontline #Pediatrics #Medicine

Artwork Filename:

ICAAP_ProjectFirstline-SocialMedia_Post-05.jpg

POST 06



Post Copy:

When it comes to preventing the spread of measles, proper pre/post-appointment actions must be taken! Learn more about infection control measures from Project Firstline: <https://www.cdc.gov/project-firstline/about/index.html> #ProjectFirstline #CDC #Measles #MMR #MeaslesOutbreak #Quarantine #Vaccines #Vaccination #HealthCare #Frontline #Pediatrics #Medicine

Artwork Filename:

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