

Getting Back to the Basics with Rory the Lion Campaign

Social Media Posting Guide

Rory the Lion, ICAAP's latest outreach helper, helps families cut through the noise with trusted, easy-to-understand information about vaccines. This friendly, fact-based series highlights the "how" and "why" of immunizations, from herd immunity and vaccine safety to where families can get vaccinated.



Thank you for downloading the **Getting Back to the Basics with Rory the Lion** 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
- Downloadable graphics 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.
- 3 Open the "Social Media Graphics" folder and find the corresponding graphic(s) to the post you'd like to use.
- 4 Open your social media platform of choice, paste your copied text in the posting area.
- 5 Upload the corresponding graphic(s) 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

AAP Guidance for Social Media Use

Explore the American Academy of Pediatrics' [Glossary of Digital Media Platforms](#) for a one-stop shop with detailed information about video sharing, social media, and gaming platforms commonly used by children and teenagers.

Key topics include:

- Default privacy settings
- Screen time management
- Feed customization options
- Messaging and friend controls
- Parental controls

Using the Glossary

The AAP's Glossary of Digital Media Platforms has a user-friendly interface designed to support easy navigation to the content you're looking for on each platform page. This includes information on advertising and tips on how to manage notifications.

Additional Guidance

Review the AAP's latest media article "[How pediatric practices can use the new AAP social media tool](#)" to review practical tips on how to introduce the Glossary to families in clinic.

Review the included [Dictionary of Common Digital Media Terms](#) to better understand the words related to social media and other digital media platforms that you may come across.

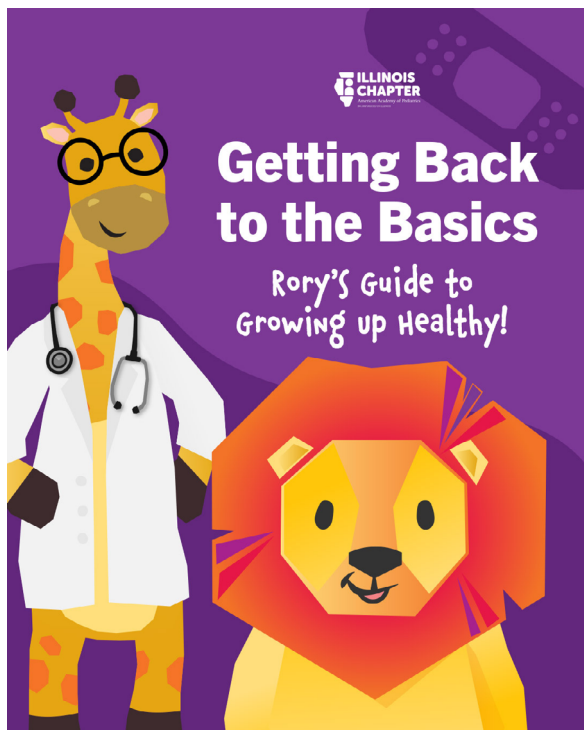


This tool will continue to evolve as new platforms are added and as existing platforms change their settings and parental controls.



Getting Back to the Basics with Rory the Lion

SOCIAL MEDIA POSTING GUIDE



POST 1

Getting Back to the Basics with Rory the Lion

Post Copy:

There's a lot of information out there about how to raise healthy kids, and sometimes, it can feel overwhelming. That's why the Illinois Chapter of the American Academy of Pediatrics (ICAAP) created Rory the Lion, your big helper in understanding vaccines and health! Rory is teaming up with trusted pediatricians to bring families clear, reliable facts about vaccines and health.

Together, we'll explore the basics: what vaccines do, why they matter, and how they help kids grow up strong and safe.

