

Learning About Vaccines with Rory the Lion Campaign

Social Media Posting Guide

In this follow-up to “Back to Basics,” Rory shows how small acts of courage, like getting a vaccine, make a big difference. These posts encourage families to stay up-to-date on routine vaccines, normalize common fears, and remind them that pediatricians are their best partners in care.



Thank you for downloading the **Learning About Vaccines 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.

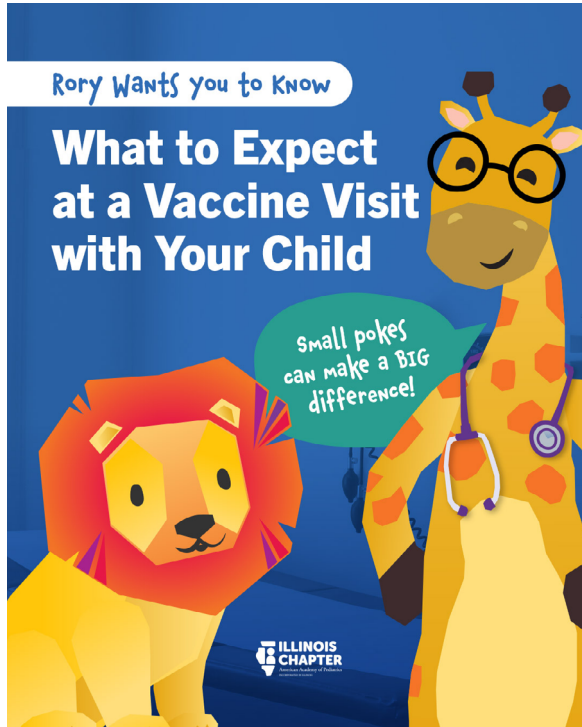


This tool will continue to evolve as new platforms are added and as existing platforms change their settings and parental controls.



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POST 1

What to Expect at a Vaccine Visit

Post Copy:

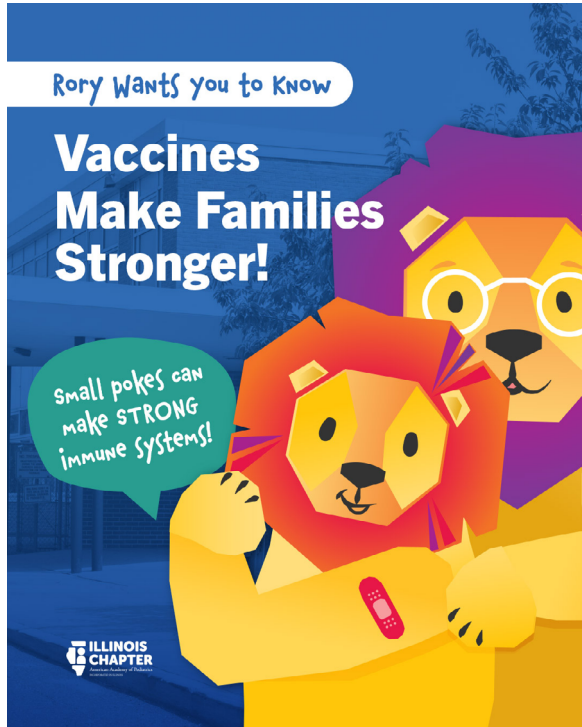
Rory the Lion, ICAAP's big helper, wants families to know what happens when your child gets a vaccine. It's simple: the nurse or medical assistant will clean their arm or leg, give a quick poke, and cover it with a bandage. It may sting for a moment, but it's over fast and it helps protect your child from serious illnesses. Have courage today to protect their tomorrow!

Post Hashtags:

#RoryTheLion #RoarRefreshers #GrowingUpHealthy
#CourageTodayProtectTomorrow #HealthyKidsIL
#FamilyHealth #BraveKidsBraveFamilies #VaccinesWork
#VaccinesProtect #StrongFamiliesSafeCommunities

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POST 2

Why Vaccines Help Us Stay Strong and Safe

Post Copy:

Vaccines give your child's body the tools to fight germs before they can cause serious illness. That means fewer missed school days, fewer trips to the doctor, and more time for the things families love most. Vaccines protect health today and help families stay strong for tomorrow. Have courage today to protect their tomorrow!