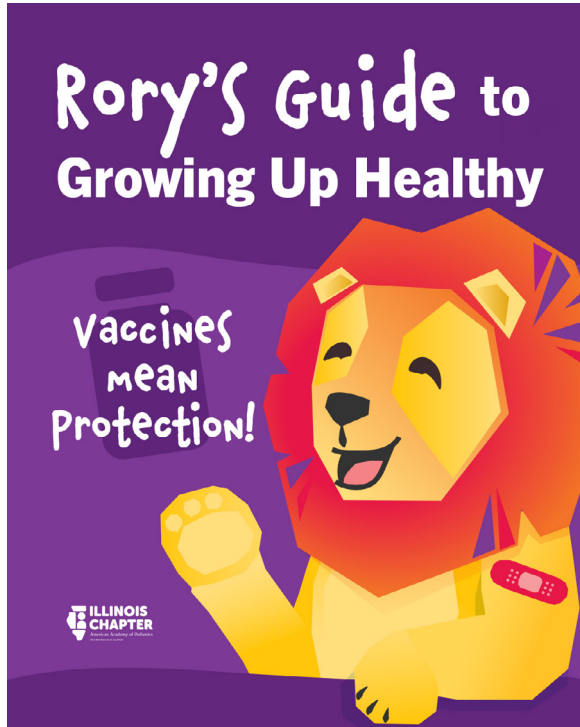
Follow along with Rory's Guide to Growing Up Healthy and join us in keeping Illinois families just like yours healthy, happy, and ready for the future!

Post Hashtags:

#RoryTheLion #HealthyKidsIL #VaccinesWork #FamilyHealth #GrowingUpHealthy #TrustedHealth

Getting Back to the Basics with Rory the Lion

SOCIAL MEDIA POSTING GUIDE



POST 2

What Do Vaccines Do?

Post Copy:

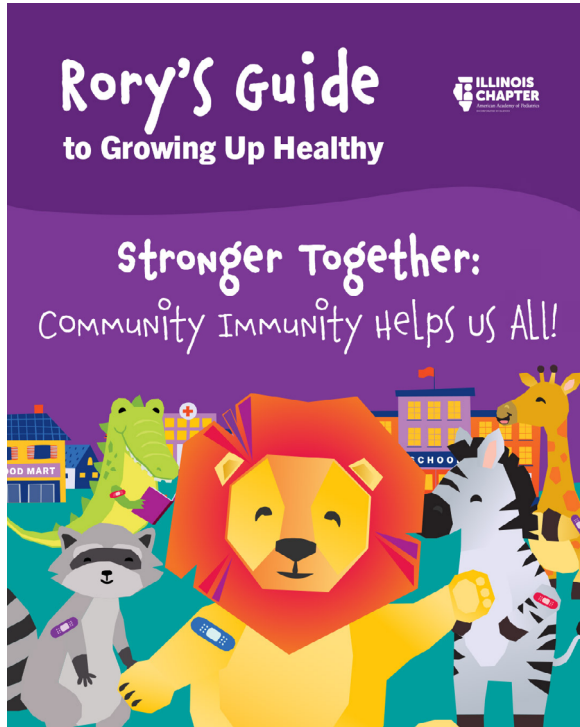
Meet Rory the Lion, ICAAP's big helper for families learning about vaccines! Rory wants you to know: vaccines train your body to fight off germs before they can make you sick. Vaccines are one of the safest and easiest ways to stay healthy. Looking for more information? Get everything you need to know from our friends at [HealthyChildren.org](https://www.healthychildren.org)!

Post Hashtags:

#VaccinesWork #HealthyKidsIL #RoryTheLion #FamilyHealth
#IllinoisFamilies #ImmunizationAwareness

Getting Back to the Basics with Rory the Lion

SOCIAL MEDIA POSTING GUIDE



POST 3

What Is Herd Immunity?

Post Copy:

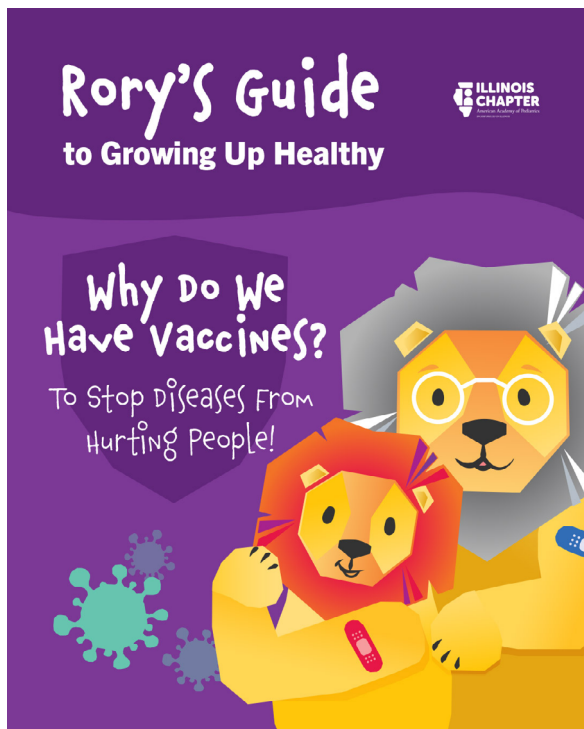
When lots of people get vaccinated, it helps protect the whole community! Even babies and those who can't get certain vaccines because of health complications. This extra layer of protection helps keep dangerous diseases from spreading, which means fewer outbreaks. That's called "community immunity." Together, we can keep schools and families safer.