Post Hashtags:

#RoryTheLion #RoarRefreshers #GrowingUpHealthy
#CourageTodayProtectTomorrow #HealthyKidsIL
#FamilyHealth #BraveKidsBraveFamilies #VaccinesWork
#VaccinesProtect #StrongFamiliesSafeCommunities

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POST 3

How Vaccines Protect Our Families and Friends

Post Copy:

When your child gets vaccinated, it doesn't just help them, it helps protect everyone around them, like your extended family, friends, co-workers, and neighbors! From newborns to grandparents, vaccines create a circle of safety that keeps entire communities healthier. One brave choice helps shield many loved ones. Have courage today to protect their tomorrow!

Post Hashtags:

#RoryTheLion #RoarRefreshers #GrowingUpHealthy
#CourageTodayProtectTomorrow #HealthyKidsIL
#FamilyHealth #BraveKidsBraveFamilies #VaccinesWork
#VaccinesProtect #StrongFamiliesSafeCommunities

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POST 4

It's Okay to Be Scared

Post Copy:

Getting a vaccine can feel scary for kids, and sometimes for parents, too. And that's okay! Being brave doesn't mean you're not nervous. It means doing what keeps us strong, even when we are feeling worried.

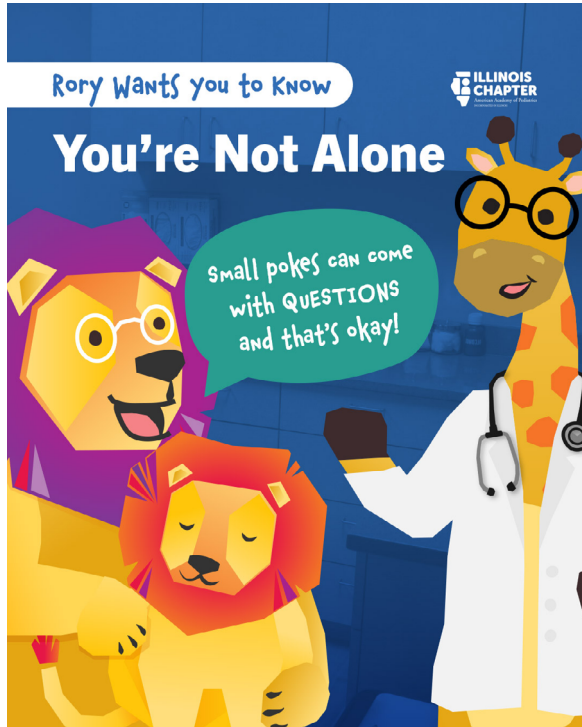
Rory the Lion, ICAAP's big helper and buddy for families, reminds you: your child can do BIG things, and so can you. Have courage today to protect their tomorrow!

Post Hashtags:

#RoryTheLion #RoarRefreshers #GrowingUpHealthy
#CourageTodayProtectTomorrow #HealthyKidsIL
#FamilyHealth

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POST 5

Your Pediatrician is Here to Help

Post Copy:

Have questions about vaccines? Your child's pediatrician is your best partner! They can explain how vaccines work, talk about anything you are unsure about, and guide you through every step.

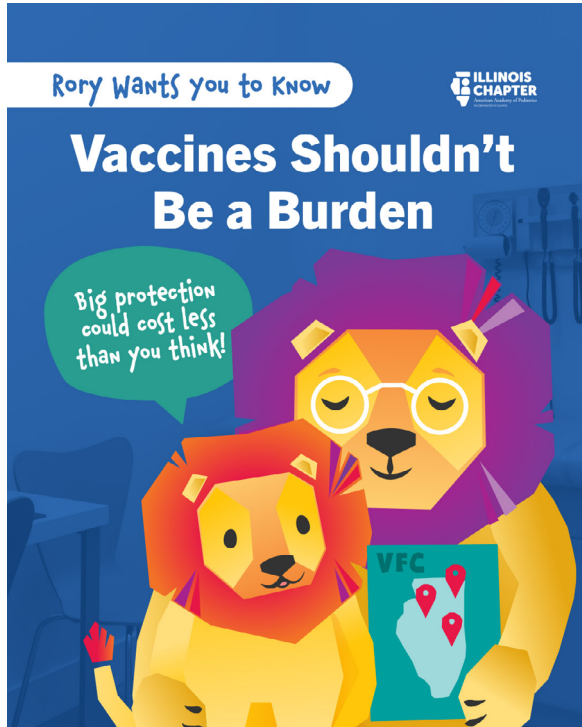
Rory the Lion, ICAAP's big helper, works with these trusted medical friends to help your family make the best choices for health and safety! Have courage today to protect their tomorrow!