Post Hashtags:

#HerdImmunity #CommunityHealth #VaccinesProtect
#IllinoisKids #HealthyTogether #RoryTheLion

Getting Back to the Basics with Rory the Lion

SOCIAL MEDIA POSTING GUIDE



POST 4

Why Were Vaccines Developed?

Post Copy:

Vaccines were created to protect us from dangerous illnesses like measles, polio, and whooping cough. Before vaccines, these diseases spread quickly, causing serious sickness and even death. Families often lost loved ones, and children sometimes grew up with life-long health problems.

Vaccines changed that story. They helped turn once-devastating illnesses into rare, preventable threats. But those diseases haven't gone away completely. Staying up to date with your child's vaccinations keeps kids safe, families strong, and communities healthier for everyone.

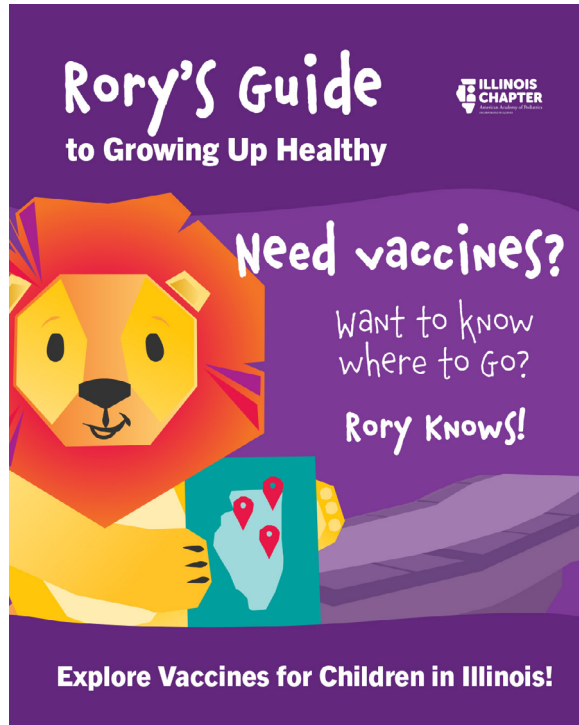
Learn more at <https://www.healthychildren.org/english/safety-prevention/immunizations/pages/default.aspx>

Post Hashtags:

#StopDisease #VaccinesSaveLives #HealthyFamiliesIL
#RoryTheLion #PreventionMatters

Getting Back to the Basics with Rory the Lion

SOCIAL MEDIA POSTING GUIDE



POST 5

Where Can You Get Vaccines?

Post Copy:

Vaccines are available at your doctor's office, community health clinics, and many pharmacies. Need help finding vaccines near you? Ask your school nurse or your child's pediatrician. Need help covering the cost of vaccines? Your child may be eligible for little-to-no-cost vaccines! Check out this handy flyer to see if you qualify!

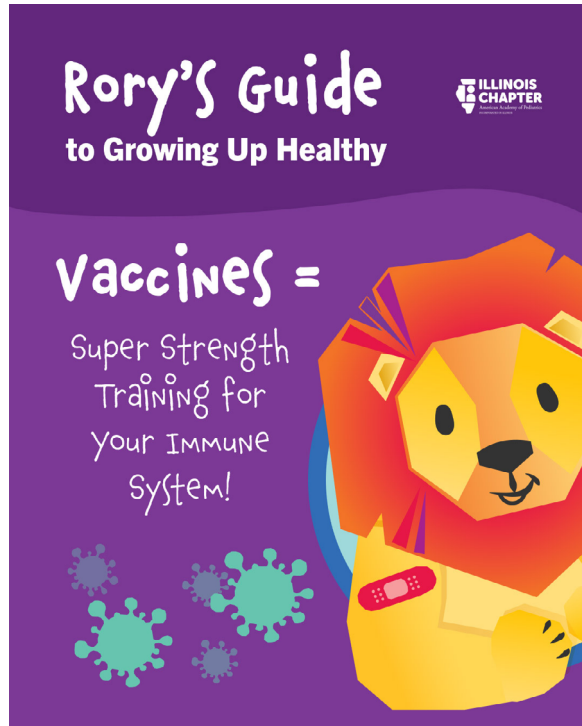
https://illinoisAAP.org/wp-content/uploads/2025/08/ICAAP-VFC-WheretofindVFCProviders_Patient-Flyer.pdf

Post Hashtags:

#GetVaccinated #SchoolHealth #IllinoisFamilies
#RoryTheLion #HealthyKids

Getting Back to the Basics with Rory the Lion

SOCIAL MEDIA POSTING GUIDE



POST 6

How Do Vaccines Work in the Body?

Post Copy:

Think of vaccines like a practice round for your body. They give your immune system a safe preview of certain germs, so it learns how to fight them off quickly.

It's like strength training for your body's defenses, building memory and speed without making you sick.

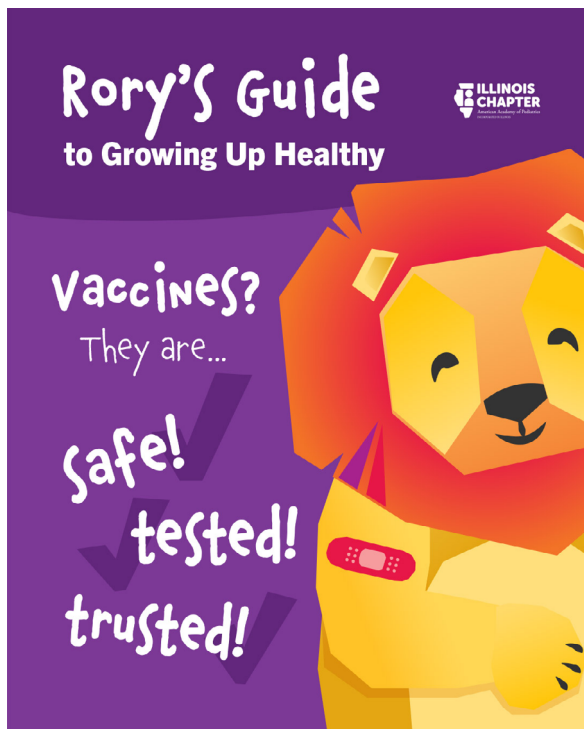
That way, if the real germ shows up, your immune system is ready to jump into action and protect you right away. That's super smart science!

Post Hashtags:

#SmartScience #VaccinesWork #RoryTheLion #HealthyKidsIL #FamilyHealth

Getting Back to the Basics with Rory the Lion

SOCIAL MEDIA POSTING GUIDE



POST 7

Vaccine Safety

Post Copy:

Rory the Lion, ICAAP's big helper, knows that vaccines can feel scary! But he wants you to know that vaccines go through years of careful research and testing before they're ever approved for families. Scientists study them in many steps to make sure they work and are safe. Even after approval, doctors and health experts keep checking vaccines every single day to make sure they stay safe.

This careful process means vaccines are one of the most studied and trusted tools in modern medicine. Rory reminds us: vaccines protect kids, support families, and help communities grow up healthy together.

Post Hashtags:

#VaccineSafety #TrustedHealth #RoryTheLion #IllinoisFamilies #HealthyCommunities

Getting Back to the Basics with Rory the Lion

SOCIAL MEDIA POSTING GUIDE

POST 8

How Vaccines Are Developed

Post Copy:

Wondering how vaccines are made? Vaccines go through lots of careful work before they ever reach your family.

Here's how it happens: First, scientists work in labs to develop the vaccine and make sure an idea is safe and promising. Then, the vaccine goes through three phases of testing called trials, with real life volunteers to prove it works, that it is safe, and to monitor side effects. Lots of people volunteer for these studies!

After testing, experts carefully review the trial data, inspect where the vaccines are made, and approve the vaccine only if it's proven safe and effective. Things don't end there! Public health experts then decide who should get the vaccine and how it should be used. Then, even after your family can get the vaccine, doctors and health experts keep watching to make sure it stays safe.

In emergencies, vaccines can be developed quicker, not because steps are skipped, but because more resources are available and certain steps occur at the same time.

This careful process is one of the reasons vaccines are one of the most studied and trusted tools in modern medicine.

Your pediatrician and medical teams can always help answer any questions about specific vaccines you may have.