Post Hashtags:

#RoryTheLion #RoarRefreshers #GrowingUpHealthy
#CourageTodayProtectTomorrow #HealthyKidsIL
#FamilyHealth #BraveKidsBraveFamilies #VaccinesWork
#VaccinesProtect #StrongFamiliesSafeCommunities

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POST 6

Help with the Cost of Vaccines

Post Copy:

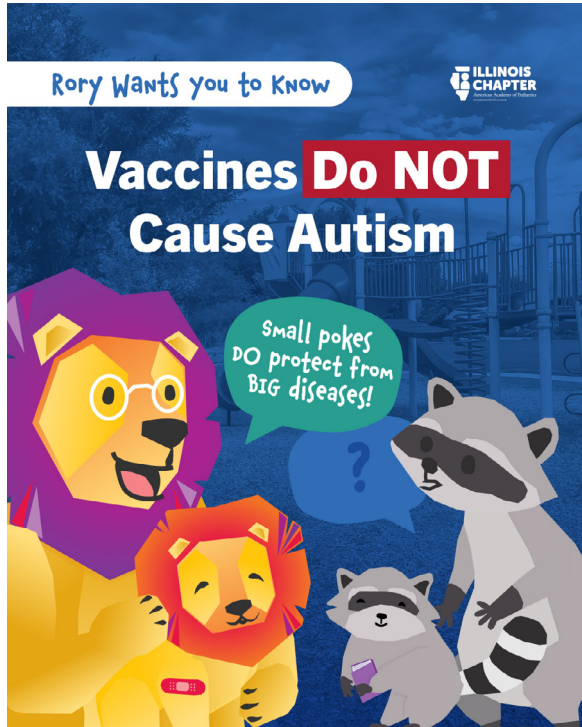
Worried about the cost of vaccines? You're not alone. The Vaccines for Children (VFC) program can help many families get vaccines for free or at a very low cost. Your child's health is too important to wait; support is here for you. Have courage today to protect their tomorrow!

Post Hashtags:

#RoryTheLion #RoarRefreshers #GrowingUpHealthy
#CourageTodayProtectTomorrow #HealthyKidsIL
#FamilyHealth #BraveKidsBraveFamilies #VaccinesWork
#VaccinesProtect #StrongFamiliesSafeCommunities

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POST 7

Vaccines Do Not Cause Autism

Post Copy:

You may have heard rumors that vaccines cause autism, and it's natural to have questions about something so important to your child's health.

Rory the Lion, ICAAP's big helper, wants to share what decades of scientific research tell us: vaccines do not cause autism.

This has been studied extensively by researchers around the world, and the evidence is clear and consistent. The Illinois Chapter of the American Academy of Pediatrics and pediatricians everywhere stand firmly behind this science. Your child's pediatrician can walk you through the research, answer your specific questions, and help you feel confident in your family's health decisions.

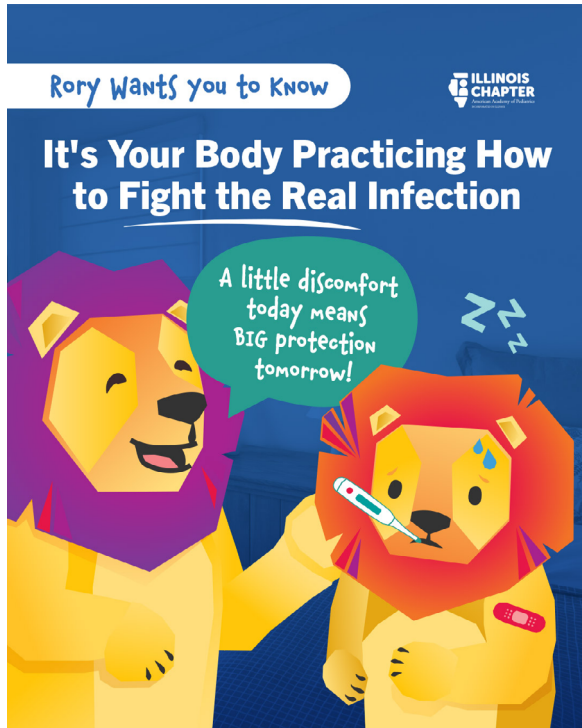
Have courage today to protect their tomorrow!

Post Hashtags:

#RoryTheLion #VaccineFacts #HealthyKidsIL
#CourageTodayProtectTomorrow #TrustedHealth #VaccinesWork
#PediatricianPartner #FamilyHealth

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POST 8

Side Effects Are Normal

Post Copy:

After your child gets a vaccine, they might have a sore arm, feel a little tired, or even have a mild fever. Rory the Lion, ICAAP's big helper for families, wants you to know this is very common!