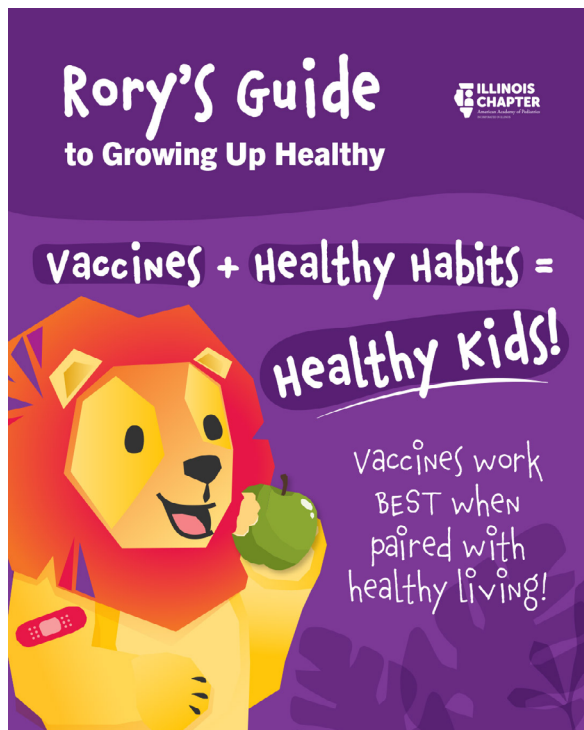
Post Hashtags:

#RoryTheLion #VaccineSafety #HealthyKidsIL #TrustedScience #FamilyHealth
#GrowingUpHealthy #VaccineResearch #RoryGuide



Getting Back to the Basics with Rory the Lion

SOCIAL MEDIA POSTING GUIDE



POST 9

Vaccines as Part of a Healthy Lifestyle

Post Copy:

You already do so much to keep your family healthy! From making nutritious meals to encouraging your kids to play outside, from teaching them to wash their hands to making sure they get enough sleep, you're giving them an amazing foundation for health.

Pediatricians want you to know that vaccines work together with all those healthy habits you're already doing. When kids eat well, stay active, get regular check-ups, and receive their vaccines, it all adds up to stronger protection and healthier families.

Think of vaccines as one important piece of your family's health puzzle, working alongside good nutrition, exercise, quality sleep, and regular doctor visits.

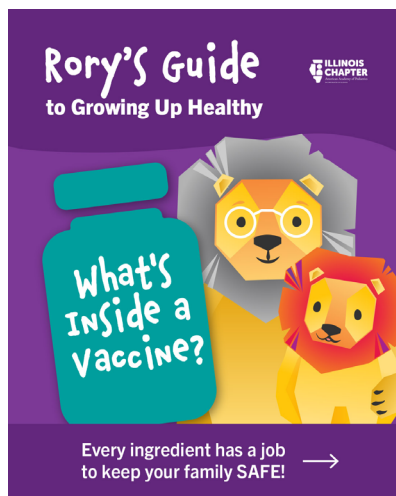
You're already doing what's right for your child. Making sure they have all their recommended vaccines is one of the most effective ways to ensure they stay protected and healthy as they grow.

Post Hashtags:

#RoryTheLion #HealthyHabits #HealthyKidsIL #FamilyHealth #VaccinesWork #GrowingUpHealthy #StrongKids #HealthyLiving #RoryGuide

Getting Back to the Basics with Rory the Lion

SOCIAL MEDIA POSTING GUIDE



POST 10

What's Inside Vaccines?

Post Copy:

You want to know what goes into your child's body, and that makes sense! Rory the Lion, ICAAP's big helper for families, wants you to know each ingredient in a vaccine plays an important role in making them work.

Some of these ingredients help teach your body's immune system to recognize and fight off germs. Others help the immune system respond even better. There are ingredients that work behind the scenes to keep vaccines free from contamination, like bacteria, and some that keep vaccines safe during storage and transport. Your child comes into contact with many of these ingredients naturally through foods, water, and the environment every single day.

All of these ingredients have been carefully tested over and over to make sure they are safe.

Have questions? Your pediatrician is always ready to explain what's in your child's vaccines!

Post Hashtags:

#RoryTheLion #VaccineIngredients #HealthyKidsIL #FamilyHealth
#GrowingUpHealthy #TrustedScience #SafeAndEffective #RoryGuide