These side effects mean your child's immune system is doing exactly what it should: learning how to fight off germs. Think of it like your body's alarm system going off to say, "I'm protecting you!" Most side effects are mild and only last a day or two.

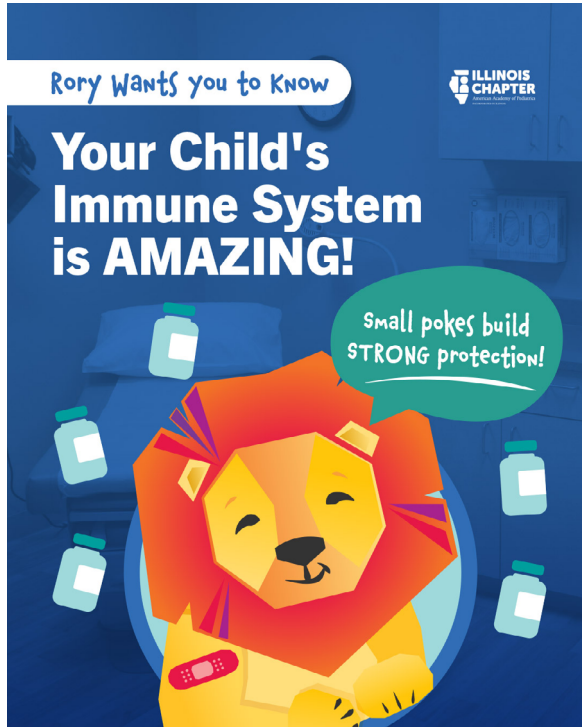
These temporary feelings mean the vaccine is teaching your child's body to stay strong and healthy for years to come. Have courage today to protect their tomorrow!

Post Hashtags:

#RoryTheLion #VaccineSideEffects #HealthyKidsIL
#CourageTodayProtectTomorrow #NormalResponse #VaccinesWork
#ProtectiveCare #FamilyHealth

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POST 9

Children Can Handle Multiple Vaccines

Post Copy:

Some parents worry about giving their child multiple vaccines at once. We understand this concern.

Every single day, your child encounters thousands of different germs. Vaccines teach their immune system how to recognize germs that cause illness, so when they come into contact with them, it's ready to fight them off.

When you follow the recommended timing and spacing of vaccines, your baby is protected from nine serious diseases by just 3 months old. These vaccines work together safely to strengthen your baby's immune system. This helps you focus on the fun stuff like: growing, playing, and learning. Have courage today to protect their tomorrow!

Post Hashtags:

#RoryTheLion #StrongImmunity #HealthyKidsIL
#CourageTodayProtectTomorrow #VaccinesWork #GrowingUpHealthy
#AmazingBodies #FamilyHealth

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POST 10

Pediatricians' Recommendations Are Based on Health, Not Profit

Post Copy:

Trust is important, especially when it comes to your child's health. Pediatricians recommend vaccines because they protect your child's health and help keep communities safe.

The timing and combination of vaccines schedules are based on science. Schedules are carefully timed to work with your child's immune system and to give them strong protection when they need it most. Sometimes that means multiple shots in one visit.

Spacing out vaccines and not following the recommended schedule means more appointments - and more chances for your child to miss important protection. Your child's pediatrician is your partner in keeping your family healthy, and they are here to answer any questions you have. Have courage today to protect their tomorrow!

Post Hashtags:

#RoryTheLion #TrustedPartner #HealthyKidsIL
#CourageTodayProtectTomorrow #PediatricianPartner #VaccinesWork
#ScienceBased #FamilyHealth

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POST 11

Protection by 3 Months

Post Copy:

When you follow the recommended timing and spacing of vaccines, something amazing happens: by just 3 months old, your baby is already protected from nine serious diseases! These vaccines work together safely to strengthen your baby's immune system and keep them healthy.

This means you can focus on what really matters, like watching your baby grow, helping them discover the world through play, and celebrating every new thing they learn. When your baby is protected, they can spend their energy on the important work of being a baby: smiling, giggling, and reaching those exciting milestones.

Following the vaccine schedule gives your little one the best protection at the best time. Have courage today to protect their tomorrow!

Post Hashtags:

#RoryTheLion #RoarRefreshers #GrowingUpHealthy
#CourageTodayProtectTomorrow #HealthyKidsIL #FamilyHealth
#BraveKidsBraveFamilies #VaccinesWork #VaccinesProtect
#StrongFamiliesSafeCommunities